

New ways in marketing strategies

... Presentations, discussion and examples

Date: 7 June 2012

Venue: Mandarin Oriental, Emerald

Today's moderator:

Anton Buijs,
Chief Communications Officer ,
GasTerra BV,
The Netherlands



Patron



Host



Host Sponsor



Today's program

- Two sessions in one
 - PGC-E Study Group E.2: Marketing campaigns
 - PGC-E Study Group: E.1: Gas and renewables
- Marketing campaigns
 - Report E.2: Business behaviour in marketing by **Urs Zeller (Switzerland)**
 - Paper: A study on the natural gas marketing strategy of CNPC by **Li Wei (China)**
 - Paper: Promigas Non Banking Financing Case Study: An Inclusive Business by **Silvia Adie (Colombia)**
 - Paper: Understanding the natural gas customers of the future by **Dominik Halstrup (Germany)**
- Panel 1
- Gas and renewables
 - Report E.1: Natural Gas and Renewables by **Uwe Klaas (Germany)**
 - Gas storage is energy storage by **Markus Mitteregger (Austria)**
 - Merging natural gas with solar power generation by **Alain Giacosa (France)**
 - The impact of renewable energy on natural gas consumption for power generation by **Joost Wempe (the Netherlands)**
- Panel 2
- Wrap-up and goodbye