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Today's IGM Panel



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- ❖ All business is local -
a fact in Energy Market too
 - ❖ They are different ways to success
 - ❖ The Strategy is the key of success
 - ❖ Differentiation by Services and Customer Satisfaction



The new IGM



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- ❖ Intergas Marketing is an international non-profit and non-political organisation, which in the future will merge with International Gas Union (IGU) to IGU Marketing Committee IGM
 - ❖ Its membership exchanges experiences and provides Knowledge in the field of gas marketing
 - ❖ IGM will be open in the future to all members of IGU



Future works of IGU-IGM



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- ❖ What does the Market demand from the Gas Industry?
 - ❖ The alliance/marriage between Biomass/Renewables and Natural Gas
 - ❖ Is the oil-linked price sustainable?
 - ❖ Impact of market opening on the market



10 good reasons to join IGM



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- 1 - Main issues in competitive market: customers satisfaction and image in the public's opinion
 - 2 - Development of new offers of products and services with efficient marketing
 - 3 - Exchange of experiences and best practices
 - 4 - Benchmarking
 - 5 - Twice a year a global survey of innovation



10 good reasons to join IGM



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- 6 - Launching new topics or studies in a short time
 - 7 - Integrated in IGU
 - 8 – Friendly relations with marketing and commercial managers
 - 9 - Common interest can be approached among competitors
 - 10 - Meet specialists to have direct exchanges and to become partners
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Thank you for your attention
and see you in Budapest