

Mexico City, Mexico
September 2010

M2M8/Doc.5

Expo Survey and Outcomes

Discussion Paper

1. Purpose

The purpose of this paper is to review the outcomes of the recent Methane to Markets Partnership Expo (“the Expo”) held in New Delhi, India on 2 – 5 March 2010, and to provide items for the Steering Committee’s consideration as to whether the Partnership should support another Expo, possibly to be held in 2012. In order to develop these recommendations, the Administrative Support Group (ASG) assessed the following information to gauge the success of the 2010 Expo:

Summary of meeting attendance and participation (Attachment A).

Results of an on-line survey offered to participants of the 2010 Expo (Attachment B).

2. Background

The Methane to Markets Partnership Expo was developed to focus attention on and promote implementation of methane capture and use projects around the world. This was accomplished by developing high quality technical and policy conference sessions for each sector, providing an opportunity for technology and service providers to showcase their expertise at the “Expo Marketplace,” and encouraging Partners to bring forward specific methane project opportunities to showcase for investor and technology providers.

The first Partnership Expo, held in Beijing, China on 30 October – 1 November 2007, was very well-received, attracting more than 750 participants from 34 countries and featuring 91 project opportunities. Based on the overwhelming success of the first Expo, the Expo Task Force recommended to the Steering Committee that a second Expo be held in 2010. India was identified by many of the 2007 attendees as a desirable location, and India welcomed the opportunity to host this event.

3. Expo Participation and Outcomes

From the perspective of the conference organizers, the second Partnership Expo was equally successful and achieved the goal of promoting global methane project development. Over 500 participants from 36 countries (see Attachment A for a breakout by country) attended the Expo, with Indian participants representing approximately 57 percent of the attendees.

In addition, the Expo showcased nearly 150 project opportunities and success stories from 17 countries, which far exceeded expectations of the coordinating committee (see Attachment A for breakout by country and sector). There is anecdotal evidence that the Expo functioned as a turning point that encouraged project developers and country partners to identify project opportunities. It is likely that without the Expo, some of these projects would not have been identified and characterized for potential investors. These project opportunities are currently highlighted on the Methane to Markets website so that investors and technology providers are able to access information about these opportunities:

< <http://methanetomarkets.org/projects/index.aspx?expo=newdelhi>>.

The second Expo was also successful in attracting private sector sponsors and exhibitors. In addition, several Partner Countries used booths in the Exhibit Hall to provide information related to their Methane to Markets activities (see Attachment A for a complete list).

The ASG conducted an anonymous on-line survey of meeting participants as a tool in assessing the value of the Expo. While the number of respondents was small [n= 15], the results of this summary were positive. (The results of this survey are summarized and presented in full in Attachment B.)

4. Lessons Learned

Through the process of planning the first Expo, the Task Force developed recommendations that the ASG took into account when planning the second Expo. These activities included:

- Conducting project tours as part of the conference program. This was done where feasible, for the agriculture and landfill sectors.

- Initiating the Expo outreach and marketing campaign as early as possible.

- Developing the sector-specific conference tracks through a “call for abstracts,” instead of relying solely on Subcommittee members to develop the agenda.

These recommendations were successfully integrated into planning and implementation for the 2010 Expo and would likely be employed for future Expo events if Partners agree they remain useful approaches.

5. A Third Methane to Markets Expo

A third Methane to Markets Expo could continue to benefit the Partnership by providing a focal point for methane-related policy and technical issues, galvanizing project identification and characterization, and providing a forum to showcase project opportunities for investors, technology providers, and project developers. Preparation for a third Expo would benefit from the work of the Partnership in preparing for the first two Expo events, such as the development of project opportunity identification and poster templates, the abstract solicitation process for development of the policy and technical session agendas, and other mechanisms.

If the Steering Committee determines that holding a third Expo would be beneficial to the Partnership, the ASG could begin the process of identifying a host country and begin planning for the event as soon as possible. As noted in Appendix B, there was interest in holding such an Expo in Latin America. The ASG could also work with partners to determine timing. The earliest viable timeframe for hosting such an Expo would be in 2012.

The Steering Committee should determine whether the elements and framework of the first and second Expo events should be amended for the third Expo. That is, should the following elements be incorporated into the third Expo:

- Plenary sessions with keynote speakers addressing topics of broad interest to the Partnership
- Sector-specific technical and policy sessions that address key issues relevant to the sectors
- Exhibit hall featuring booths showcasing country activities and technologies and project developer / service provider expertise
- Exhibition of project opportunities and success stories in poster formats in each of the sectors
- Site visits (where available and appropriate)

If so directed by the Steering Committee, the ASG would convene an Expo Task Force to assist in the planning process, as was done for the prior Expos. The ASG would provide an update to the Steering Committee at its 2011 meeting, highlighting any issues for decision.

6. Issues for Consideration and Decision

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?

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?

Attachment A
2010 Methane to Markets Partnership Expo in New Delhi, India:
Participation, Posters, and Sponsors

The 2010 Methane to Markets Partnership Expo was well-attended, with 500 attendees from 36 countries.

There were nearly 150 project opportunities, success stories, and technology updates from 17 countries showcased in “poster” format at the Expo.

The Exhibition Hall featured 22 sponsor booths and 12 country booths.

Number of Attendees at the 2010 Expo by Country

Argentina (4)	Germany (4)	Poland (8)
Australia (24)	Hong Kong (2)	Russia (1)
Austria (2)	India (285)	Singapore (3)
Bangladesh (2)	Indonesia (2)	South Africa (2)
Brazil (1)	Italy (3)	Sweden (3)
Canada (7)	Japan (7)	Switzerland (1)
China (19)	Kazakhstan (3)	Thailand (2)
Colombia (4)	Mexico (11)	Ukraine (9)
Dominican Republic (1)	Mongolia (2)	United Kingdom (13)
Fiji Islands (1)	Nepal (1)	United States (50)
Finland (3)	Nigeria (1)	Uruguay (1)
France (2)	Philippines (12)	Vietnam (3)

Project Opportunity and Success Story Posters by Country and Sector

	Agriculture	Coal Mines	Landfills	Oil & Gas	Total
Argentina	6		7		13
Brazil	7		12		19
Canada				2	2
Chile				1	1
China		11	13	1	25
Colombia			5		5
Ecuador	3		4		7
India	3	13	8	2	26
Italy				1	1
Kazakhstan		1			1
Mexico	11	2	6	3	22
Mongolia		2			2
Pakistan	1				1
Poland		7	1		8
Russia		1	1	1	3
Thailand			1		1
Ukraine		4	7	1	12
	31	41	65	12	149

Expo Sponsors

Asian Development Bank	Great Eastern Energy Corporation Limited
Biotech	Green Power International Pvt. Ltd
Clarke Energy	Heath Consultants
Clean Trade Group	Landfill Gas and Power Pty Ltd
Coal India/CMPDI	MEGTEC Systems
Combustion Research Associates	Oil and Natural Gas Company (ONGC)
Combustion Technologies Pvt Ltd	Organic Waste Technology
DMT GmbH & Co. KG	PA Consulting
Flir Systems	QED Environmental Systems
FLSmith Private Limited	Total CBM Solutions India Pvt. Ltd.
Geotech	Trolex Ltd.

Country Booths

Argentina
Australia
Brazil
Canada
China
Colombia
India
Japan
Mexico
Poland
United Kingdom
United States

Attachment B
2010 Methane to Markets Partnership Expo, New Delhi, India
Attendee Survey Results

In March 2010, the ASG provided Expo attendees with a link to an online survey. Fifteen (15) respondents—primarily representing project developers/consultants and technology providers—completed all or parts of the survey. A summary of these results indicates the following:

Nearly one-half of the respondents indicated that they heard about the Expo via the methane to Markets Listserve e-mail.

Respondents found the following Expo elements *very useful*: Project Development Opportunity Posters, Opening Plenary Session, Policy Roundtable, Financing Roundtable, End Use Roundtable, Agriculture Track, Coal Track, Landfill Track, Closing Plenary.

Respondents ranked the Exhibit Booths as *useful*.

Forty percent of the respondents indicated the Expo was *useful* for making new business contacts.

Forty percent of the respondents found the 150 project opportunities showcased at the Expo *useful*, although none of the respondents had projects showcased.

Seeing/discussing examples of progress, country profiles/project opportunities, networking (e.g., meeting others and making business contacts), technical presentations, and the exhibits were frequently identified as the *most valuable* part or aspect of the Expo.

Responses regarding the *least valuable* part or aspect of the Expo included too many plenary speakers and redundancy among speakers.

100 percent of the respondents said they would attend another Methane to Markets Expo in the future.

Latin America was identified most often as the region of the world that would be a good location for a future Expo, as long as there were ample project development and site tour opportunities.

The complete dataset follows.

**Methane to Markets 2010 Partnership Expo:
Participant Survey Results***

How did you hear about the Expo? (14 responses)

<i>Methane International</i>	7.1% (1)
Methane to Markets Listserv E-mail	42.9% (6)
Information received through FICCI	0.0% (0)
Colleague	21.4% (3)
At another conference	0% (0)
Advertisement	0% (0)
Other	28.6% (4)

“Other” Responses:

- Internet
- Australian Trade Commission
- Referred by Mr. Kurt Roos of USEPA as a speaker
- Was invited to present a paper
- My job
- M2M project grantee

Name and Organization (Optional): (13 responses)

- thanvi som dutta avas vikas limited jaipur(rajasthan)
- Navyug Sewa Sansthan
- Jamia Millia, Islamia University, New Delhi, India
- Don Augenstein, IEM, Inc
- Australian Trade Commission
- Noemi P. dela Paz, Land Bank of the Philippines
- L Hauptfleisch, Anglo Platinum
- Tom Burniston, Geotech
- C.V. Raman, College of Engineering, Bhubaneswar, Orissa, India
- International Institute for Energy Conservation (IIEC)
- Manish Mishra, Tata Steel
- EILI Consultants Pvt. Ltd.
- Dr. Suman K. JANA, SABIC Research & Technology Pvt. Ltd.

***15 respondents, but not everyone answered every question and/or some respondents selected more than one answer for some questions. Exact response count is noted in parenthesis.**

What type of organization do you represent? (check all that apply) (13 responses)

National Government	30.8% (4)
Non-Profit	30.8% (4)
International Development Bank	0.0% (0)
Private Finance	0.0% (0)
Project Developer/Consultant	38.5% (5)
Technology Provider	38.5% (5)
Other	38.5% (5)

“Other” Responses:

- Research Institution
- Advancing potential improvements for developing countries
- Government Financial Institution
- Education Institute (engineering degree college)
- Petrochemical Company

Please check all of the sections of the Expo event that you attended and rate them based on how useful they were to you. (15 responses)

	Not Useful	Somewhat Useful	Useful	Very Useful	Extremely Useful	Not Sure/ Did Not Attend
Project Development Opportunity Posters	0.0% (0)	30.8% (4)	23.1% (3)	30.8% (4)	15.4% (2)	0.0% (0)
Exhibit Booths	0.0% (0)	7.1% (1)	42.9% (6)	35.7% (5)	14.3% (2)	0.0% (0)
Opening Plenary Session	0.0% (0)	0.0% (0)	40.0% (6)	40.0% (6)	13.3% (2)	6.7% (1)
Policy Roundtable (Wednesday)	0.0% (0)	0.0% (0)	22.2% (2)	33.3% (3)	22.2% (2)	22.2% (2)
Financing Roundtable (Thursday)	0.0% (0)	0.0% (0)	10.0% (1)	60.0% (6)	20.0% (2)	10.0% (1)
End Use Roundtable (Friday)	0.0% (0)	11.1% (1)	11.1% (1)	55.6% (5)	0.0% (0)	22.2% (2)
Agriculture Conference Track	0.0% (0)	0.0% (0)	10.0% (1)	40.0% (4)	10.0% (1)	40.0% (4)
Coal Conference Track	0.0% (0)	0.0% (0)	16.7% (1)	33.3% (2)	16.7% (1)	33.3% (2)
Landfill Conference Track	0.0% (0)	0.0% (0)	10.0% (1)	40.4% (4)	20.0% (2)	30.0% (3)
Oil and Gas Conference Track	0.0% (0)	0.0% (0)	14.3% (1)	14.3% (1)	0.0% (0)	71.4% (5)
Closing Plenary	0.0% (0)	0.0% (0)	33.3% (4)	33.3% (4)	25.0% (3)	8.3% (1)
Agriculture Subcommittee Meeting	0.0% (0)	0.0% (0)	11.1% (1)	11.1% (1)	33.3% (3)	44.4% (4)
Coal Subcommittee Meeting	0.0% (0)	0.0% (0)	16.7% (1)	16.7% (1)	0.0% (0)	66.7% (4)
Landfill Subcommittee Meeting	0.0% (0)	0.0% (0)	0.0% (0)	25.0% (2)	25.0% (2)	50.0% (4)
Oil and Gas Subcommittee Meeting	0.0% (0)	0.0% (0)	0.0% (0)	16.7% (1)	0.0% (0)	83.3% (5)
Landfill Off-Site Tour	0.0% (0)	0.0% (0)	0.0% (0)	37.5% (3)	0.0% (0)	62.5% (5)
Agriculture Off-Site Tour	0.0% (0)	0.0% (0)	0.0% (0)	14.3% (1)	14.3% (1)	71.4% (5)

***15 respondents, but not everyone answered every question and/or some respondents selected more than one answer for some questions. Exact response count is noted in parenthesis.**

How valuable was the Expo for making new business contacts? (15 responses)

Not Useful	0.0% (0)
Somewhat Useful	13.3% (2)
Useful	40.0% (6)
Very Useful	26.7% (4)
Extremely Useful	20.0% (3)

How useful were the 150 project opportunities that were showcased at the Exhibit Hall? (15 responses)

Not Useful	0.0% (0)
Somewhat Useful	33.3% (5)
Useful	26.7% (4)
Very Useful	40.0% (6)
Extremely Useful	0.0% (0)
I did not visit the exhibit hall	0.0% (0)

Did your organization showcase a project opportunity at the Expo?

Yes	0% (0)
No	100.0% (15)

If yes, have there been any developments towards implementing the projects as a result of showcasing it at the Expo?
(0 Responses)

What part or aspect of the Expo did you find most valuable? Why? (9 responses)

- Seeing and discussing examples of progress and needs in developing countries
- Country profiles and policy to develop projects. Gives business an idea on the commercial opportunities available and supported by policy.
- Both the plenary & sectoral groupings as well as the cocktails
- Networking
- Exhibition - because we were exhibiting, and thus met many useful contacts.

***15 respondents, but not everyone answered every question and/or some respondents selected more than one answer for some questions. Exact response count is noted in parenthesis.**

The agriculture and landfill sector were very useful. Paper presentation, exhibits and the exhibitors in this sector were very useful for us. We are working in agriculture biogas and with the help of local bodies trying to make a project on landfill gas utilisation. We were not aware of methane gas mitigation where govt. is taking so much interest to make use of this for energy generation. Financing opportunities for projects in the agri sub sector since this sector holds immense potential for a developing country like India. Presentations by various countries on regulatory environment
Financing methane project.

What part or aspect of the Expo did you find least valuable? Why? (4 responses)

No comments
Too many talking heads. Much redundancy between Indian speakers
Since Oil and gas, coal comes under the purview of govt. agencies in India, we find it less valuable for us.
None

Would you attend another M2M Expo in the future? (The Partnership will determine whether to hold another one in 2009).

Yes	100.0% (14)
No	0% (0)

If there is a 2009 Expo, what region of the world would be a good location? (10 responses, but some indicated more than one location or did not specify a location)

Africa	15.4% (2)
Asia (non-specific)	0% (0)
China	7.7% (1)
Southeast Asia	7.7% (1)
Australia	0% (0)
Europe (non-specific)	7.7% (1)
United Kingdom	7.7% (1)
North America (non-specific)	7.7% (1)
United States	7.7% (1)
South America	15.4% (2)
Other (e.g., Latin America)	23.1% (3)

Europe
Latin America. But any area with sufficient methane exploitation opportunities should be OK
UK as there seems to be a lot of M2M type of projects there

***15 respondents, but not everyone answered every question and/or some respondents selected more than one answer for some questions. Exact response count is noted in parenthesis.**

Africa
Latin America?
South America / Africa / South East Asia
North/ South America would be the good location.
Latin America
China
US

Please provide any additional comments or suggestions that the ASG should consider in planning another M2M Expo. (5 responses)

Listing economical hotel opportunities near conference hotel and how to transport oneself. (Five star Taj Palace was great but expensive. I stayed several days as the guest in private house of kind Indian friends in New Delhi also).
To continue inviting those speakers from the different sectors who are involved in this M2M to have a comprehensive view of their different contributions to the noble cause.
Not sure how valuable posters are - perhaps this effort should be reassessed? Sessions should be more interactive (with discussion, etc.).
I missed the agriculture site tour since I did not have the right information regarding the departure of the team. Never mind. More such tours should be arranged before and after the Expo. There was no discussion regarding the tour finding, I suppose, the discussion should be done during the conference openly so that those who could not attend it, can have a broader view of it.
Utilization of methane other than energy application, like chemicals, should be focused.

***15 respondents, but not everyone answered every question and/or some respondents selected more than one answer for some questions. Exact response count is noted in parenthesis.**