



EUROPEAN UNCONVENTIONAL GAS SUMMIT PARIS 2011

Creating synergies between Europe and
North America to unlock market potential.

KEY CONFIRMED SPEAKERS INCLUDE:

- **Craig McKenzie,**
President and CEO
Toreador Resources
- **David L. Goldwyn,**
Special Envoy and Coordinator for International Energy Affairs,
U.S. Department of State
- **Bruno Courme,**
Managing Director Gas Shales Europe,
Total
- **Maciej Kaliski,**
Director of Oil and Gas Department,
Ministry of Economy Poland
- **Tony Atherton,**
Director Business Development Europe, Africa & Middle East,
Talisman Energy
- **Chris Hopkins,**
Vice President Shale Gas,
Schlumberger
- **Peter Cockcroft,**
CEO and Managing Director,
European Gas Limited
- **Guy Lewis**
Managing Director Unconventional Gas
Gas Technology Institute (GTI)

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Welcome

Dear colleague,

Global unconventional gas reserves promise to increase security of supply and energy diversification exponentially. The impact on the North American market has been phenomenal and the potential for Europe is only just being realised.

The European Unconventional Gas Summit will unite an unrivalled line-up of regulatory and ministerial decision makers with the industry leaders at the most hotly anticipated meeting place for everyone involved and interested in European unconventional gas.

The event is perfectly timed to showcase exploratory drilling projects in many European countries, provide a meeting place for all stakeholders in the emerging unconventional gas value chain to discuss new projects, do business and meet future partners.

Will unconventional gas be a global "game changer"? Contribute to the discussion and be a part of the decision by attending the European Unconventional Gas Summit 2011.

Don't miss out on understanding the roadmap for Europe's unconventional gas development, its impact on global geopolitics and technology advances that will make unconventional gas economically viable and improve bottom line efficiency.

We look forward to welcoming you to the European Unconventional Gas Summit 2011 in Paris.

Monika Gonda,
Project Director,
The Energy Exchange

Zara Nathan,
Conference Director,
The Energy Exchange



Bruno Courme,
Managing Director Gas
Shales Europe,
Total



Brian Horsfield,
Research Director,
Gas Shales Europe
(GASH) and GFZ Potsdam



Isabelle Moretti,
Non Conventional Gas
Project Leader,
IFP Energies Nouvelles



Simon Blakey,
Special Envoy,
Eurogas



Andrzej Kassenberg,
Chairman, Institute
of Eco-Development
Poland



Yurdal Öztaş,
Vice President,
Turkish Petroleum
Corporation (TPAO)

Ministerial and Regulatory Speaker Panel



David L. Goldwyn,
Special Envoy and Coordinator International Energy Affairs,
U.S. Department of State



Andrzej Jasinski,
Advisor to the Chief Inspector for Environmental Protection,
Ministry of Environment Poland



Pawel Poprawa,
Chief Specialist and Head of Petroleum Geology,
Polish Geological Institute



George Eynon,
Board Member,
Energy Resources Conservation Board



Maciej Kaliski,
Director of Oil and Gas Department,
Ministry of Economy Poland



Michael Gessner,
Director of the Energy, Climate
Protection and Mining Department,
Ministry for Economy and
Energy of North Rhine-Westphalia



Anne Højer Simonsen,
Deputy Director General,
Danish Energy Agency

Capitalising on experience to unlock European potential

Speakers include:

The European Unconventional Gas Summit is delighted to announce the following high level speakers pioneering the development of the European unconventional gas market.



Tony Atherton,
Director Business Development Europe, Africa & Middle East, **Talisman Energy**



Maciej Kaliski,
Director of Oil and Gas Department, **Ministry of Economy Poland**



Andrew Ross,
Managing Director, **Elixir Petroleum**



Chris Hopkins,
Vice President Shale Gas, **Schlumberger**



David L. Goldwyn,
Special Envoy and Coordinator for International Energy Affairs, **U.S. Department of State**



Andrzej Jasinski,
Advisor to the Chief Inspector for Environmental Protection, **Ministry of Environment Poland**



Kamlesh Parmar,
Country Manager, Poland, **Lane Energy/3Legs Resources**



Mark Reid,
Chief Financial Officer, **Aurelian Oil & Gas**



John Corben,
Senior Technical Advisor **International Energy Agency**



George Eynon,
Board Member, **Energy Resources Conservation Board**



Pawel Poprawa,
Chief Specialist and Head of Petroleum Geology, **Polish Geological Institute**



Michael Gessner,
Director of the Energy, Climate Protection and Mining Department, **Ministry for Economy and Energy of North Rhine-Westphalia**



Peter Cockcroft,
CEO and Managing Director, **European Gas Limited**



Anne Højer Simonsen,
Deputy Director General, **Danish Energy Agency**



Atilla Aydemir,
Coordinator for Unconventional Resources Project, **Turkish Petroleum Corporation (TPAO)**



Alan Murray,
Head of New Ventures Research, **Wood MacKenzie**



Alan Riley,
Professor at City Law School, **City University London**

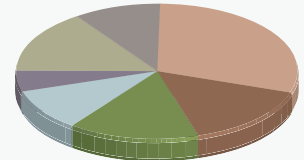


Grzegorz Pytel,
European Commission Advisor and Energy Expert, **Sobieski Institute**

Key Statistics

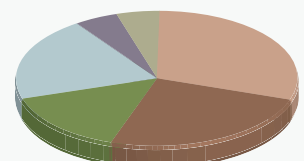
The European Unconventional Gas Summit unites the leaders of shale, tight and CBM projects from North America and Europe.

Geographic Breakdown %



North America	30
Poland	15
France	15
Germany	10
Netherlands	5
Rest of Europe	15
Rest of World	10

Industry Breakdown %



NOCs/IOCs	30
Independents	25
Government/Ministerial delegation	15
Contractors/Service Providers	20
Lawyers/Consultants/Financial	5
Other	5

Why you should attend the European Unconventional Gas Summit

- Meet the stakeholders in the **emerging unconventional gas value chain**: North American and international gas majors, shale gas wildcatters, European operators seeking **partnerships** and stakes in unconventional plays, pioneering prime contractors, and proven secondary contractors providing **state-of-the-art technology**.
- Understand how **European regulations** are being defined and adapted by drawing upon **lessons learned in North America** and interacting with our **unrivalled representation of ministerial and regulatory speakers** and resource holders.
- Learn more about the role of unconventional gas in the future fuel mix and its **impact on global geopolitics**.
- Hear the **latest technology advances** that make unconventional gas economically feasible: **improving bottom line efficiency** by excelling hydraulic fracturing, horizontal drilling and 3-D seismic imaging.
- **Overcome environmental risks, water management challenges** and solutions to develop unconventional gas in Europe.



Conference day one: Tuesday 1st February 2011

08:00 Registration and coffee

08:45 Chairman's welcome address and business card exchange

09:00 Gain insight into how the European unconventional gas boom will impact the domestic market

- Understand the risks and challenges of developing unconventional gas in Europe for your business
- Address the dynamic evolution of shale and other unconventional gas players: M&As, joint ventures and buy-outs
- Overcome the obstacles and achieve commercially viable unconventional gas in Europe.

Simon Blakey, Special Envoy, **Eurogas**

09:15 Is there a European business case for unconventional gas?

- Will unconventional gas be a "game changer" or rather a "global bubble"? What impact will this have on your business?
- What is really in the ground in Europe? Can we harness it effectively and economically? Forecasting Polish expectations on to the wider European market
- Learning from global experiences of unconventional gas developments to improve technology selection and operational efficiency to bring costs down
- Assess how much can be produced, how quickly and how it will influence price dynamics and gas prices globally and within the European market
- Compare the economic case for unconventional gas with conventional piped gas and LNG and understand the impact it will have on today's gas market

Andrew Ross, Managing Director, **Elixir Petroleum**

Isabelle Moretti, Non Conventional Gas Project Leader, **IFP Energies Nouvelles**

Alan Murray, Head of New Ventures Research, **Wood Mackenzie**

Pawel Poprawa, Chief Specialist and Head of Petroleum Geology, **Polish Geological Institute**

John Corben, Senior Technical Advisor, **International Energy Agency (IEA)**

Q & A

10:30 Morning coffee and networking

11:00 How will unconventional gas overcome environmental and public concerns?

- How does natural gas fit in the picture of a low-carbon economy and what are the implications of high water use?
- Balance public perception and environmental reality – real and perceived risks
- Natura 2000 – environmentally protected areas and implications for unconventional gas exploration
- How can we apply lessons learnt from North America to the European market?

Session moderator: **Andrzej Kassenberg**, Chairman, **Institute of Eco-Development Poland**

Brian Horsfield, Research Director, **Gas Shales Europe (GASH) and GFZ Potsdam**

Nina Bowyer, Partner - Global Energy Practice, **Herbert Smith LLP**

Stephen Singer, Director Global Energy Policy, **WWF**

Q & A

12:15 Lunch and networking

13:45 Poland: Europe's unconventional gas hot spot

- Understand Poland's strategy in the unconventional gas conquest and assess forthcoming opportunities
- Evaluative drilling and test results – how will they influence the European move to exploratory stage?

- Assess the impact of existing and planned regulations on unconventional reserves and their production
- Overcome the environmental and socio-economic impact of shale and other unconventional gas exploration
- Attract foreign investment, knowledge and technology transfer to ensure future success for the European market

Maciej Kaliski, Director of Oil and Gas Department, **Ministry of Economy Poland**

Tony Atherton, Director Business Development Europe, Africa & Middle East, **Talisman Energy**

Mark Reid, Chief Financial Officer, **Aurelian Oil & Gas**

Kamlesh Parmar, Country Manager Poland, **Lane Energy/3Legs Resources**

Q & A

15:15 Afternoon coffee and networking

15:45 Unconventional gas regulations and framework: comparing European and North American challenges and solutions

- Hear legal and regulatory success stories from North America and assess how they can impact your business
- Gain insight into how land ownership and compensation terms influence the bottom line of profitability
- Understand how unconventional gas will contribute to government policies regarding security of supply, climate change and energy diversification
- Discuss the effects of public perception and opposition on regulatory frameworks and industry
- Minimise the environmental footprint of unconventional gas: water and waste management and sustainable disposal of fracking fluids

Session moderator: **Russ Bellis**, Exploration Director, **ExxonMobil**

David L. Goldwyn, Special Envoy and Coordinator for International Energy Affairs, **U.S. Department of State**

Andrzej Jasinski, Advisor to the Chief Inspector for Environmental Protection, **Ministry of Environment Poland**

Michael Gessner, Director of the Energy, Climate Protection and Mining Department, **Ministry for Economy and Energy of North Rhine-Westphalia**

Anne Højer Simonsen, Deputy Director General, **Danish Energy Agency**

George Eynon, Board Member, **Energy Resources Conservation Board, Alberta Canada**

Q & A

17:00 Round table discussions: increase your understanding of the key issues, and get your questions answered.

- **Table one:** understand how common problems being faced in Europe can benefit from structured collaboration between U.S. and European industry experts, solution providers, and policy makers
- **Table two:** what does unconventional gas mean for security of supply and diversification of sources?
- **Table three:** how do environmental regulations such as Natura 2000 impact unconventional gas development in Europe?
- **Table four:** understand how land ownership issues influence European unconventional gas development

Guy Lewis, Managing Director Unconventional Gas, **Gas Technology Institute (GTI)**

Brian Horsfield, Research Director, **GFZ Potsdam**

Senior Representative, **ION Geophysical**

18:00 Chairman's closing remarks and end of conference day one.

18:15 Evening drinks reception

“It has been a wonderful experience for me to be included in the gas programmes provided by The Energy Exchange. I enjoyed speaking in the well-organised setting and learning from other speakers and enthusiastic audience.”

Hiroshi Hashimoto,
Natural Gas Analyst,
International Energy
Agency



Meet the entire unconventional gas value chain

Conference day two: Wednesday 2nd February 2011

08:30 Registration and coffee

09:00 Chairman's opening remarks

09:30 Hear how technology excellence from North America can help achieve European goals and enable mutual profitability

- Minimise costs and maximise profitability by hearing about state-of-the-art E&P technology
- Hear the latest advances in horizontal drilling and hydraulic fracturing
- Build a technology roadmap for resource development
- Assess the desired speed and effectiveness of new technology applications
- Create fruitful partnerships and facilitate knowledge transfer by developing an infrastructure to support European development with the help of North American expertise
- Utilisation of seismic technology in shale plays

Bruno Courme, Managing Director Gas Shales Europe, **Total**
Chris Hopkins, Vice President Shale Gas, **Schlumberger**
Craig McKenzie, President and CEO, **Toreador Resources**
Brian Horn, Director of Geology, **ION ISS**

Q & A

11:00 Morning coffee and networking

11:30 Outline the impact of unconventional gas on natural gas trading

- Understand gas price evolution, oversupply and demand projections in the context of European unconventional gas development
- Spot market versus long-term contracts: how unconventional gas may influence trading patterns
- Discuss the possibility of a global gas market and increased trade
- Assess the need to adjust long-term supply contracts to current market conditions under the pressure of gas oversupply
- Apply experience from North American shale play development and gas prices to the European market

Grzegorz Pytel, European Commission Advisor and Energy Expert, **Sobieski Institute**

Q & A

13:00 Lunch and networking

14:30 Visualise the global unconventional gas phenomenon and identify opportunities in emerging unconventional gas markets

- Learn how to build a low-carbon future globally
- Gain insight into Indian partnerships with US players: will India become a major unconventional resources player?
- Hear about new exploration activities and the potential for unconventional gas in Turkey
- Understand the potential for global joint ventures into unconventional gas
- Maximise profitability through joint-venturing, regionally and globally
- The US-China unconventional gas initiative: building partnerships and focusing on decarbonisation to build a sustainable future

Session moderator: **Peter Cockcroft**, CEO and Managing Director, **European Gas Limited**

Yurdal Öztas, Vice President, **Turkish Petroleum Corporation (TPAO)**

Attila Aydemir, Coordinator for Unconventional Resources, **Turkish Petroleum Corporation (TPAO)**

Nick Grealy, Publisher, **No Hot Air**

Q & A

16:00 Afternoon coffee and networking

16:30 Assess the powerful influence of unconventional gas on global politics and economics and outline the long-term outlook for unconventional gas

- Can unconventional gas be the "silver bullet" for European and global energy security?
- Gain insight into how much can be developed and where it will be used
- Define the ultimate cost of production and the impact on geopolitics
- Discuss what will happen to Russian, Qatari and Iranian gas
- Debate whether shale gas and LNG will compete or complement each other
- Decide the future of natural gas: changing consumer demand patterns and increasing the use of natural gas – boosting the fuel of the future
- Ensure market interconnectedness and successful future developments

Session moderator: **Michal Zielinski**, Journalist, **RFM FM Poland** & formerly journalist, **BBC**

Ambassador **André Mernier**, Secretary General, **Energy Charter**
Alan Riley, Professor at City Law School, **City University London**

Q & A

17:30 Chairman's closing remarks and end of conference

This event has been created in a way that promotes debate and interaction, knowledge transfer and formal and informal networking. "Business Card Exchanges", roundtable discussions, panel debates and an evening drinks reception provide the perfect chance for you to get the most out of the European Unconventional Gas Summit.

About the Energy Exchange

Since 1997, The Energy Exchange has achieved worldwide recognition for the organisation of high level, strategic and technical conferences within the downstream refining, petrochemical, fuels and fertiliser sectors. Our industry events are renowned as market leaders in their fields.

Due to our strong, long standing relationships with governments and all of the major oil and gas producers worldwide, we ensure our conferences consistently tap into the key issues affecting the industry and we bring together more principal influencers than any other event organiser to share their thoughts, ideas and vision with you, our audience.

Our annual events take place across the globe in Europe, CIS, Russia, Latin America, Middle East and Asia, and take centre stage in the oil and gas calendar. In addition, our awards are increasingly becoming a sought after industry recognition of best practice excellence.

Excellent networking opportunities and knowledge transfer



Bringing North American expertise to the European market





Pre-conference workshops: Monday 31st January 2011

09:30 Registration and morning coffee

10:00 Understand the essentials of shale oil in Europe

This interactive morning work shop will provide an introduction to shale gas development – from evaluation to completion – specific to Europe and drawing upon lessons from North America.

- Understand shale gas geology, and hear results and predictions of what is in the ground in Europe
- Gain insight into shale gas technology and cost-optimised recovery of resources
- Hear the economics of shale gas and key learnings on how overall cost can be reduced
- Assess the impact of environmental constraints, water management and risk reduction to enable successful extraction
- View the role of shale gas in the context of the global energy mix in order to effectively plan your commercial strategy
- Optimise return on investment by understanding geology, infrastructure, technology, access to gas markets, laws and regulations

12:30 Lunch and networking

14:00 Construct the roadmap for an optimised regulatory and legislative framework

This interactive workshop session will address more specific issues related to the regulatory and legislative environment in Europe and provide a hands-on approach to what will be discussed on a more strategic level during the conference days:

- Adapting conventional laws and regulations to unconventional resource development
- Hear about the impact of new legislation, licensing, fiscal and operating terms for the European market – understand what it means for your business
- Build a framework to optimise unconventional gas recovery, taking in to account environmental risks and water management strategies
- Address the needs and requirements of all stakeholders, commercial, governmental and civilian
- Define the advantages and disadvantages of country-specific versus unified European regulatory framework

17:00 End of pre-conference workshops

Business Development Opportunities

Interested in raising your corporate profile in the European unconventional gas market?

Opportunities are still available to maximise your involvement in this ground breaking event.

Whether you are looking to promote your thought leadership, technological developments or position in the market, we have bespoke sponsorship packages available to meet your business needs.

Designed with your exact requirements in mind we can help you to:

- Position your organisation as a leading player in the European unconventional gas market and demonstrate your commitment to the region
- Gain prime exposure to a qualified audience of industry experts
- Build business leads, relevant industry contacts and awareness through our integrated marketing campaign accessing in excess of 15,000 relevant regional and global industry contacts

Limited opportunities are now available, contact:

Bindu Jolly, Commercial Director

Tel: +44 (0) 207 067 1800

Mob: +44 (0) 7984 318 276

Fax: +44 (0) 207 067 1807

Email: B.Jolly@theenergyexchange.co.uk

Supported by



If you are interested in supporting the European Unconventional Gas Summit please contact Anca Sterian on +44 (0) 20 7067 1844 or email a.sterian@theenergyexchange.co.uk

4 easy ways to register

T: +44 (0)20 7067 1800
 F: +44 (0)20 7430 9513
 E: z.nathan@theenergyexchange.co.uk
 W: www.eug-summit.com

Delegate Information

First delegate:

Mr/Mrs/Miss/Ms/Dr/Other:.....
 First Name:
 Last Name:.....
 Job Title:.....
 Department:
 Tel:.....Fax:
 Mobile:
 Email:

Second delegate:

Mr/Mrs/Miss/Ms/Dr/Other:.....
 First Name:
 Last Name:.....
 Job Title:.....
 Department:
 Tel:.....Fax:
 Mobile:
 Email:

Third delegate:

Mr/Mrs/Miss/Ms/Dr/Other:.....
 First Name:
 Last Name:.....
 Job Title:.....
 Department:
 Tel:.....Fax:
 Mobile:
 Email:

Special requirements: e.g. dietary or access

Your Company Details

Company Name:.....
 Address:

 Postcode:.....
 Country:

3 days – The European Unconventional Gas Summit and pre-conference workshops		Delegate 1	Delegate 2	Delegate 3	Corporate package (please indicate how many delegates will be attending)
Packages & Pricing: (Price in GBP)		✓	✓	✓	✓
By 5 November	£1590 (save £600)				
By 17 December	£1790 (save £400)				
After 17 December	£2190				
2 days – The European Unconventional Gas Summit					
By 5 November	£1390 (save £500)				
By 17 December	£1590 (save £300)				
After 17 December	£1890				

Register for our corporate package and bring up to six delegates for the price of three. For more than six delegates please contact us. If you are a minister and are interested in attending, please contact us for a preferential rate

Payment Method

I will pay by bank transfer/invoice
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 Date

OFFICIAL VENUE AND HOTEL ACCOMMODATION

Marriott Hotel Paris Champs-Elysées, 70-72 av Des Champs- Elysées, 75008, Paris, France, Tel: +33 1 53 93 55 00, Fax: +33 1 53 93 55 01. The cost of the hotel is not included in the conference fee. The Energy Exchange has negotiated preferential rates at the hotel for delegates attending the event. For any accommodation related queries please contact Natasha Harwood via email n.harwood@theenergyexchange.co.uk for a hotel booking form.

PAYMENT AND REGISTRATION TERMS AND CONDITIONS

PAYMENT: Confirmation and invoice will be sent within 3 days. Payment is due 14 days from the invoice date, or immediately when booking is made within one month of the event. If payment has not been received before the start of the event, delegates will be refused entry. We recommend you check with your finance department that payment has been made before travelling.

CANCELLATION POLICY: Made within 48 hours of receipt of the completed registration form will be eligible for a full refund. Received in writing more than one month prior to the start of the event will be refunded less a 50% cancellation fee. Received in writing within one month of the start date of the event will receive no refund and registrants will be liable for payment of 100% of the invoiced amount. Substitutes are accepted at any time.

FORCE MAJEURE: In case of force majeure The Energy Exchange is relieved of all obligations. Force majeure includes any circumstances beyond the will of The Energy Exchange, that impedes permanent or temporary compliance with the obligations, such as 'acts of god' including war, danger of war, government regulations, revolts, strikes, transportation difficulties, fire or severe disturbances affecting the conference organisation or its suppliers.

IMPORTANT NOTES: This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of The Energy Exchange to change the content and timing of the programme, speakers, date or venue. In the unlikely event of the programme being cancelled, The Energy Exchange will issue a credit note or make a full refund but disclaim any further liability. By submitting your details, you agree to the use of your personal information as set out in our privacy policy which can be found on our website www.theenergyexchange.co.uk

CUSTOMER SERVICES: For questions concerning your registration, attendance, visa support and invoice payments, please contact our Customer Services Department, Tel: +44 1242 529 090, Fax: +44 1242 582 157.

*Please note, the booking form must be authorised before we can proceed with the registration

PROMOTIONAL CODE: **W**



Confirmed speakers include

- David L. Goldwyn**
Special Envoy and Coordinator for International Energy Affairs
U.S. Department of State
- Bruno Courme**
Managing Director Gas Shales Europe
Total
- Chris Hopkins**
Vice President Shale Gas
Schlumberger
- Andrzej Jasinski**
Advisor to the Chief Inspector for Environmental Protection,
Ministry of Environment Poland
- Tony Atherton**
Director Business Development Europe
Africa & Middle East Talisman Energy
- Kamlesh Parmar**
Country Manager Poland
Lane Energy/3Legs Resources
- Andrzej Kassenberg**
Chairman
Institute of Eco-Development Poland
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Coordinator for Unconventional Resources Project
Turkish Petroleum Corporation (TPAO)
- Michael Zielinski**
Journalist, RFM FM Poland & formerly journalist
BBC
- Ambassador André Mernier**
Secretary General
Energy Charter
- Guy Lewis**
Managing Director Unconventional Gas
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- Nina Bowyer**
Partner - Global Energy Practice
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Director of the Energy Climate Protection
and Mining Department
Ministry for Economy and Energy
of North Rhine-Westphalia
- George Eynon**
Board Member
Energy Resources Conservation Board, Alberta Canada
- Andrew Ross**
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Non Conventional Gas Project Leader
Institut Français du Pétrole IFP
- Alan Riley**
Professor at City Law School
City University London
- Nick Grealy**
Publisher
No Hot Air
- Grzegorz Pytel**
European Commission Advisor and Energy Expert
Sobieski Institute
- Anne Højer Simonsen**
Deputy Director General
Danish Energy Agency
- John Corben**
Senior Technical Advisor
International Energy Agency
- Craig McKenzie**
President and CEO
Toreador Resources
- Brian Horn**
Director of Geology
ION ISS
- Stephan Singer**
Director Global Energy Policy
WWF

Regulatory Session Moderator

Russ Bellis
Exploration Director
ExxonMobil

Why you should attend the European Unconventional Gas Summit

- **Meet the Ministers** driving the European unconventional gas market
- Hear from **North American experts** and apply their expertise to the European market
- Gain practical, actionable advice on how to **develop your unconventional gas business**
 - Hear the **latest technological advances** in unconventional gas
- Network with senior level executives from across the **entire unconventional gas value chain**
- **Overcome environmental challenges** and contribute to the development of European unconventional gas

