



CaderConsult Management Consultancy

YOUR KEY TO ADDED VALUE

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OUR MISSION

Your success is our aim

Highly dynamic global markets call for increasing reliability on determining the current and future enterprise value in all phases of the business life cycle. At the same time the tolerance limits for flight path deviations drop in your company cockpit.



- We provide you with an independent unbiased analysis of your strategic position.
- We develop the conceptual roadmap jointly to tune the engine of your company.
- We assume full responsibility for complex project work according your requirements.

Our Signature

Structure

Face-to-Face Interaction

Precision

OUR PROFILE

Proficiency

Strategy

- Redirecting the company's focus by switching to portfolio alternatives
- Protecting market positions by devising patent strategies

Marketing

- Identifying opportunities to increase market shares
- Developing measures to level heavy fluctuations in sales

Production

- Selecting and implementing quality, safety and environmental initiatives
- Optimizing production processes incl. utilization of foreign production sites
- Improving production process stability

Finance

- Facilitating M&A's and initiating company start-ups
- Scrutinizing capital and business investment to strengthen cash flow

Experience

- *Dynamit Nobel AG*
Long standing career as managing director with Pigmentchemie leading a staff of 500
- *Sachtleben Chemie GmbH*
Overall responsibility of market segments coatings, plastics and paper
- *European Titanium Dioxide Manufacturers Association - TDMA*
Vice Chairman of the Cefic Sector Group, Belgium
- *Guangzhou Huali Sachtleben Company Ltd*
Numerous terms as Board member of the Sino-German joint venture, China

- *Sachtleben Corporation Inc, NY*
Chairman of the Board and CEO of the North American branch, USA
- *Argonne National Laboratory, IL*
Postdoctoral research fellow, Chemical Division, USA
- *Gesellschaft fuer Kernforschung Karlsruhe*
Scientific assistant at the Institute fuer Heisse Chemie

Aspects

VDI Berichte 1920, Nanofair 2005, Dresden, pp. 257-262:

Raising Public Awareness of Nanotechnology
A Communication Concept
C. Aderhold, CaderConsult, Krefeld/Germany

- PDF-Download Poster A1 (55 KB)
- PDF-Download Print Version A4 (75 KB)

Abstract

Like any other key technology in the past Nanotechnology is also challenged to sustain the public debate in the area of conflict between technological futurism and aversion to technology.

With observations of concrete cases e.g. Telecommunication and Nuclear Technology critical factors of success for the public dialogue are derived. A communication concept is presented in reference to a marketing model for the purpose of addressing the public in a structured manner all the way from increasing attention for Nanotechnology to its common adoption.

OUR COMPETENCE

Industrial Focus

In light of our field of experience we target the consulting efforts at areas with demanding industrial production like:

- Chemicals and pharmaceutical ingredient manufacturer
- Cosmetic and food ingredient industry
- Measurement and control devices industry
- Industrial equipment manufacturer
- Pigment industry
- Glass and ceramics industry
- Functional additives for plastics
- Paper industry
- Automotive components supplier

Complemental expertise in technology and economics

Early indication of deviating value drivers prior to their reflection in key financials of the company opens up new potential for value gains and reduction of sudden risks respectively.

The art of correlating these value drivers specific to each industrial field with company financial goals like profit gains, ROCE or CFROCE requires a fine grasp and many years experience with the mode of action in every business segment of an enterprise.

We take your corporate environment as a base to develop with our consolidated technological expertise the successful value controls in your company.

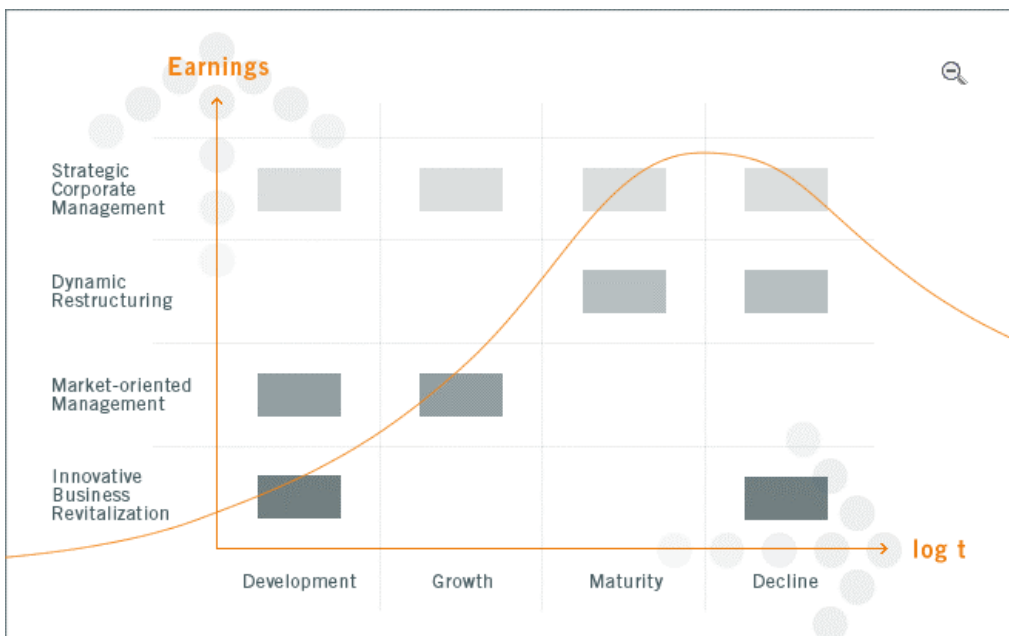
Core Competence

Our strength, the complementary expertise in technology and economics, in combination with a distinct industrial focus defines our scope of services naturally.

We devote ourselves to selective core competences and we are optimally qualified for such tasks as

- Strategic corporate management
- Dynamic restructuring
- Market-oriented management
- Innovative business revitalization

Strategic corporate management challenges call for consideration of the entire business life cycle as well as for reflection of the different managerial requirements at any particular stage of the business life cycle.



At the stage of maturity and decline, however, the main emphasis rests on dynamic restructuring. The proactive turnaround or financial reorganization are options for ways out of the crisis.

Whereas at the stage of development and growth customer focus and market orientation come to the fore.

Innovation and adaptation in new technological and market potential are dominating the development stage of the business life cycle and become priority at the stage of decline the latest to reanimate the business with all possible resources.

OUR METHODOLOGY

Structural elements

Increasing acceleration of business dynamics combined with the growing complexity of blurred company boundaries result in singular approaches. Each and every challenge has to be analyzed and solved individually.

Still in our experience a certain basic pattern has proven itself effective especially to support communication and tuning necessities critical to success:

- Initial situation assessment
- Consensus on goal setting
- Goal achievement procedure
- Implementation and progress review

We will provide accompanying documentation of joint projects formatted following your quality system standards.

YOUR CHALLENGE

Your Feedback

Please feel free to provide us anytime with a simple sketch of your current challenges and needs in business . We are pleased to respond promptly and are prepared to arrange a face-to-face meeting at your convenience.

We greatly appreciate your opinion, suggestions and considerations and are looking forward to your feedback.

Select your contact details:

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