



25th world gas conference
"Gas: Sustaining Future Global Growth"

Positioning, profiling and promoting new gas appliances

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Patron



Host



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New technologies, new opportunities

- Micro-CHP (Stirling, Otto, micro-turbine, fuel cell)
- Gas-driven heat pumps
- Hybrid systems

Challenges

- Gas sector
- Gas utilities
- Manufacturers
- Installers
- Housing corporations
- Building managers



Window for market launch (1)

Increasing amount of technology options:

- Fuel Cell technology developing faster than expected - *affecting Stirling & IC based micro-CHP's?*
- Increasing interest for gas heat pumps - *affecting micro-CHP?*

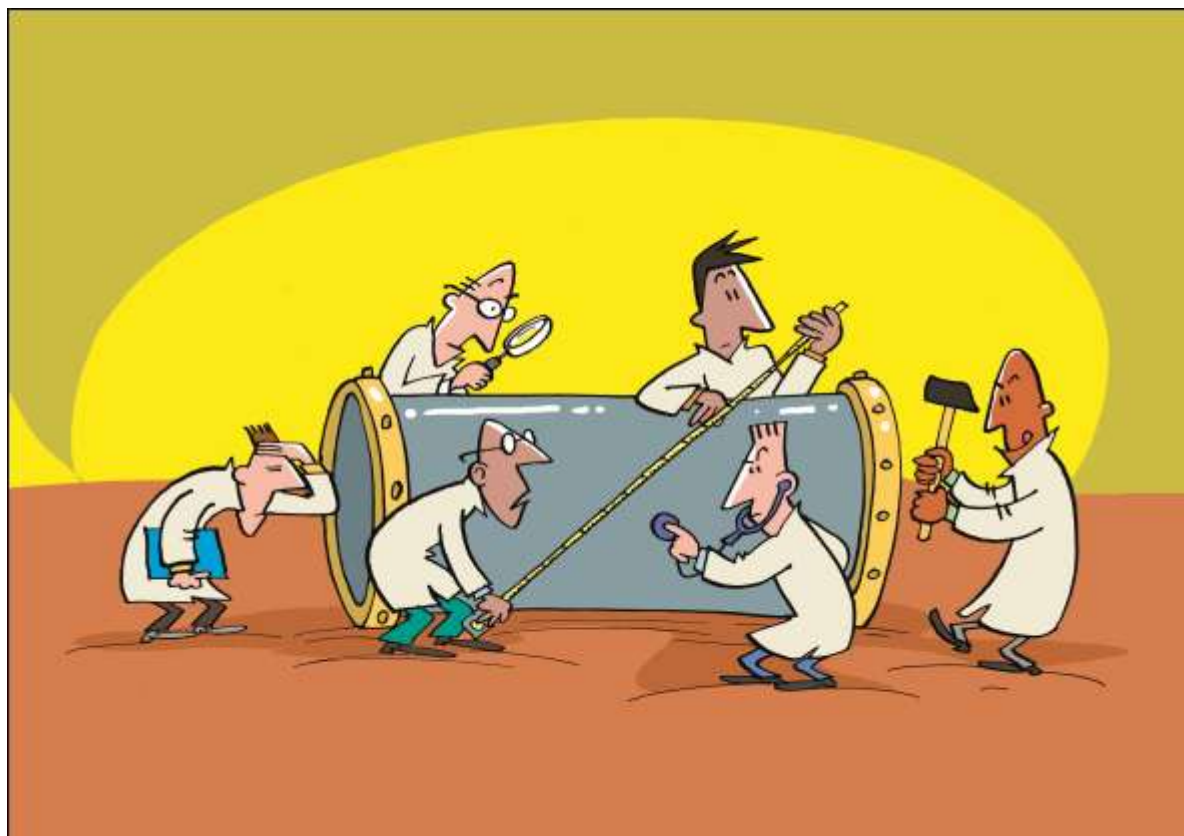


Window for market launch (2)

The right technology on the right spot within the right timeframe

Validation of

- Technologies
- Development stage
- Performance
- Efficiency
- Usability
- Market potential
- Pricing preview (economy)
- Product availability
(scaling up production)



SWOT & CSF's

Product properties/performance

- Reliability
- Life cycle
- Maintenance
- Handling and controlling comfort
- Sound level
- Weight
- Size

Preconditions

- Product performance
- Energy cost saving
- Emission reduction
- Acceptable product pricing
- Support government
- Transparent, barrier-free regulation framework
- Availability gas & infrastructure



Creating market demand

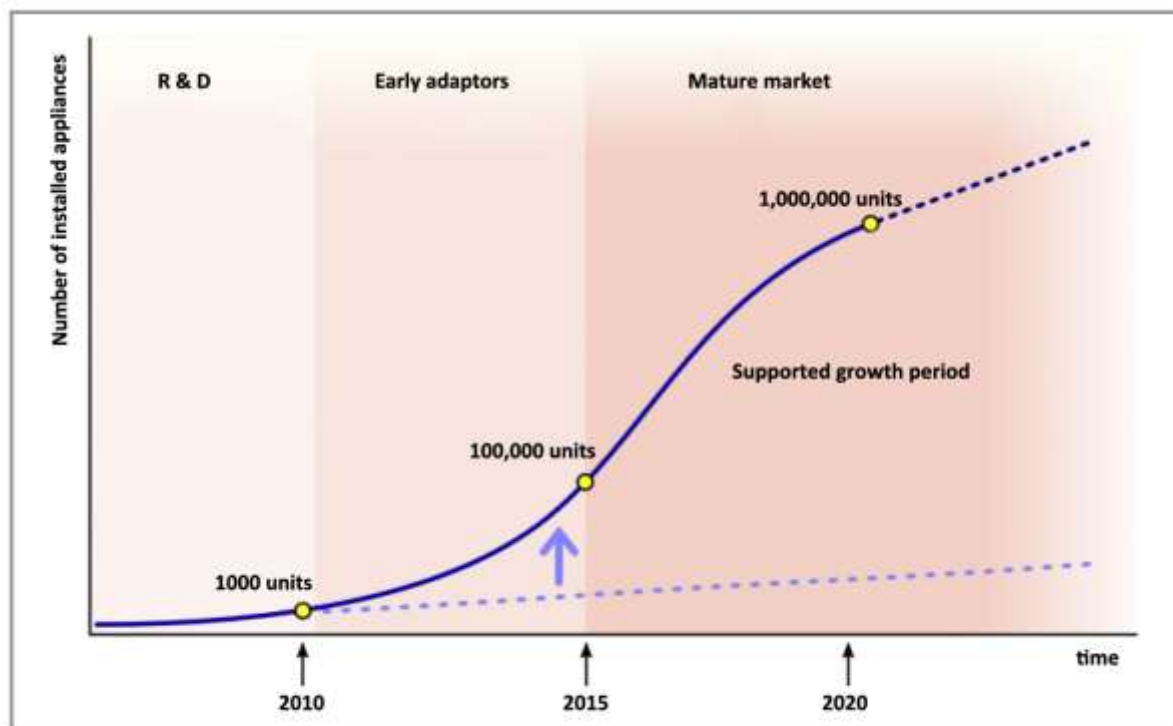
- **Demonstration projects**
- **Integrated promotion**
 - Concept/system: gas industry
 - Brand/product: manufacturers
- **Consistent message**
- **Promotion tools/actions**
 - Training sellers/installers
 - Website/portal
 - National annual product conference
 - Establishing support environmental organisations
 - Financial support
 - Free product supply VIP



Mass market development (1)

■ Conclusion

Careful, *consistent, interim* monitoring of product and market development phases



Market acceleration from niche to mass market

Mass market development (2)

- **Smart grids & smart appliances/systems**
 - Shift electricity usage & consumption
 - Energy profiles become less predictable
 - More attention for energy systems as a total instead of individual approach

Natural gas supports increase of sustainable E-production with flexibility

