



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

PGC E role at the WGC 2012 in Kuala Lumpur

Hansch van der Velden

(11.30 Tue)



Patron



Host



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Kuala Lumpur 2012

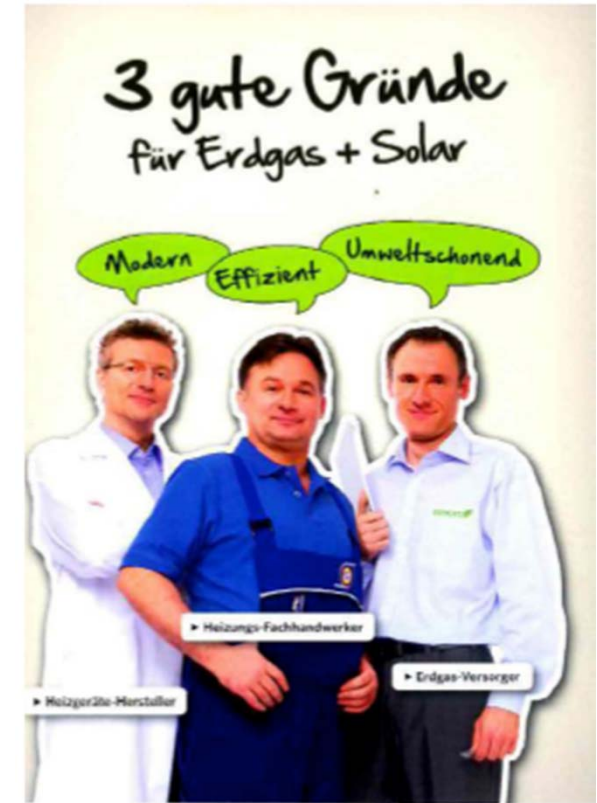


- Place to be
- Speeches, panels, debates, papers
- Trade show and youth panel
- Network with 5,000 delegates



2009-2012: Study Group Natural gas & renewables

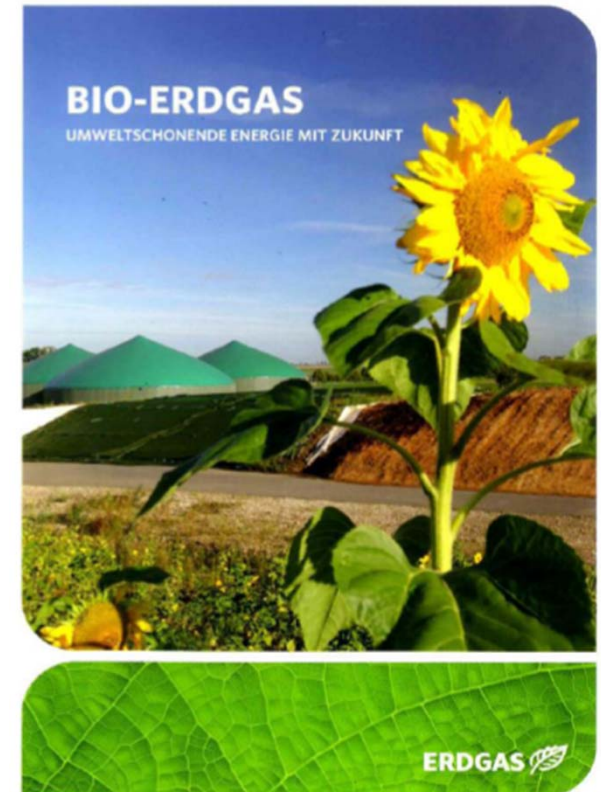
- Case studies & recommendations on combining natural gas with renewables.
- Pilot or small scale applications are developing today. Most promising options:
 - Natural gas and solar/heat pump in home heating
 - Blending biogas into existing NG streams.
 - Wind / solar power > hydrogen > blend into gas
- Successful combinations need three key drivers:
 - Availability of renewable resource
 - Acceptance by communities
 - Economics of the project
- Successful case studies presented in KL – e.g. Bio-Erdgas or the Hydrogen plant



- Leader: Uwe Klaas

2009-2012: Study Group Marketing campaigns

- For growth in competitive energy markets, professional marketing is necessary. This study looks at how the industry markets natural gas and what can be a best practices.
- Success factors include:
 - Brand visibility
 - Only better image can 'sell' at higher prices.
 - Electricity = electricity. Gas = gas. Identity where your value added is.
- Value added:
 - For commercials – play on price & contracts
 - For residential – play on price and customer services
 - For natural gas vehicles – better get ready for continuous and massive investment by the sector if it needs to be successful.



- Leader: Urs Zeller

2009-2012: Study Group Image of natural gas

- A good reputation of natural gas will not come naturally.
- Formulated recommendations for the IGU and the gas industry at large to strengthen the image and reputation of natural gas.
- Key drivers of a better reputation:
 - What we say (more innovation, soft values...)
 - How we say it (emotional appeal)
 - With whom we engage (new publics and online)
- “Human, open and shaping the future”

