

# World LP Gas Association

For a cleaner, healthier and more prosperous world



ANNUAL REPORT 2009



WORLD LP GAS ASSOCIATION

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A background image of a kitchen. In the foreground, a gas stove burner is lit with a blue flame. A frying pan sits on the burner, containing green vegetables. To the right, a bowl also contains green vegetables. The background shows a kitchen counter with various items, including a metal tray and a white cloth.

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# President's Report

**It gives me great pleasure to present the 2009 Annual Report of the World LP Gas Association that also marks the completion of my first full year as President of WLPGA. I am delighted to report that the WLPGA is making rapid strides in its ability to influence and its effectiveness in delivering value for its members.**

The year 2009 has been characterised by a global financial crisis including, huge volatility in energy pricing. The financial turmoil has had an enormous impact on many aspects of business, especially the energy business that has seen crude oil prices tumble from a high of more than \$145 per barrel in 2008, to just over \$35 per barrel at the beginning of 2009. The LP Gas prices too have followed this trend with Saudi Propane Contract Price falling from more than \$900/tonne in 2008 to less than \$400/tonne this year. Though the reduction in prices for LP Gas, together with increase in supply, driven by natural gas production benefited the sector in 2009, we have to be equally alert to the competition that is on a continual rise from other sources of energy. As a sector, our response should be first by enhancing our efforts to propagate & publicise LP Gas as a cleaner, more acceptable fossil fuel with its intrinsic benefits in terms of portability and security of supply advantages. Secondly, we must put in all our efforts to ensure that we continue to innovate with new appliances and equipment.

The WLPGA is already dynamically pursuing these dual objectives as part of its overarching three-year plan. The Association has already developed clear positioning and facilitated greater cooperation between regional and national associations, more than ever before.

Our sector has to represent with one voice and that voice is the WLPGA. We earnestly solicit the active involvement and energetic participation of each one engaged in the LP Gas business, anywhere in the world. Each effort is invaluable to WLPGA and crucial to the sustenance and rapid growth of our industry.



“ As a sector, we must maintain our efforts to propagate and publicise LP Gas as a cleaner, more acceptable fossil fuel, simultaneously ensuring that we continue to innovate with new appliances and equipment. ”

SARTHAK BEHURIA  
President

# Managing Director's Report

**We live in a world that is undergoing enormous change; and the pace of change is increasing faster than at any time in our history. This change includes rapid technological advances leading to a vast increase in the amount of information people have access to. As an example it has been estimated that more information will have been generated in 2009 than has been generated in the last 5,000 years. Consumers and opinion leaders have increasingly easier access to this information and their decisions will influence our business. Therefore it is of vital importance that we make ourselves heard and deliver our message effectively in the full knowledge that our competitors, whoever and whatever they are, are doing the same.**

Our 2009 activities have involved developing clear and credible messages for a variety of audiences. For example, in cooperation with the European LP Gas Association the WLPGA developed a major repositioning of LP Gas in Europe under the theme "LP Gas Exceptional Energy". The WLPGA has also actively promoted LP Gas to targeted audiences and, either through the secretariat or through member support; we have participated in nearly 40 international events covering some 30 countries on six continents.

In 2009 we have also continued to complete the activities that arose from the 2008 – 2010 strategic plan. In recognition of the need to drive global coordination in LP Gas equipment innovation, the WLPGA, together with our membership prepared a Global Technology Roadmap that highlights the areas that the WLPGA should focus on in the coming years. In support of market development in emerging markets, WLPGA summits were held in Nigeria and East Timor while workshops on Good Industry Practices were held in The Philippines, Peru and Indonesia.

Despite generally poor global economic conditions, the WLPGA has been able to further increase its membership and therefore its primary resource base during 2009. This, coupled with a record-breaking annual forum in Rio de Janeiro which saw participation of more than 1700 people, demonstrates that the WLPGA is an organisation that has increasing relevance. We are the voice of the industry. If you operate in the LP Gas business anywhere in the world and you wish to contribute your voice to our activities you should be a member of the WLPGA. Contact us for details.



“ ... it is of vital importance that we make ourselves heard and deliver our message effectively in the full knowledge that our competitors, whoever and whatever they are, are doing the same. ”

JAMES ROCKALL  
Managing Director

EFFICIENT

CONVENIENT



# About the WLPGA

Formerly known as the World LP Gas Forum and founded on 19th June 1987 in Dublin to organise an annual Conference and Exhibition, the World LP Gas Association (WLPGA) has evolved to become the authoritative global voice for LP Gas.

With over 180 members operating in more than 90 countries, the activities of the WLPGA have expanded considerably over the last 20 years to include all activities expected of an effective global trade association.

## Vision of the WLPGA

*As the authoritative, global voice for LP Gas, the WLPGA promotes the use of LP Gas worldwide to foster a cleaner, healthier and more prosperous world.*

### WLPGA Mission

*Demonstrate the benefits of LP Gas and position it as clean energy for a low carbon world*

*Create the environment to develop and sustain LP Gas markets*

*Identify and stimulate innovation*

*Promote compliance with health, safety and environment standards and good business practices*

*Facilitate and drive communication among all stakeholders*



“ The entire LP Gas industry is working to answer the big questions that we will face in the future. Issues such as the best way to position LP Gas as a low carbon, efficient alternative to other fuels; or the best way to ensure that our industry is constantly innovating to design new applications; or how to make sure that LP Gas is an affordable and available alternative in developing nations.

WLPGA, with its worldwide network and credibility is well placed to be the global voice of the industry working with its regional and national association partners to answer these questions and ensure the future growth of our industry. ”

**JONATHAN SAUL BENCHIMOL**  
Director, Superintendente  
Sociedade Fogás Ltda, Brazil

# Benefits to Members

## Worldwide Action

The World LP Gas Association unites the broad interests of the worldwide LP Gas industry into one strong, independent organisation. Our Paris-based operation is complemented by a powerful global membership.

## Diversity of WLPGA Members

The WLPGA represents every sector of the LP Gas industry from producers to equipment manufacturers. With companies based in some 50 countries around the world, such full industry representation enables members to benefit from a powerful leadership position. Simultaneously, the diversity of the WLPGA's membership provides plentiful opportunities for business development between members in both mature and developing LP Gas markets.

## Annual World LP Gas Forum

The World LP Gas Forum is the premier global conference & exhibition on LP Gas, attended every year by top executives of LP Gas companies from all around the world. The Forum is the major annual event where the industry communicates about global LP Gas business developments and issues relevant to both the industry and outside partners.

Members are given significantly discounted rates on conference registration fees and exhibition booth rental, receive preferential treatment at the Forum, and take full advantage of the excellent opportunity to network with other members at the yearly Members' Dinner.

## Member Queries & Business Contacts for Members

This permanent service is provided by the WLPGA as an international trade association. WLPGA staff aim to answer questions from individual members within five working days. Queries cover such topics as: fuel specification standards; equipment standards; consulting firms; engineering firms; regulations; safety rules; model taxation policies; new business contacts; new technologies; etc.

## Access to International Institutions

Membership brings members direct access to intergovernmental organizations, only possible through an independent organization such as the WLPGA. Granted Special Consultative Status with the United Nations Economic and Social Council in 1989, the WLPGA has since developed partnerships with several major international institutions including, the World Bank, the United Nations and the International Energy Agency.



“ WLPGA regional summits, such as the one focusing on West Africa that was held in Lagos in March 2009, are unique gatherings where fundamental information to assist the development of an entire regional LP Gas value chain are discussed. I am indeed impressed.

My business continues to benefit from active participation in the WLPGA. The benefits include the unmatched networking opportunities, the sharing of industry experience, the initiatives on promoting LP Gas domestically and internationally, and much more.

The promotion of LP Gas as a clean, low carbon, efficient and safe source of energy by WLPGA has also reinforced the confidence of governments around the world to the development of their respective LP Gas industries. ”

DAYO ADESHINA  
Managing Director,  
Strategic Energy Ltd, Nigeria



## Member Networks

The Global Autogas Industry Network (GAIN) co-ordinates efforts of the Autogas community, while the Global Technology Network (GLOTEC) supports innovation, advances understanding of developments in research and explores ways to use technology to expand LP Gas markets and prosperity.

The Climate Change Working Group (CCWG) was established in February 2007 to help the industry speak as one voice on this very important issue. Through its work as representing the industry in international negotiations, the CCWG ensures that the LP Gas industry has a coherent and consistent presence in one of the most important issues of our time.

WLPGA membership brings access to these networks and thus to a large resource of experts in all markets across the globe. It also facilitates exchange of good practices and experiences amongst members with common goals.

## Members-only Reports

The WLPGA publishes reports for exclusive distribution to its members.

## Members-only Web Site Database & Resource Centre

The WLPGA provides a members-only, password-protected, customer-oriented web service for member organisations and their staff - an on-line information system, with data, reports and links added regularly.

## Email Reports / Newsletters

WLPGA issues regular activity and news reports via email, updating all members on WLPGA actions, achievements, board and Industry Council meetings, projects, new international developments and external representation.

## Global LP Gas Statistics

Members receive one free copy (and discounted additional copies) of the LP Gas Statistical Review, the highly referenced annual publication used throughout the industry, providing LP Gas production and consumption data for more than 80 countries.

## Discount on Publications and Training Courses

Members get one free copy of all new publications and benefit from discounted prices on additional copies. Certain training courses also benefit from discounts for WLPGA members.

## Special Projects for Members

Coordination of specific custom-made projects for a consortium of at least three members.

## Member Contact Information

A member directory with full contact details is issued annually.



“ One of Kosan Crisplant’s corporate values is one we definitely have in common with WLPGA, namely to ‘share knowledge and make others good’. WLPGA’s various activities and publications have always served us as valuable sources of information and inspiration to move forward complying with industry trends and creating benefits for our business partners. Furthermore, the World LP Gas Forum in Rio de Janeiro, was the perfect arena for us to present FLEXSPEED to the world’s LP Gas community. Last, but not least, we are very proud and pleased to have established closer ties to the WLPGA by joining the Industry Council, allowing us to work side by side with leading global players in the LP Gas industry towards our common goal: increasing the worldwide use of this environmentally friendly fuel. ”

**ANDERS ANDERSON**  
 Managing Director / CEO  
 Kosan Crisplant, Denmark

# Membership 2009

180 members in more than 90 countries around the world



In 2009, the WLPGA welcomed the following new members:

- A.O.G.L.P., *Spain*
- African Petroleum PLC, *Nigeria*
- Alternative Fuel Innovations Pty Ltd, *Australia*
- Argos International Trading (AIT) B.V., *The Netherlands*
- Aso Energy Resources Ltd, *Nigeria*
- Elpiji (M) SDN. BHD., *Malaysia*
- Flogas UK Ltd, *UK*
- Japan Gas Energy Corporation, *Japan*
- Metal Mate Co. Ltd, *Thailand*
- Maldivian Gas Pvt Ltd, *Republic Of Maldives*
- Nigerian LP Gas Association, *Nigeria*
- Oil Industry Safety Directorate - Government of India, *India*
- Pertamina / Pt Pertamina (Persero), *Indonesia*
- Total Energy, *USA*
- Vietnam Gas Association, *Vietnam*

## Finance 2009

Income	2008 (K€)	2009* (K€)
Membership	999	1075
Other Revenue	49	41
<b>Total WLPGA Income</b>	<b>1 048</b>	<b>1 116</b>
<b>Total Expenses</b>	<b>1 128</b>	<b>994</b>
<b>Total Net Income</b>	<b>-80</b>	<b>122</b>

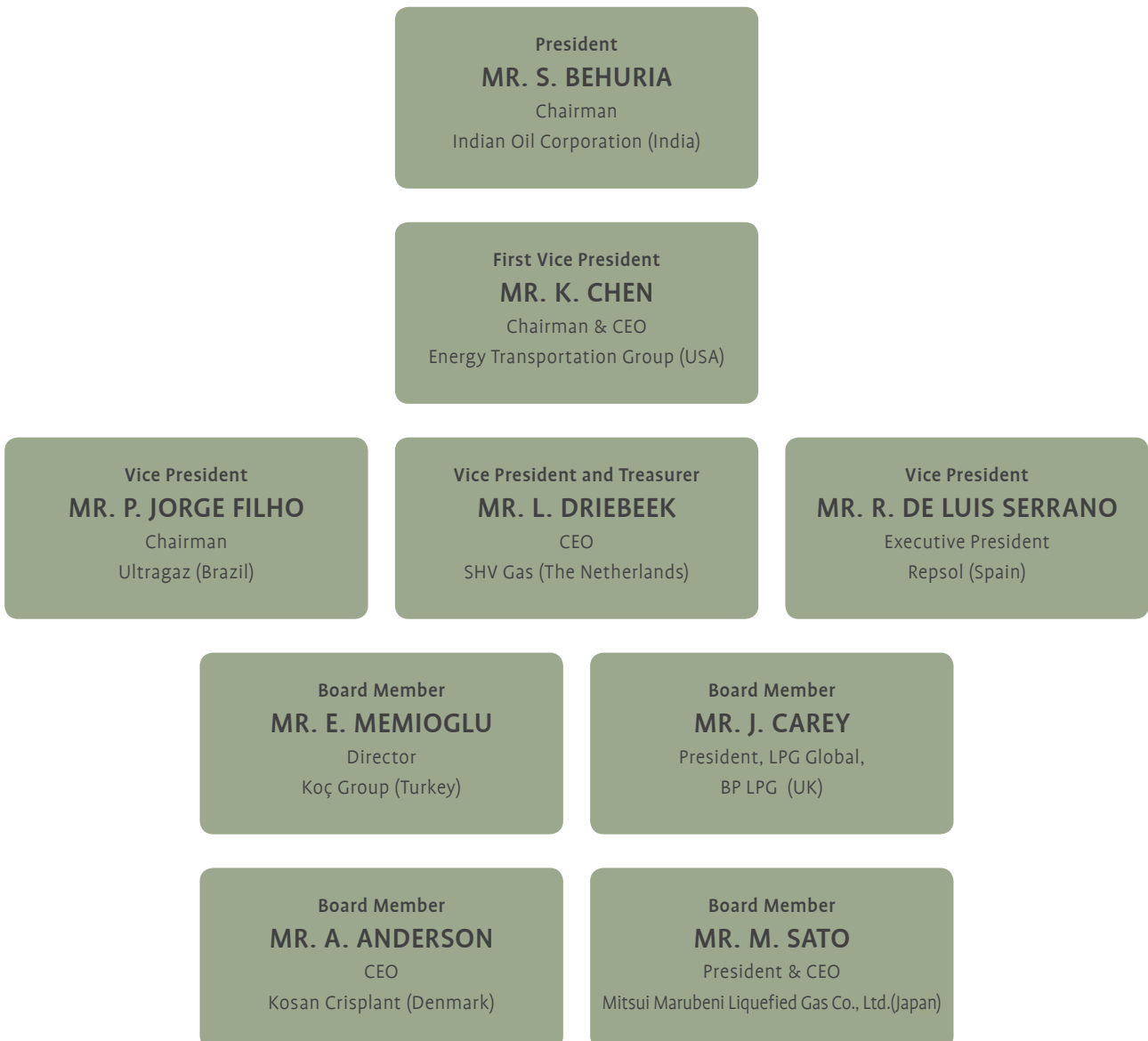
\* prior to final audit

# Board of Directors

The WLPGA staff is supported and assisted by the Board of Directors and the Industry Council. This ensures that members are fully represented in the activities and strategies of the Association whilst also ensuring that the WLPGA can truly speak as the voice of the Industry.

The WLPGA Board is comprised of a President, a first Vice-President, three Vice-Presidents and four other Board Members. The current Board was elected at the Annual General Assembly of 7th October 2009. The Board composition is representative of the business activities and geographic diversity of members.

This Board meets at least twice a year to agree the budget and approve the accounts for ratification by the General Assembly.



# Industry Council

The Industry Council was inaugurated in 1996 and is comprised of leading companies in the LP Gas business. The Industry Council directs the Association's actions by identifying issues, developing strategies and formulating projects.

Actions launched by the Industry Council aim at enhancing the positive image of LP Gas worldwide and promoting LP Gas use to satisfy the growing need for an all-purpose, efficient and environmentally friendly fuel. Whether focused on specific market segments or the LP Gas industry in general, the Industry Council's actions are designed to increase the worldwide use of LP Gas. In 2009, two new members, Kosan Crisplant and Strategic Energy, joined the Industry Council.

# Team

Based in Paris, France, the WLPGA team is led by James Rockall, Managing Director.



**JAMES ROCKALL**  
Managing Director



**MICHAEL KELLY**  
Director, Market Development



**ARMANDO VIÇOSO**  
Technical Director



**DAVID TYLER**  
Director, Projects  
& Business Practices



**LAURENCE PORET**  
Office Manager



**NEASA NI LIATHAIN**  
Communications &  
Marketing Manager



**ESTHER ASSOUS**  
Events Planner  
& Coordinator



**DEBORAH FIRST-QUAO**  
Communications Intern





INNOVATIVE

SAFE

# Events Calendar

In 2009 the WLPGA participated in international conferences, such as:

## Lagos, Nigeria

AFRICA SUMMIT : LP GAS THE FUEL FOR AFRICA  
NIGERIA SUMMIT ON LIQUEFIED PETROLEUM

## Algiers, Algeria

AUTOGAS WORLD MARKET DEVELOPMENTS

## Copenhagen, Denmark

UNFCCC COP 15 CLIMATE CHANGE NEGOTIATIONS

## Doha, Qatar

4TH LPG TRADE SUMMIT

## Gauteng, South Africa

LPG SOUTH AFRICAN ASSOCIATION ANNUAL CONFERENCE

## Lima, Peru

GOOD INDUSTRY PRACTICES WORKSHOP

## London, UK

IOPC FUND MEETINGS as an Observer to HNS Convention

## Manila, Philippines

GOOD INDUSTRY PRACTICES WORKSHOP

## Moscow, Russia

IV INTERNATIONAL CONFERENCE, ARGUS LPG 2009

## Singapore

CLEAN ENERGY EXPO ASIA 2009

## Yogyakarta, Indonesia

GOOD INDUSTRY PRACTICES WORKSHOP



# Goals 2009

## Goal A: Demonstrate the benefits of LP Gas and position it as clean energy for a low carbon world

Description	Status as of December 31
Ensure LP Gas recognition in COP-15 negotiations text	<b>DONE</b>
Carry out “Road show” positioning LP Gas at 8 global meetings	<b>EXCEEDED</b>
Jointly develop lobbying plans with National and Regional Associations	<b>DONE</b> (NPGA & AEGPL)
Sign partnership agreement with credible and influential environmental organisation	<b>DONE</b> (WBCSD)
Actively represent the industry at 5 high-level intergovernmental forums	<b>EXCEEDED</b>

## Goal B: Create the environment to develop and sustain LP Gas markets

Description	Status as of December 31
Increase the use of LP Gas in 2 developing countries through partnering with international organizations	<b>DONE</b> (Nigeria, Timor Leste)
Replicate the Moroccan microfinance project and adapt it to one other country	<b>ONGOING</b>
Create a comprehensive lobby plan to promote Autogas	<b>ONGOING</b>
Update and reissue the global guide to autogas incentives	<b>DONE</b>
Improve and develop relations with regional and national associations	<b>DONE</b>

## Goal C: Identify and stimulate innovation

Description	Status as of December 31
Create a vertical working group of members and non-members to stimulate innovation in end-user appliances	<b>DONE</b> (Micro CHP/LPG-renewables)
Form a partnership with part of the renewable energy industry	<b>ONGOING</b>
Hold Global Technology Roadmap workshop	<b>DONE</b>



## Goal D: Promote compliance with health, safety and environment standards and good business practices

Description	Status as of December 31
Support 2 countries to improve their industry practices in collaboration with WLPGA members	<b>EXCEEDED</b> (Peru , Indonesia & Phillipines)
Expand the WLPGA Code of Conduct to encompass good industry practices and ensure 70% of members' endorsement	<b>EXCEEDED</b> (80% achieved)

## Goal E: Facilitate and drive communication among all stakeholders

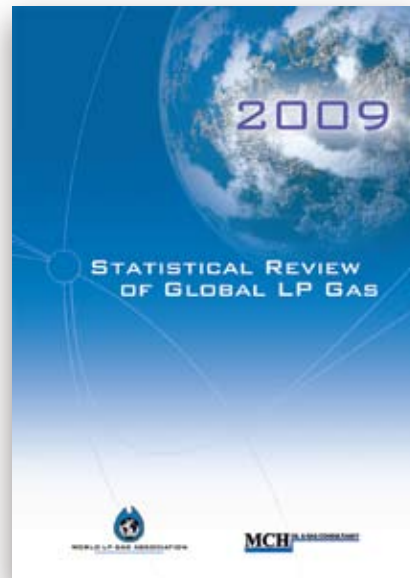
Description	Status as of December 31
Develop web graphics and content for member networks	<b>ONGOING</b>
Develop relationships with 5 key international media outlets with a view to clearly positioning LP Gas and the WLPGA	<b>ONGOING</b>
Develop a rapid response procedure to manage communication following a major incident	<b>ONGOING</b>
Organise a successful 22nd World LP Gas Forum with €320,000 available for allocation to overhead cost	<b>DONE</b>



“ It is indeed a big honor for us to be given the chance to be part of the recent World LPG Forum in Brazil. As Everyone is talking about Climate Change, we in the Philippines have experienced the devastation brought about by the recent flooding which resulted in massive loss of lives and properties in so many areas nationwide. WLPGA will play a vital role in our battle for the prevention of global warming through innovation and creating more awareness about the other uses of LP Gas. We believe that expansion of the usage of LP Gas being the best and available alternative fuel in the country can help in the protection of our forest and prevention of flooding.”

**MERCEDITA G. PASTRANA**  
Executive Director  
Philippine LPG Industry  
Association , Inc.

# Statistical Review 2009

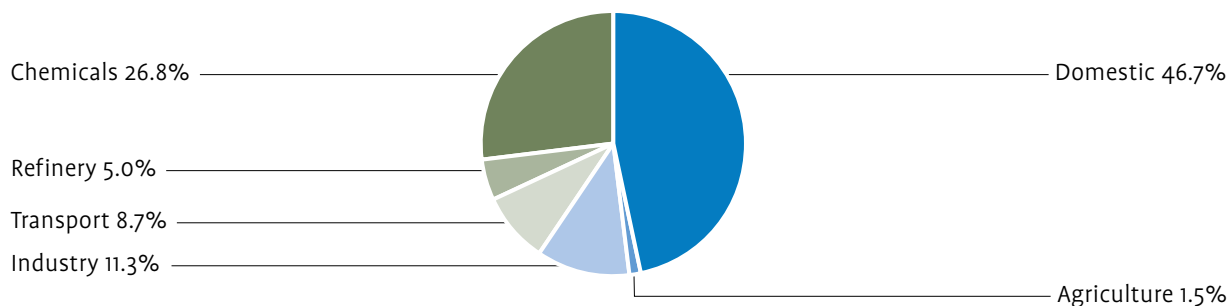


The fifteenth edition of the Statistical Review of Global LP Gas provides essential production and consumption data from 1998 to 2008. There is a detailed breakdown of supply and sector demand for the year 2008 as well as historic data on international trade, shipping and pricing.

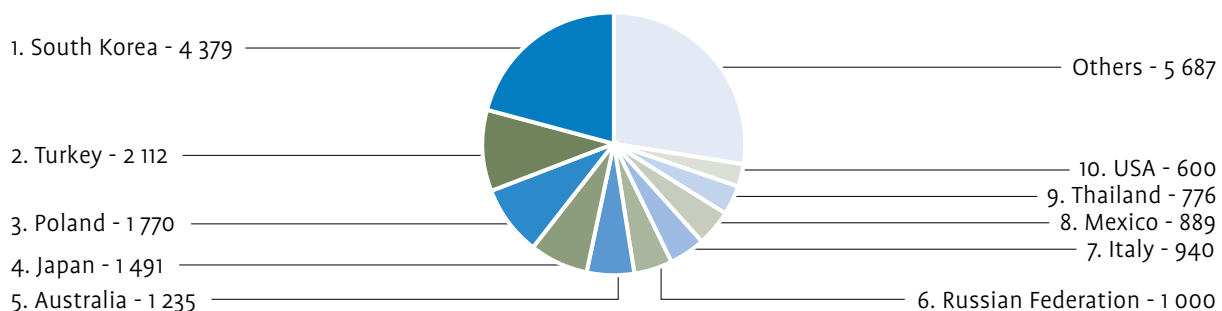
## 2008 Highlights

- LP Gas Production grew by 2.4% to almost 242 million tones
- Consumption rose by 1.9% to 240 million tones
- International seaborne trade at around 57 million tones showed a modest increase
- Shipping spot rates firmed by an average of 11%
- LP Gas contract and spot prices continued to track crude oil

### Global LP Gas Consumption by Sector 2008



### Top Ten Autogas Countries in 2008



As this was the last year that MCH Oil and Gas Consultancy undertook this work a comprehensive tendering exercise was conducted during the year to establish a new partner for 2010. Datamonitor were awarded a new five year contract in October 2009 to compile and produce the Statistical Review of Global LP Gas starting in 2010. Members were asked to complete a questionnaire this year regarding the content and style of the new Review to ensure this flagship document meets current needs.

# Good Industry Practices

**The three-year Strategic Plan for the period 2008-2010 includes the WLPGA's commitment to promote compliance with health, safety and environmental standards and good business practices.**

Following the release in 2008 of the two updated publications, Guidelines for Good Safety Practice in the LP Gas Industry and the Guidelines for Good Business Practices in the LP Gas Industry there was a need to support their implementation.

During the year three Best Practice Workshops were held in The Philippines, Peru and Indonesia to assist members to introduce the Guidelines through the use of case studies.

Key issues of concern were addressed by the audience who were represented by a wide cross section of the industry in the country.

The case studies, which reflected some of the key issues facing the industry in the countries, generated a great deal of interest and allowed everyone to participate through syndicate groups and propose solutions and a plan of action to make improvements.

The typical size of audience has been around 40 and feedback from the post workshop assessments has been very positive.



Dir. Zenaida Monsada, Philippines Government, making a presentation at the Good Industry Practice Workshop held in Manila on 21st April 2009. The Workshop was organised by the Philippines LP Gas Association.



Group discussions at a Good Business Practice Workshop held in Lima, Peru on 12th October 2009. The Workshop was organised by the Peruvian LP Gas Association.

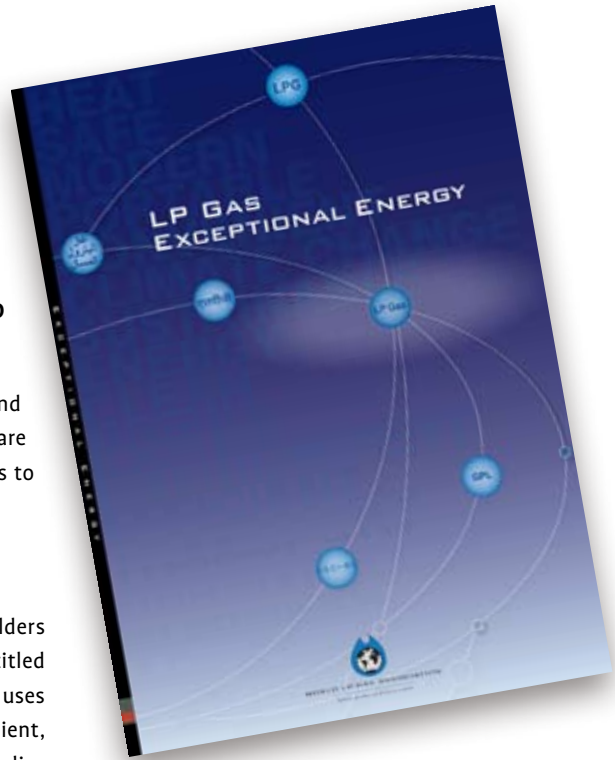
# Communication, Outreach and Lobbying

LP Gas is the right energy for today and tomorrow because it boasts the qualities that are needed to reduce CO<sub>2</sub> emissions. The WLPGA has been driving this message forward in its campaign to position LP Gas to its target audiences throughout 2009.

Different regions know LP Gas as LPG, propane, butane, GPL, GLP and our role is to ensure that our stakeholders understand that they are one and the same while we tell the story of LP Gas and its benefits to society at large.

## Positioning LP Gas

This year, the WLPGA brought members and other LP Gas stakeholders from the total supply chain together under one umbrella – a book entitled “LP Gas, Exceptional Energy”. This publication demonstrates the 1000 uses of LP Gas as well as highlighting LP Gas as a clean and modern, efficient, accessible, convenient and portable fuel. The WLPGA trilogy of studies from 2008 and 2009 demonstrate why we can look to LP Gas as a modern energy solution and an “Exceptional Energy”. It also personalizes LP Gas demonstrating how people interact with the product and thus showing its value in everyday life.



# エルピーガス

# غاز البترول المسال



## Web Site

The WLPGA website has been further enhanced through the addition of a database to its already easy-to-use content management system. This database and segmentation of contacts helps the WLPGA reach its targeted audience faster and with the right message through its electronic publications. Compared with other oil & gas companies with the same sized website as well as other associations the website is visited 26% more than benchmark; the average time spent on the site is 36% better than benchmark; and new visits are better by 12%.



## External Relations

External focus is a key priority for the WLPGA and the LP Gas industry as a whole. Many changes are taking place in terms of energy policies and the way people view the energy they use to power the applications in their lives. With this in mind, the WLPGA placed an interview with Inigo Palacio Prada, GAIN (Global Autogas Industry Network) Chairman, in the world's oldest automotive magazine to engage further with the automotive industry. Autogas was positioned as 'the third fuel' by the article that also allowed a banner on the website and an advert within the magazine.

"Automotive Industries (AI)" with 100,000 subscribers today and a website boasting 2 million hits per month is the world's oldest continually published trade publication covering the automaking business. This interview serves as an opportunity for the LP Gas community to position its product to the automotive manufacturers and to demonstrate its benefits on the environment and local air quality and therefore to consumers, governments and industry alike.

All energy stakeholders are important to our business and reaching out to them and engaging with them is key to the positioning of LP Gas. This year we have worked with the University of California, Berkeley, the Asian Development Bank, UNFCCC and many more.

## Enhancing synergies within the LP Gas industry

The World LP Gas Association has been very active working with industry associations and other LP Gas stakeholders in Asia pacific, Africa, Europe and the United States. This is a key component of ensuring that the LP Gas industry is unified in all our messages externally.



The WLPGA relationship with the Financial Times continued to develop with the energy editor, Ed Crooks, moderating the CEO session at the 22nd World LP Gas Forum in Rio. This was the first year that an external stakeholder was invited to moderate a session at the Forum and discussions were as a result enriched.



# Market Development and Support

WLPGA works hard in its role as the global voice of the LP Gas industry and primary industry interface with development agencies, national governments and NGOs to promote the unique characteristics that make LP Gas “Exceptional Energy”. From being a proven, mature technology, to being portable and storable, to being clean burning enough to use in your kitchen, LP Gas is an ideal energy solution for a world that is changing rapidly and needs more, cleaner energy immediately.

## The Energy for All Partnership (E 4 All) with the Asian Development Bank



In 2009 WLPGA was invited to lead a working group on LP Gas and development as part of the Asian Development Bank's new partnership 'Energy for All' (E 4 All) which was launched at the Asia Clean Energy Forum in June 2009 and aims to bring business, governments and non-governmental organizations (NGOs) together in a bid to increase access to energy in the Asia Pacific region. With a goal to reach 100 million additional people by 2015 as a result of the Partnership's efforts, E 4 All in cooperation with WLPGA hope that by delivering cleaner, modern fuel in the form of LP Gas, and creating sustainable markets for its consumption and use, the E 4 All LP Gas Working Group (E 4 LPG) will provide poorer Asian communities with the means to generate a wide range of consumptive and productive services in order to deliver vastly improved living conditions.

As part of the E 4 All Partnership, WLPGA was invited in November by the government of Timor Leste (East Timor) to hold a workshop in the capital city of Dili that explored the best ways to create a grassroots market for LP Gas. The very successful workshop brought together stakeholders from development agencies, NGOs and private sector companies with operations in Timor and the surrounding region and included the participation of the Timorese Secretary of State for Natural Resources as well as the Secretary of State for Energy Policy.



In 2010 and beyond, WLPGA plans to continue as part of the E 4 All Partnership working throughout the Asian Pacific region to create awareness of the potential for cleaner and more modern energy to provide an environmentally sustainable and relatively cheap means of supplying off-grid access to energy for the poor.

## Exceptional Energy: LP Gas – The Fuel for Africa

In March 2009, WLPGA along with the Nigerian National Petroleum Company held the first ever WLPGA African Summit in Lagos, under the title “Exceptional Energy: LP Gas the fuel for Africa”. The event was attended by 130 delegates, including numerous media representatives from all over Africa and featured a keynote speech by the Honourable Minister of State for Petroleum, Mr Odein Ajumogobia. The day and a half long event also included a press conference, a networking event and numerous meetings between WLPGA staff and local LP Gas industry stakeholders.

The goal of the Africa summit was to raise awareness of common issues facing the LP Gas industry in both Nigeria and Africa and to demonstrate to all African LP Gas stakeholders the potential of LP Gas in Africa. An additional objective was to create the environment for LP Gas market growth in Nigeria, including setting a target consumption of 1 million tons per year by 2015.

This type of targeted summit focused on exploring issues facing the LP Gas industry in specific regions or markets is a model that WLPGA will be repeating in 2010 and beyond.



## Global Autogas Industry Network (GAIN)

LP Gas is a highly popular automotive fuel and represents one of the fastest growing segments in the world. Considering its low emissions compared to traditional fuels, together with its portability it is not surprising that many governments around the world are encouraging the use of cleaner-burning Autogas. The WLPGA Autogas Network continues to promote the use of LP Gas as an automotive fuel through engaging key stakeholders in the sector, preparing credible publications and supporting members with face-to-face meetings with policy makers.

# Exceptional Energy

“Exceptional Energy”, more than a website, is a brand for the LP Gas industry across Europe...

## European Positioning Project : [www.exceptionalenergy.com](http://www.exceptionalenergy.com)

“Exceptional Energy”, more than a website, is a brand for the LP Gas industry across Europe. The brand “Exceptional Energy” was conceived by global LP Gas players, also active in Europe - BP, REPSOL, SHELL, SHV Gas, TOTAL, UGI in conjunction with the World LP Gas Association (WLPGA) and the European LP Gas Association (AEGPL). These companies’ aim was to get the LP Gas benefits across to all energy stakeholders in Brussels, so that the product could be easily recognized, and to represent those 120 million LP Gas users in Europe. Primarily, it is to ensure that LP Gas is recognized as a valuable part of the European energy mix. “Exceptional Energy” seeks to raise the awareness of LP Gas with decision makers and opinion leaders in Brussels. It is about driving the benefits of LP Gas into the heart of the European energy debate and ensuring that this cleaner and available energy has a place in the energy mix of today AND tomorrow.

Some 80% of national laws and regulations are coming down from Brussels and then being implemented nationally. It is in Brussels that every industry needs to work hard to ensure that there’s a balanced and fair environment for business all over Europe. As the brand starts to be recognized, national LP Gas associations will also start to use it. In fact, the Spanish LP Gas association has already translated the site and hopes to eventually use it on a national level.

It was also an opportunity to demonstrate that the LP Gas industry in Europe is unified, works together and is strong. People create relationships with brands and brands therefore enhance awareness and can offer industries credibility as well.



**LPG**  
EXCEPTIONAL  
ENERGY



The underlining theme of the brand “Exceptional Energy” is the benefits of LP Gas to the society and to the environment. Two studies undertaken by a company called “Atlantic Consulting” on Local Air Quality and Carbon Emissions are the cornerstone of the brand. These studies clearly demonstrate that LP Gas has a low Local Air Quality footprint than other conventional energies and that LP Gas GHG are lower than traditional fuels.

The web site, [www.exceptionalenergy.com](http://www.exceptionalenergy.com), demonstrates the versatility of LP Gas as well its benefits. Its about people using LP Gas, its about getting away from the usual images of LP Gas – refineries, tanks, valves and showing people interacting with the product – driving, working, cooking, heating etc.

Its really about positioning LP Gas: Positioning means in the mind of your consumer – and we are all consumers from the politician sitting in Brussels to the lawyer in Dublin to the olive grower in Tuscany. Positioning is about what your customers see when they look at you, not what you see – or hope to be-- when you look in the mirror. And you have a position whether you want to or not. If you don’t drive it and control it, someone else will do it for you.

The industry launch took place in May 2009 at the AEGPL 2009 Conference in Vienna.

Please go to [www.exceptionalenergy.com](http://www.exceptionalenergy.com) for more information.



# Climate Change Working Group (CCWG)



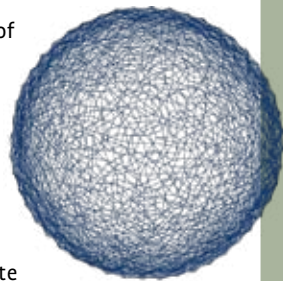
## The challenge of climate change

International Climate change negotiations held under the United Nations Framework Convention on Climate Change (UNFCCC) umbrella reached a pivotal point in December 2009 in Copenhagen. WLPGA helped to ensure that the LP Gas industry was fairly represented, well informed, and ready for any outcomes. Building on work began with the establishment of the Climate Change Working Group (CCWG) in 2007, WLPGA continues to be the face of the LP Gas industry in this long and complicated series of negotiations that will culminate in 2012 with a treaty to replace the Kyoto Protocol.



## The long road to Copenhagen and beyond

In December 2009, WLPGA was present at the 15th Conference of the Parties (COP 15) negotiations where the first steps towards replacing the Kyoto Protocol were finally taken and where the biggest carbon emitting countries in the world came to the negotiating table for the first time. This two week meeting, part media event, part circus, part hard-nosed negotiations was a continuation of the work started in Bali in December 2007, continued through 2008 in Poznan, which will culminate in 2012 with a comprehensive treaty brokered by the UN to reduce global greenhouse gas emissions.



COP15  
COPENHAGEN  
UN CLIMATE CHANGE CONFERENCE 2009

“ The energy industry will be impacted enormously as the world takes on the challenge of climate change. For LP Gas, a low-carbon fuel, many new opportunities will open up.

Over the last two years WLPGA has taken a leadership role in educating the industry, and the broader community, about the strengths of LP Gas. WLPGA Board members and management have represented the industry in many forums where policy leaders are in attendance. This work will remain a key focus area for WLPGA, and will assist all members in addressing the challenges and opportunities in their own countries. ”

IAN MALONEY, Chair,  
Climate Change Working Group  
GM Strategy & Development,  
Elgas, Australia

## Copenhagen Business Day

For the third year running WLPGA partnered with the International Chamber of Commerce (ICC) and the World Business Council on Sustainable Development (WBCSD) as an official partner in the Copenhagen Business Day which was held on 11 December and included the participation of numerous key public and private sector representatives.

WLPGA First Vice-President, Mr Kimball Chen represented the LP Gas industry during the daylong event in which he reminded the gathered audience of business people negotiators, country representatives, NGOs and media that an important aspect in successfully dealing with the challenge of climate change will lie in looking at how existing technologies can make a difference and ensuring that all alternatives are explored. Mr Chen stressed picking the right fuel for the right application to reduce greenhouse gas emissions and cited the issue of black carbon

or ‘soot’ which comes principally from cooking fires in the developing world and which some experts blame for up to 18% of the world’s warming, as an example where an easy to deploy, proven technology like LP Gas can have an immediate impact.



# Identification and Stimulation of Innovation

The Global Technology Network (GLOTEC) continues to be an effective platform for dissemination of information relating to technological advances, innovations and optimization in operating practices among the LP Gas industry stakeholders.

This year it was decided to embark upon a Global Technology Roadmap in order to:

- Identify promising areas of technology collaboration that will benefit the global LP Gas industry
- Create an agenda for GLOTEC that maximizes the value of the network to members
- See how things can be done a bit differently...

With the help of Energetics, who were contracted to manage this project, the WLPGA in a joint project with the Propane Education Research Council (PERC) embarked upon an intensive programme to gather views from the membership on where the LP Gas industry is heading over the next 10 years.

This culminated with a workshop during the GLOTEC meeting in Rio on 6th October where over 60 participants discussed trends, challenges and opportunities for innovation.

Questions that the group addressed included:

“... on which technology advances should GLOTEC focus its time and resources during the next 10 years to deliver maximum value to the global LP Gas industry?...”

The responses were based on judgment and vision, rather than quantitative analysis or scenario projections. There was an emphasis on identifying trends and technology, recognizing policies and regulations, and many other factors.

The size and diversity of the global LP Gas Industry - particularly the different types of countries, populations and levels of economy - created quite a challenge.

The extent and suitability of technology available to the industry over the next 10 years will vary significantly by market region, influenced by a region's economic development and the degree and speed of LP Gas penetration into the region's energy mix.

However the group identified some key common areas for further work including the use of LP Gas with renewable energy, lower cost equipment and delivery methods, and opportunities for blending LP Gas with other fuels (photo opposite showing the GLOTEC group in discussion).



... on which technology advances should GLOTEC focus its time and resources during the next 10 years to deliver maximum value to the global LP Gas industry?



# Global Technology Conference : GTC-3

Planning for the third Global Technology Conference (GTC-3) in Madrid started during the year. A steering group was formed representing members from a variety of different backgrounds and regions. A timetable for GTC-3 was established including a call for Abstracts from 2nd November 2009.

A pre announcement for Abstracts was made at the Rio Forum and these will be received and reviewed by the steering committee during the first quarter of 2010.

Papers will be encouraged that address some of the key areas for innovation identified from the Technology Roadmap project.

The successful papers will be presented at GTC-3 on 1st October 2010 in Madrid, Spain at the 23rd World LP Gas Forum.

The Global Technology Network (GLOTEC) is a communications and information network encouraging WLPGA members' exchange on technology and innovation related to LP Gas.

It has been agreed within GLOTEC to study in more depth certain issues or applications that may have a particular impact on the LP Gas business.

Integrated working groups will be established to examine each topic selected. A small number of members will be selected to form the group and terms of reference will be drawn up.

## Micro CHP Working Group

One of the issues already chosen for GTC-3 is the application for LP Gas in Micro Combined Heat and Power systems (Micro CHP).

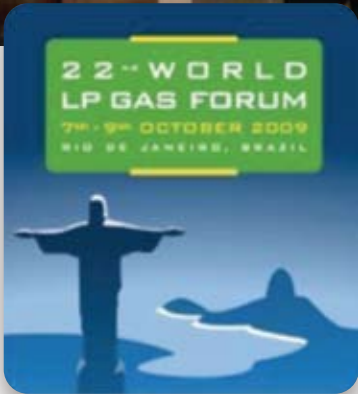
The terms of reference for the working group, which contains representatives from all over the world, include:

- Gathering information from all sources on the status of micro CHP system technology around the world including a list of the current manufacturers and suppliers, together with their contact details
- Evaluating LP Gas as an energy source in micro CHP systems using SWOT
- Describing brief case studies where LP Gas has been used successfully in micro CHP systems
- Summarising the outcome of the working group and posting on the WLPGA website

The study is expected to be completed by 2010.



World LP Gas Forum 2009 in Rio de Janeiro, 7-9 October  
**Forum 2009 Highlights**



Delegates, participants, exhibitors made the 22nd World LP Gas Forum an outstanding event, gathering representatives of more than 50 countries in the Windsor Barra Hotel.

A special day was dedicated to Latin America, which was attended by over 300 people.

### Conferences

The number of participants at the sessions was higher than ever and they could listen to high level conferences on the Global and Regional Outlook for LP Gas, Innovation for Growth, Modern Energy for Everyone: the Role of LP Gas in Sustainable Development, Driving Growth Through Good Business Practices, given by LP Gas company leaders.



# World LP Gas Forum 2009 in Rio de Janeiro, 7-9 October

## Exhibition and Social Events



First class equipment was provided in a large hall where key LP Gas companies could present their expertise and activities.



### **What would Brazil be without samba and dances?**

This typical Brazilian culture was offered to all attendees at the Member's Dinner in the famous Copacabana Palace and at the Forum Dinner in the National History Museum.

The Welcome Reception took place in the Exhibition Area where participants and exhibitors could meet and enjoy a capoeira show.



### **Distinguished Service Award**

Michael C. Hoare (left) received the Distinguished Service Award in Rio, from James Rockall, Managing Director of the World LP Gas Association.



# Madrid

## 23<sup>rd</sup> WORLD LP GAS FORUM

incorporating

• 2010 AEGPL CONGRESS  
• 25<sup>th</sup> AIGLP CONFERENCE

CONFERENCE & EXHIBITION

29<sup>th</sup> September - 1<sup>st</sup> October 2010

Palacio de Congresos de Madrid, Spain

info@wlpgasforum-aegpl2010.com  
www.wlpgasforum-aegpl2010.com

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