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Presentation - Generalities



Intergas Marketing was created by IGU in 1951
IGM contributes to the development of gas
economy in the area of marketing

Since 2003 IGM became the first organisation
affiliated to IGU

Members are Countries represented by delegations
composed of gas associations and gas companies



Presentation - Generalities



Today 15 countries-members:

Belgium, Croatia, Czech Republic, Denmark,
Finland, France, Germany, Great-Britain, Hungary,
Ireland, Italy, The Netherlands, Portugal, Spain,
Switzerland



Marketing



Marketing prepares products / services to satisfy needs of clients

The steps in a marketing approach include:

- market study
- clients and prospects expectations for new offers
- competitors' analysis
- segmentation of markets and customers
- existing and new products and their marketing channels



Marketing



The steps in a marketing approach include:

- Multi services and overall offer (equipment, installation, financing...)
- Customer Relationship Management
- Advertising and brand's policies
- Measuring the client's satisfaction,...

The opening of the gas markets is giving Marketing an increased role



The work of IGM



4 main categories of working during IGM sessions

- ❖ Reflections and experience exchanges
- ❖ Comparative studies to review the best marketing practices
- ❖ Prospective studies to determine the marketing opportunities
- ❖ Launching of actions to promote natural gas or certain particular usages



Past works of IGM



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- ❖ Usage of gas for the production of electricity and cogeneration, 1995
 - ❖ Gas partnership for individual gas heating, 1997
 - ❖ IGM reports at the IGU World Gas Congress, Nice
 - The development of air conditioning in large buildings
 - Natural Gas Vehicles : From vision to reality
 - Changes in Gas Marketing



Past works of IGM



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- ❖ E-business, a marketing opportunity for gas companies? 2001, update 2002

 - ❖ Studies outsourced by IGU to IGM, 2002
 - Marketing and safety; opportunity for new services
 - The impact and opportunities for natural gas marketing resulting from the decisions to limit pollution emissions



Past works of IGM



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- ❖ IGM reports at the IGU World Gas Congress, Tokyo
The role of Marketing in the promotion of new environmentally friendly products:
 - NGV (Natural Gas for Vehicles)
 - Natural gas and Environment
 - Natural gas and Renewable Energies

 - ❖ Customers satisfaction survey, 2004

 - ❖ Promoting new gas products and / or services, 2005



Today's IGM Panel



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- ❖ What are Major Companies communicating strategically?

 - ❖ J.M. Hensch, SAGI, Switzerland
 - ❖ B. Warner, Gasunie Trade & Supply, Netherlands
 - ❖ M.A.M Boersma, Essent, Netherlands
 - ❖ F. Eschment, VNG Verbundnetz Gas, Germany
 - ❖ P. Moraleda, Gas Natural Group, Spain