Declaration

As an engineer who major in gas market in China for a long time, I am interested in studying the gas marketing. **All information shown in the article belongs to the individual viewpoints of authors only** and do not present the position of any official organization and units including the company I am working for. Do not put in any content reproduced copy and appropriation.

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1. Review of China natural gas market

Gas consumption grows very fast in recent years.

Used in more and more provinces and regions.

Consumption structure more diversified and reasonable.

Relatively low price compared with oil.

Resource being more diversified and adequate.

2. Key issues in marketing strategy

security of gas supply.	• seasonal peak and valley difference • hourly peak and valley difference
to "sale determines production".	• diversification of gas supply • according with market theory
the sense of customer service	• the competition from other regions • provide high-standard service

3. Suggestions for gas marketing strategy

To select the preferable target market and users

- Find "good users" in "good" market areas
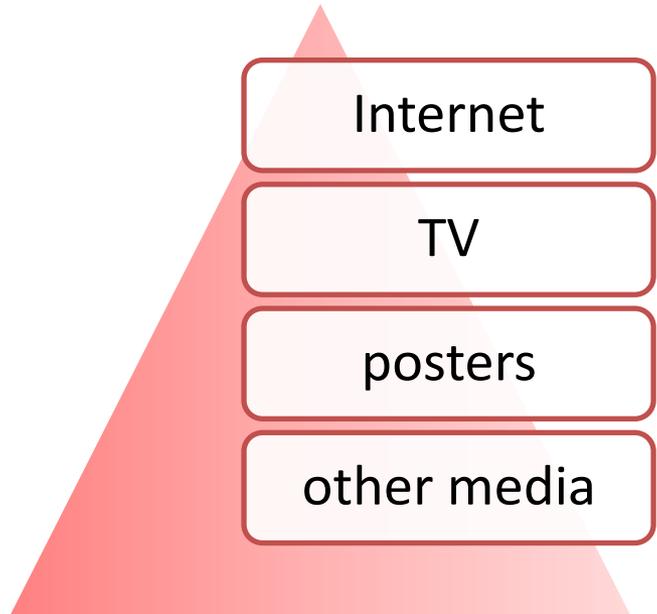
Flexible pricing strategy shall be formulated

- Different users: different affordable price level

Diversification of sales channels are needed

- "Direct supply" &"indirect supply"
- Different contracts: *long-term, short-term*

Appropriate trainings for gas marketing personnel

continually training,

good negotiation ability,

Special marketing team

often visit to users

good understanding the market

Internet

TV

posters

other media

Promotion and advertisement

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Contact:

Li Wei

PetroChina Natural Gas & Pipeline Company ,CNPC

phone: +86-134-8880-6690

Email: li_wei@petrochina.com.cn

Thank you
for your attention!