

News from the IGU Secretariat

- ***IGU elections***
- ***IGU Strategy towards 2020***



Torstein Indrebø
IGU Secretary General
Sabah, Malaysia 4-7 September 2013

The IGU Secretariat



Secretary General

Torstein Indrebø

Hosted by



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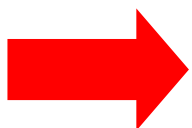
- **IGU Research Conference 2017**
 - Election by EXC in Beijing 23 October 2013
- **Presidency 2018-2021 & WGC 2021**
 - Deadline 30.11.13, election by Council in Berlin 2014
- **Secretariat 1.11.2016 - 31.10.2022**
 - Deadline 31.12.13, election by Council in Berlin 2014
- **IGU committee Vice Chairs 2018 – 2021**
 - Deadline March 2014 (tbc), election by Council in Berlin 2014

IGU Strategy towards 2020



The IGU Value Proposition

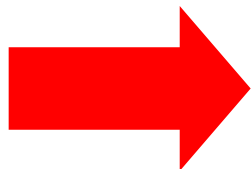
- **Global membership - close to 100% of market**
- **Commercial neutrality**
- **Cover the whole value chain**
- **Professional study programme**



IGU: For the Gas Industry by the Gas Industry

Strengths of IGU

- **Main gas countries and companies are members**
- **World class expertise in IGU committees (8-900 p)**
 - Professional study programme
- **Cooperation with IEA, UN, World Bank, IEF, others**



IGU well positioned for a more important global role

Changing business environment

In the past:

- **Gas supplies were the bottleneck**
- **Less need for political lobbying**

Recent developments:

- **Surge in supplies – demand needed**
- **Policies and regulations critical**
- **Media and communication**

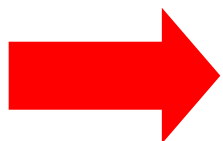


IGU must adapt to a changing environment

The IGU flagship events



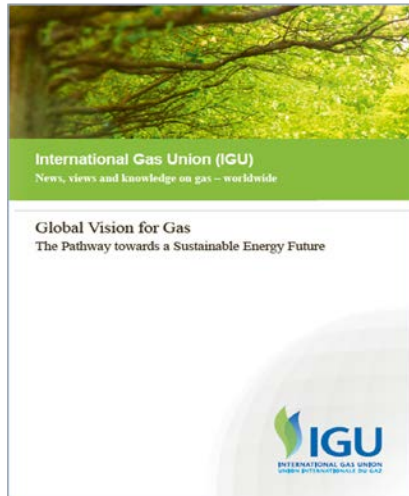
- **World Gas Conference**
- **LNG Conferences - with GTI, IIR**
- **IGU Research Conference**
- **Ministerial Gas Forum – with IEF**
- **Gas events with CWC**
 - **Houston, Buenos Aires, Gulf of Guinea**



- *IGU brand name actively promoted*
- *Increased focus on energy policies*

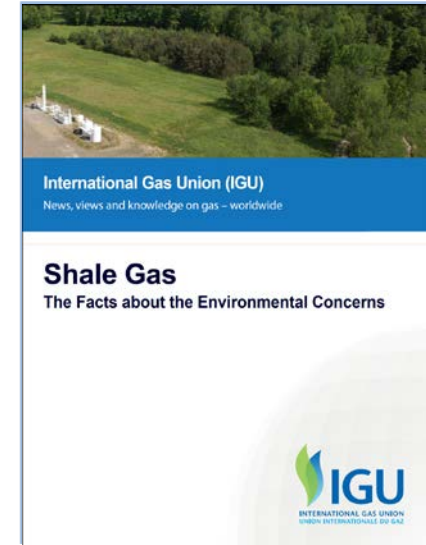
Active publication strategy

Global Vision for Gas



- **Gas prices**
- **Geopolitics**
- **LNG Strategy**
- **Human Resources**
- **Other**

Shale Gas

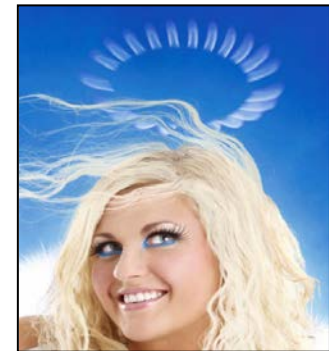
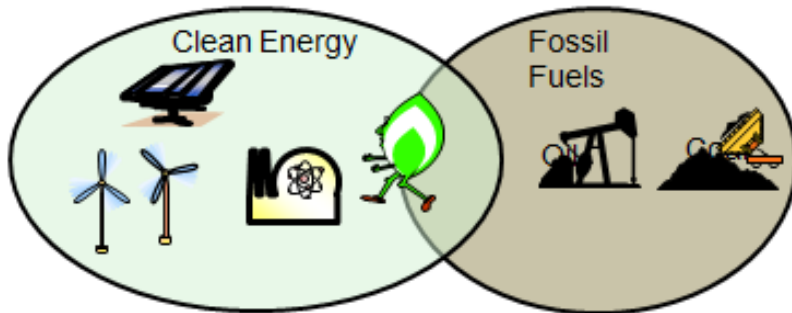


IGU publications:

- **Cover topics of wide interest**
- **Attract non-technical readers**
- **Active distribution of IGU committee/TF reports**

Challenges for IGU

- Become a global spokesperson for gas
- Influence energy politics
- Public and NGO perception of gas



Give gas a VOICE!

Image of Gas

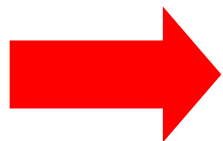
Enhancing the profile of IGU - Media/press



- **Internet, social media**
- **Press - systematic approach**
 - Interviews at events
 - Press conferences, press releases
- **TV - CNBC, BBC, regional, national**
 - Major events, round tables



The Facebook logo, consisting of the word 'facebook' in white lowercase letters on a dark blue rectangular background.



Focus more on media activities

Human and Financial Resources

- **Presidency (4-5 p) - 3 years**
 - TWP, WGC & leadership
- **Secretariat (7-8 p) - 6 years**
 - Operations and leadership
 - Expertise needed
- **Regional Coordinators**
- **Committee leadership**



 ***Ambitions to be aligned with resources***

How to succeed?

Sustain long term role of IGU:

- **Build on successes**
- **Be open to change**
- **Secure quality resources**



Key questions:

- **What is the IGU winning aspiration?**
- **Where will IGU play?**
- **How will we win?**



Strategic projects

- Enhancing the profile of IGU and gas



1. IGU in energy politics/diplomacy

- G20, EU, OSCE, APEC, other
- IGU to represent industry perspectives



2. Global Voice for Gas project

- Global gas portal, news, library, etc



3. Partnership with United Nations and World Bank

- UNIDO – accelerate transfer of gas competence
- UNESCO – human resources, women in gas industry



Strategic approach

Master Sun Tzu (China 2000 years ago):



«Do things when they are easy»



***IGU now has the momentum
and leadership capacity***

Thank you for your attention!



www.igu.org