



Methane to Markets

Partnership Expo

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Partnership Expo

- Background
- Participation and Outcomes
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Background

- First Partnership Expo — held in Beijing, China in 2007 — deemed great success!
 - More than 750 attendees from 34 countries
 - 91 project opportunities from 11 countries
- Based on response, the Expo Task Force recommended to the Steering Committee that a second Expo be held in 2010.
 - India was identified as a desirable location by survey respondents and the Task Force.

Participation and Outcomes

- Second Partnership Expo equally successful!
 - 500 participants from 36 countries
 - Nearly 150 project opportunities and success stories from 17 countries
- Assumed that without the Expo(s), many of the featured projects would not have been identified.
- Both Expos also attracted private sector sponsors and exhibitors, providing opportunities for project developers to network directly with technology providers.

Participation/Outcomes (con't)

- As with the first Expo, the ASG conducted an online survey of participants to assess the second Expo's value. While small number of respondents (~ 3%), results were overwhelmingly positive:
 - “*Very useful:*” project development opportunity posters; opening and closing plenary session; Policy, Financing, and End use roundtables; Agriculture, Coal, and Landfill session tracks
 - “*Most Valuable:*” Seeing/discussing examples of progress, country profiles/project opportunities, networking (e.g., meeting others and making business contacts), technical presentations, and exhibits.
 - “*Desirable Future Location(s):*” Latin America

Lessons Learned

- While planning (and subsequently) evaluating the first Expo, the Task Force observed the following activities for ASG consideration:
 - Coordinate sector-specific site tours, where feasible.
 - Initiate Expo outreach and marketing campaign as early as possible.
 - Develop sector-specific conference tracks through a “Call for Abstracts.”

- These recommendations were successfully integrated into the second Expo, and will likely be employed in the future if Partners agree they remain useful approaches.

A Third Expo?

- A third Expo would:
 - Continue to provide focal point for methane-related policy and technical issues.
 - Galvanize project identification and characterization.
 - Provide a forum to showcase project opportunities.
- Preparation would also benefit from existing mechanisms (e.g., Expo Task Force, poster templates, abstract solicitation process).

Issues for Consideration

- Does the Steering Committee wish to hold a third Methane to Markets Partnership Expo?
- Does the Steering Committee wish to prioritize a region (e.g., Latin America or Asia) for hosting the Expo, subject to the interest and availability of a host country?
- Does the Steering Committee wish to task the ASG with contacting individual Partner countries to find an interested host for the Expo?
- Does the Steering Committee wish to task the ASG with convening an Expo Task Force to assist in the planning for the third Partnership Expo?

Issues for Consideration (con't)

- Does the Steering Committee wish to adopt the same basic framework as the previous Expo, or make suggestions or changes to this format for the third Expo, in terms of concurrent sector-specific technical and policy sessions, site visits where possible, exhibition hall for sponsors and countries, and showcasing of potential project opportunities in each sector?
- Does the Steering Committee wish to task the ASG to report on the planning process and to present options/plans to date at the Steering Committee's 2011 meeting?