



# EUROPEAN UNCONVENTIONAL GAS SUMMIT KRAKOW 2011

Overcome challenges. Unlock potential.

## EXPERT SPEAKERS INCLUDE:

- **Jim Johnston**  
Board Member,  
ExxonMobil Exploration & Production Poland
- **Wieslaw Prugar**,  
President of the Management Board,  
Orlen Upstream, OPPPW
- **Florence Geny**,  
Principal Business Developer, Global New Ventures Shale Oil and Gas,  
Statoil
- **Davide Calcagni**,  
VP Unconventional,  
Eni
- **Mark Katrosh**,  
President,  
Hess Oil France
- **Mikhail Slobodin**,  
Executive Vice President, Gas and Power,  
TNK-BP
- **Mihai Tomescu**,  
Chief Economist, Impact Assessment & Evaluation,  
European Commission DG ENV
- **Stephan Singer**,  
Global Policy Director,  
WWF

The only event to address the communication challenges facing the unconventional gas industry

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EVENTS



Very good organisation, good welcome and excellent for networking

Armand Khayat,  
Gas Consultant,  
Total

## Welcome to the European Unconventional Gas Summit

Dear Colleague,

Continual advancements in horizontal and directional drilling, hydro-fracking and seismic imaging are enabling the unconventional gas market in Europe to progress at an unprecedented rate.

Operating **costs are reducing** with every test well drilled. In Poland, permits have been allocated and licences agreed, and Europe as a whole is watching to see what the next stage will be.

As operating companies move towards **pilot projects** and edge closer to **commercial unconventional gas production**, the bottlenecks are increasingly being identified as non-technical.

**Environmental concerns** about water handling, storage, and disposal and aquifer contamination are entering the public arena, attracting widespread attention, aided by mainstream media coverage. How will the industry **overcome the communication challenges** in order to move forward? What needs to be done to **foster public acceptance** of unconventional gas? How can we **prove** that unconventional gas drilling is safe and the risks are negligible?

These questions have shaped the agenda of the European Unconventional Gas Summit, and we will look forward to hearing your thoughts and watching the debate develop when we meet in Krakow.



*Z. Nathan*  
Zara Nathan  
Conference Director  
The Energy Exchange



Kyel Hodenfield  
VP Unconventional Resources  
Schlumberger



Florence Geny  
Visiting Research Fellow  
Oxford Institute for Energy Studies



Davide Calcagni  
VP Unconventional  
Eni



Frances Morris-Jones  
Global Business Development Manager  
ConocoPhillips  
(Session Moderator)



Stephan Singer  
Global Policy Director  
WWF



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



Wieslaw Prugar  
President of the Management Board,  
Orlen Upstream, OPPPW

## Operator speaker panel includes



Florence Geny,  
Visiting Research Fellow,  
Oxford Institute for Energy Studies

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



Wieslaw Prugar,  
President of the Management Board,  
OPPWW, Orlen Upstream

Davide Calcagni,  
VP Unconventional,  
Eni



Mikhail Slobodin,  
Executive Vice President,  
Gas and Power, TNK-BP

Mark Katrosh,  
President,  
Hess Oil France



## Speakers and session moderators include

**Jakub Kostecki**  
Landman and Permitting  
**New Gas Contracting**

**Michal Zielinski**  
Journalist  
**RFM Poland**



**Paul Hazel**  
Corporate VP Well Completions  
**Welltec**



**Patrick d'Ancona**  
Head of Energy Practice  
**M-Communications**

**Mark Katrosh**  
President  
**Hess Oil France**

**Rachel Bonfante**  
EU Affairs Manager  
**International Association of Oil and Gas Producers (OGP)**



**Wouter Kool**  
Director Integrated Seismic Solutions Group – Europe  
**ION Geophysical**

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

**John Broderick**  
Research Fellow  
**The Tindall Centre**



**Piotr Krzywicz**  
Professor  
**Polish Geological Institute**

**Benny Peiser**  
Director  
**The Global Warming Policy Foundation**

**Mihai Tomescu**  
Chief Economist, Impact Assessment & Evaluation  
**European Commission DG ENV**



**Adrian Topham**  
Reservoir Development Services  
**Baker Hughes**

**Greg Pytel**  
European Commission Advisor and Energy Expert  
**Sobieski Institute**

**Mark Bullard**  
Producer  
**Haynesville**



**Mikhail Slobodin**  
Executive Vice President, Gas & Power  
**TNK-BP**

**Bertrand Montembault**  
Partner – Global Energy Practice  
**Herbert Smith**

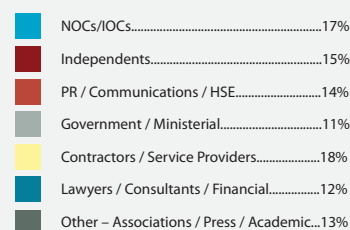
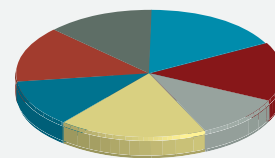
**Alan Murray**  
Head of New Ventures  
**Wood Mackenzie**



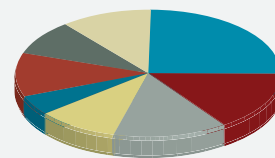
**Guido van den Bos**  
Corporate Country Manager Poland  
**National Oilwell Varco**

## Who you will meet at the European Unconventional Gas Summit

### By industry sector



### By job title



## The European Unconventional Gas Academy: Tuesday 27 September

**08:30** Academy registration and coffee

**09:00** Earthquakes, elections and environmentalists: communications shock and awe in the unconventional gas sector

- Overcome the communications challenges impacting unconventional oil and gas exploration activity in the context of a volatile regulatory environment
- Understand what is determining public and policy makers' views of the unconventional exploration sector
- How can operators better communicate the positive potential of unconventional exploration and production?
- Hear how your company can contribute to the debate on the benefits and issues arising from unconventional exploration
- Best practices for operators to deploy when dealing with the public to ensure transparent communication is maintained and trust is fostered

**Patrick d'Ancona**, Head of Energy Practice, **M-Communications**

**10:30** Morning coffee and networking

**11:00** Secure greater public and political support and expedite unconventional gas development by demonstrating the latest in technological innovation

- Maximising efficiency in directional drilling
- Minimising risk in hydro-fracking
- Hear the latest in water treatment technology and how this is increasingly becoming the most important aspect of your unconventional gas venture

- Understand how developments in seismic data will enable you to gain competitive advantage

**12:30** Lunch and networking

**14:00** Understand the wider implications for European energy security posed by unconventional gas development

- View unconventional gas in a global context: understand the parallels and differences between geographic regions and see the bigger picture
- Understand how to influence political opinion by encouraging responsible unconventional gas development
- Unconventional gas in the context of 20:20:20 targets and wider renewable energy policies

**Benny Peiser**, Director, **The Global Warming Policy Foundation**

**15:30** Afternoon coffee and networkin

**16:00** Understand the legal implications for unconventional gas development

- Shale gas exploration in Poland: is it safe for people and environment?
- Shale gas financing: raising capital in London
- Shale gas environmental management issues: legal and regulatory lessons from recent US shale gas plays

**Tomasz Dobrowolski**, Partner, **K&L Gates**

**Paul Tetlow**, Partner, **K&L Gates**

**Timothy Weston**, Partner, **K&L Gates**

**17:30** End of Academy

**17:45** Welcome drinks reception and pre-conference registration



*“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



## Conference day one: Wednesday 28 September

**08:30** Registration and coffee

**09:00** Chairman's opening remarks and business card exchange

**09:10** Understand how to communicate your message effectively to optimise your unconventional gas project

- Hear best practices from leading operators who are actively working with the public to foster understanding and tolerance for unconventional gas projects in Europe
- Understand how to achieve political support for your project by working with the policy makers and regulators
- Gain insight into how to work with your solution providers to ensure an open, transparent path through test drilling to pilot project stage
- Pave the way for full scale commercialisation by understanding the requirements across the value chain both horizontally and vertically

**Jim Johnston**, Board Member, **ExxonMobil Exploration & Production Poland**

**Wieslaw Prugar**, President of the Management Board, **OPPPW, Orlen Upstream**

**Florence Geny**, Principal Business Developer, Global New Ventures Shale Oil and Gas, **Statoil**

**10:10** Q&A

**11:00** Morning coffee and networking

**11:30** Hear the environmentalist's point of view

- Understand the concerns surrounding surface water contamination, treatment and disposal
- Hear best practices from North America and understand how these can translate to Europe
- Mitigate the risks posed by unconventional gas drilling by understanding how the media can influence local and national support for unconventional gas

Session Moderator: **Frances Morris-Jones**, Global Business Development Manager, **ConocoPhillips**

**Stephan Singer**, Global Policy Director, **WWF**

**John Broderick**, Research Fellow, **Tindall Centre**

**Mihai Tomescu**, Chief Economist, Impact Assessment & Evaluation, **European Commission DG ENV**

**12:30** Q&A

**13:00** Lunch and networking

**14:00** Panel discussion: how will unconventional gas in Poland really play out?

- Understand how to work with the regulators to optimise your position in Poland
- How will infrastructure scale up as unconventional gas commercialisation approaches?
- How will national and international legislation tie in as Poland works with the EU?
- Understand the implications for Poland's low carbon economy as a result of developing unconventional gas – could Poland become the pioneer of Europe's energy future?
- With increasing pressure to move away from coal, what does a shale gas fuelled power generation market look like?
- Hear latest results from test drilling in Poland and forecasts for upcoming pilot projects
- Hear the view from the ground: landman activities in Poland and public perception of shale gas development

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

**Jakub Kostecki**, Landman and Permitting, **New Gas Contracting**

**15:00** Q&A

**15:50** Afternoon coffee and networking

**16:00** Haynesville movie screening

### EUROPEAN PREMIERE

The conference will resume with an exclusive screening of the US industry acclaimed Haynesville. The movie follows the historic discovery of the massive Haynesville Shale natural gas field found in northwest Louisiana and follows its impact on local people's lives. The find is projected to hold 180 trillion cubic feet of gas or, in economic terms \$1.75 trillion dollars worth of energy.

Haynesville has been lauded as a balanced and highly personal look at how energy affects our country and has been called "Moving", "A revelation!" and "A humane take on an increasingly relevant—and complicated—subject."

Popcorn sponsored by



**17:30** Panel discussion led by **Mark Bullard**, Producer, **Haynesville**

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

**19:00** Transfer to the evening drinks reception and gala dinner

### DRINKS AND GALA DINNER



Conference attendees are invited to join the Energy Exchange for an evening of fine dining and entertainment in one of Krakow's leading venues – join us at the social highlight of the European Unconventional Gas Summit and combine business with pleasure

A well organised and excellent conference

Denis Faure-Brac, Engineer, GDF Suez

## Conference day two: Thursday 29 September

**07:30** Breakfast briefing – Following up on Haynesville

**08:45** Coffee and registration

**09:00** Chairman's opening remarks

**09:10** Hear the latest in hydro-fracking, directional drilling and seismic technology and understand how it can transform your success rates and facilitate public and political support as you look to move towards pilot project stage

- Understand how state-of-the-art seismic data will maximise profitability and ensure you secure first mover advantage at commercial scale
- Hear about the latest developments in drilling technology: casing, cementing, plug and perf and understand how they will enable you to prove the safety of your venture
- Understand how to mitigate the risk of surface and ground water contamination by engaging specialist water treatment facilities

Adrian Topham, Reservoir Development Services, **Baker Hughes**

Wouter Kool, Director Integrated Seismic Solutions Group – Europe, **ION Geophysical**

Guido van den Bos, Corporate Country Manager Poland, **National Oilwell Varco**

Piotr Krzywiac, Professor, **Polish Geological Institute**

Kyel Hodenfield, VP Unconventional Resources, **Schlumberger**

Paul Hazel, Corporate VP Well Completions, **Welltec**

**10:10 Q&A**

**10:30** Morning coffee and networking

**11:00** Panel discussion: how does Europe really feel about unconventional gas?

- What will the Polish Presidency of the EU Council mean for unconventional gas development?
- Aligning regional, national and international policies to facilitate the smooth establishment of an unconventional gas market
- Foster inter-agency support by in order to prepare for pilot project and eventual commercial stage unconventional gas deployment
- What will it take for governments to grant licences?
- Understand what the regulators need in order to overcome political pressure and expedite unconventional gas development
- Where to next for German unconventional gas?: assessing the basins in Lower Saxony and North Rhine-Westphalia – what is really in the ground and what are the estimates for recoverable reserves?
- Translating recoverable reserves into socio-economic benefits
- Assessing the overall gas market impact of unconventional gas

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

Benny Peiser, Director, **The Global Warming Policy Foundation**

Rachel Bonfante, EU Affairs Manager, **International Association of Oil and Gas Producers (OGP)**

Axel Scheuer, European Regulatory Advisor, **ExxonMobil Gas & Power Marketing**

**12:00 Q&A**

**12:30** Lunch and networking

**14:00** Panel discussion: unconventional gas in the context of depleting North Sea gas fields, LNG imports and conventional gas supplies

- Unconventional gas around the world and the impact on global energy supply
- Understand the roadmap to full unconventional gas commercialisation: how will the necessary infrastructure upscale be implemented?
- Is there a place for offshore unconventional gas in Europe?
- What are the implications for power generation from unconventional gas supplies?
- Shale gas and Tight oil: mutually exclusive or complementary solutions?

Davide Calcagni, VP Unconventional, **Eni**

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

**15:00 Q&A**

**15:30** Afternoon coffee and networking

Round table one: proving the economics of the European model

- Understand how US experiences can translate to Europe
- Hear how unconventional gas can change the fiscal regime in Poland and map this back to your region
- Investment and financing for unconventional gas projects
- Gain insight into what unconventional gas could mean for Europe's low carbon future

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

Round table two: what needs to happen to change the stalemate in France?

- Understand how to prove the safety of fracking and overcome public and political concerns
- Overcome the challenges of densely populated areas in order to increase energy security
- Demonstrate the and socio-economic benefits of unconventional gas
- Understand how public support can translate to political support and gain insight into how to effectively communicate your message
- Hear how to avoid Paris becoming the new Pennsylvania by ensuring clear, transparent communication is maintained with the public and the politicians

Bertrand Montembault, Partner, **Herbert Smith**

Mark Katrosh, President, **Hess Oil France**

Round table three: Ukraine: second generation unconventional gas in Europe

- Hear the latest developments in government support for unconventional gas projects in Ukraine
- Gain insight into the opportunities for investment and land acquisition
- Hear about the next stages in the licensing agreements

Mikhail Slobodin, Executive Vice President, Gas and Power, **TNK-BP**

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





## What our sponsors said about our last event

“Excellent organisation, varied agenda, strong audience, good, high quality presentations resulting in vivid discussions. I walk away with a better understanding of the issues to be dealt with and some very valuable new contacts for future business”

**Wouter Kool,**  
Global Business Development Manager,  
**ION Geophysical**

“The European Unconventional Gas Summit provided an opportunity to hear from leading operators in emerging unconventional gas efforts, and network with a mix of operators, service companies, and energy Ministers”

**Guy Lewis,** Managing Director  
Unconventional Gas, **GTI**

“An opportunity to hear from the shale gas explorers and supply chain in an active European basin – France”

**Adrian Topham,**  
Business Development Manager,  
**Baker Hughes**

“Excellent presentations and exemplary organisation”

**Denis Karsten,** Sales Manager,  
**NOV Downhole**

“This was a unique opportunity to bring together technical, legal, regulatory and government representative and governmental representatives to discuss the key issues which will govern the future of shale gas development in Europe”

**Nathan Meehan,**  
Senior Executive Advisor, Reservoir and Geosciences,  
**Baker Hughes**

## Showcase your capabilities at the European Unconventional Gas Summit

The European Unconventional Gas Summit offers a rare opportunity to meet senior level decision makers from across the entire unconventional gas value chain over the course of this powerful event.

To ensure your company and projects get the recognition they deserve we have expanded the sponsorship opportunities available when we meet in Krakow.

As a sponsor you will benefit from:

- Unrivalled opportunities to be introduced to decision makers from the leading players in the European unconventional gas industry
- Sourcing new introductions and have valuable face time to discuss new business opportunities
- Building brand recognition and positioning your organisation as the partner of choice

We are now looking for partners who can work with us to shape and deliver the most successful unconventional gas conference to date.

To find out how sponsorship can work for you please contact:

**Zara Nathan,** Conference Director

T: +44 (0) 207 067 1817

E: [z.nathan@theenergyexchange.co.uk](mailto:z.nathan@theenergyexchange.co.uk)

## Join our current sponsors

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This summit gives a thorough overview and up to date information about European unconventional gas

Fahad Al Subaiey, Executive Director Gas and Power, Qatar Petroleum International



## 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.

## Partnership Opportunities

The Energy Exchange is always looking to develop strategic partnerships with other leading trade associations, government bodies and trade media.

If you are interested in being able to offer your members and subscribers additional benefits by establishing a long term partnership with us, please contact: **Anca Sterian**, Marketing Manager

T: +44 (0)20 7067 1844

E: a.sterian@theenergyexchange.co.uk

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**BUSINESS JOURNAL**

## 3 easy ways to register

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www.eug-summit.com

3 Days - Summit and Academy €2,699

2 Days - Summit only €2,399

If you do not require audio on demand event presentations, please contact us to deduct €200 from the above price.

For more information on prices, how to register, terms and conditions or if you want to book more than three people, please contact Anca Sterian.

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### 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.

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**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. conference fee. The Energy Exchange has negotiated attending the event. For any accommodation related booking form.



## Speakers and session moderators include

- |                                                                                                                 |                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Benny Peiser</b><br>Director<br><b>The Global Warming Policy Foundation</b>                                  | <b>Florence Geny</b><br>Visiting Research Fellow<br><b>Oxford Institute for Energy Studies</b>                                                                        |
| <b>Axel Scheuer</b><br>European Regulatory Advisor<br><b>ExxonMobil Gas &amp; Power Marketing</b>               | <b>Davide Calcagni</b><br>VP Unconventional<br><b>Eni</b>                                                                                                             |
| <b>Greg Pytel</b><br>European Commission Advisor and Energy Expert<br><b>Sobieski Institute</b>                 | <b>Frances Morris-Jones</b><br>Global Business Development Manager<br><b>ConocoPhillips</b> (Session Moderator)                                                       |
| <b>Bertrand Montembault</b><br>Partner – Global Energy Practice<br><b>Herbert Smith</b>                         | <b>Kamlesh Parmar</b><br>Country Manager, Poland<br><b>Lane Energy / 3 Legs Resources</b>                                                                             |
| <b>Michal Zielinski</b><br>Journalist<br><b>RFM Poland</b>                                                      | <b>Adrian Topham</b><br>Reservoir Development Services<br><b>Baker Hughes</b>                                                                                         |
| <b>Mikhail Slobodin</b><br>Executive Vice President, Gas & Power<br><b>TNK-BP</b>                               | <b>Wieslaw Prugar</b><br>President of the Management Board<br><b>OPPPW, Orlen Upstream</b>                                                                            |
| <b>Rachel Bonfante</b><br>EU Affairs Manager<br><b>International Association of Oil and Gas Producers (OGP)</b> | <b>Jakub Kostecki</b><br>Landman and Permitting<br><b>New Gas Contracting</b>                                                                                         |
| <b>Paul Hazel</b><br>Corporate VP Well Completions<br><b>Welltec</b>                                            | <b>Piotr Krzywicz</b><br>Professor<br><b>Polish Geological Institute</b>                                                                                              |
| <b>Mihai Tomescu</b><br>Chief Economist, Impact Assessment & Evaluation<br><b>European Commission DG ENV</b>    | <b>Alan Murray</b><br>Head of New Ventures<br><b>Wood Mackenzie</b>                                                                                                   |
| <b>Mark Bullard</b><br>Producer<br>Haynesville                                                                  | <b>Michael Gessner</b><br>Director of the Energy, Climate Protection<br>and Mining Department<br><b>Ministry for Economy and Energy of<br/>North Rhine-Westphalia</b> |
| <b>Mark Katrosh</b><br>President<br><b>Hess Oil France</b>                                                      | <b>Adrian Topham</b><br>Reservoir Development Services<br><b>Baker Hughes</b>                                                                                         |
| <b>Patrick d'Ancona</b><br>Head of Energy Practice<br><b>M-Communications</b>                                   | <b>Guido van den Bos</b><br>Corporate Country Manager Poland<br><b>National Oilwell Varco</b>                                                                         |
| <b>Wouter Kool</b><br>Director Integrated Seismic Solutions Group – Europe<br><b>ION Geophysical</b>            | <b>Timothy Weston</b><br>Partner<br><b>K&amp;L Gates</b>                                                                                                              |
| <b>Stephan Singer</b><br>Global Energy Policy Director<br><b>WWF International</b>                              | <b>Jim Johnston</b><br>Board Member<br><b>ExxonMobil Exploration &amp; Production Poland</b>                                                                          |
| <b>John Broderick</b><br>Research Fellow<br><b>The Tindall Centre</b>                                           | <b>Kyel Hodenfield</b><br>VP Unconventional Resources<br><b>Schlumberger</b>                                                                                          |
| <b>Tomasz Dobrowolski</b><br>Partner<br><b>K&amp;L Gates</b>                                                    | <b>Paul Tetlow,</b><br>Partner<br><b>K&amp;L Gates</b>                                                                                                                |



### Join us on LinkedIn

The European Unconventional Gas group provides a forum to connect with leading experts, discuss opportunities and challenges in the region and beyond, hear about latest discoveries, leading technologies and approaches, and debate whether unconventional gas can be a "game changer" in Europe and globally.

For more information contact [z.nathan@theenergyexchange.co.uk](mailto:z.nathan@theenergyexchange.co.uk) or visit [www.linkedin.com](http://www.linkedin.com)