



AGENDA

1st Meeting PGCE Marketing & Communication 1st-3rd October 2012, Barcelona, Spain

Hotel Condes de Barcelona

Gas Natural Fenosa HQ

Monday, 1st October (Dressing code: Casual)

19.30 Welcome reception

Monument Terrace, Hotel Condes de Barcelona

20.00-22.00 Dinner

Monument Terrace, Hotel Condes de Barcelona

Tuesday, 2nd October (Dressing code: business attire)

08.30-09.15 Meeting of the study group leaders (only for study group

leaders)

Cúpula Meeting Room

Plenary Session

Cúpula Meeting Room

09.15-09.45 Welcoming words

Chair, Alfredo Ingelmo Vicechair, Barbara Jinks Secretary, Juan A. Pérez

09.45-10.15 Presentation of PGC E Committee for triennium 2012-2015

PGC E Contribution to IGU Strategic Vision Transversalities with other committees

Triennium working program

10.15-10.30 Coffee break

PG75 Lounge Bar

10.30-11.30 Presentation from the IGU Coordination Committee

George Liens, CC Chairman





11.30-12.00	PGC E role at the WGC 2012 in Kuala Lumpur
12.00-13.00	Marketing Session Prof. Jorge González , IESE Business School
13.00-14.30	Lunch Picasso Meeting Room
14.30-15.30	PGC E Plenary Session Cúpula Meeting Room SG1- Marketing natural gas and promoting new usages
	Leader: Alfredo Ingelmo SG2- Competing with other energies Leader: Barbara Jinks SG3- The case for natural gas Leader: Hansch Van der Velden Co-Leader: Dimitri Schildmeijer
15.30-15.45	i-gas industry – Contribution to special report Leader: David Konvalina
15.45-16.15	Marketing Session: The Spanish Residential Market Ms Mireia Martinez, Marketing Director, Gas Natural Fenosa
16.15-16.30	Update on IGU activities / Website Sjur Boyum
16.30-17.00	Initial composition of study groups
	Social Activities
17.45	Meeting point hotel lobby
18.00 – 19.30	Visit Palau de la Música Catalana. Concert Auditorium
19.30 – 21.00	Dinner at El Mirador. Palau de la Música
21.00 – 22.30	Concert at Palau de la Música

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Wednesday, 3rd October (Dressing code: business attire)

08.30	Transfer from Hotel to Gas Natural Fenosa HQ
09.00-10.30	Study groups meetings
	Plenary Session
10.30-11.00	The use of natural gas for Transportation.
	José R. Freire, Head of transport solutions for Gas Natural Fenosa
11.00-11.30	Coffee break
11.30-13.00	Plenary Session
11.30-12.00	Presentation from TF2 "Gas Advocacy" - Michele Pizzolato
12.00-12.30	Spanish Gas Sector
	Marta Margarit, General Secretary of the Spanish Gas Association
12.30-13.00	Study groups presentations
13.00-13.15	Wrap up & Conclusions
13.15 -14.30	Lunch at Barcelona Beach Area
15.00	End of the meeting and transfer to Hotel