



potential is the possibility that lies within. to potentiate is to harness existing potential and achieve maximum returns.

at hemas we harness the potential latent within our people, equipping them with the tools to succeed. in turn they potentiate every opportunity available to them at the workplace.

**This is the mark of a true team.
This is the formula of our success.**

potentiate

verb [trans.] technical

increase the power, effect, or likelihood of (something, esp. physiological reaction)

ORIGIN early 19th cent.: from POTENT, on the pattern of *substantiate*.