

WEBINAR:

Portfolio optimisation strategies for the European gas industry

Delivered by
KNect365
Energy

Since reaching a low this century of 475 bcm in 2014, European gas consumption levels have been trending upwards, driven by economic growth and coal-to-gas switching in the power sector.

According to the IEA, subsequent coal and nuclear plant retirements in the next five years may see some upside for European natural gas demand. But **long-term forecasts point to demand stabilisation followed by decline**, as electrification and building efficiency improvements limit the need for gas heating across the continent.

This stands in contrast to the global demand outlook for natural gas. The picture is one of robust long-term growth driven by air pollution concerns, LNG penetration in emerging markets and the development of new upstream resources. By 2040 natural gas is expected to overtake coal as **the world's second largest energy source.**

Due in part to this shift, European oil & gas companies, utilities and trading houses are **developing more complicated and regionally diverse asset portfolios.** The portfolio business model provides these players with a way to tap into growth in emerging markets, take advantage of the expansion of LNG trading and hedge against investment risks.

To help industry players better understand the portfolio model, **KNect365 Energy will be hosting a webinar on the topic.** The webinar will discuss how to implement an effective portfolio growth strategy, to ensure that this strategy is future-proof, to limit risk exposure, and to assess a portfolio's performance.

Webinar features

- Live audience Q&A
- 40-60 minutes in duration
- Registration page and pre-webinar promotion featuring your branding
- Viewable live or on-demand

How you benefit

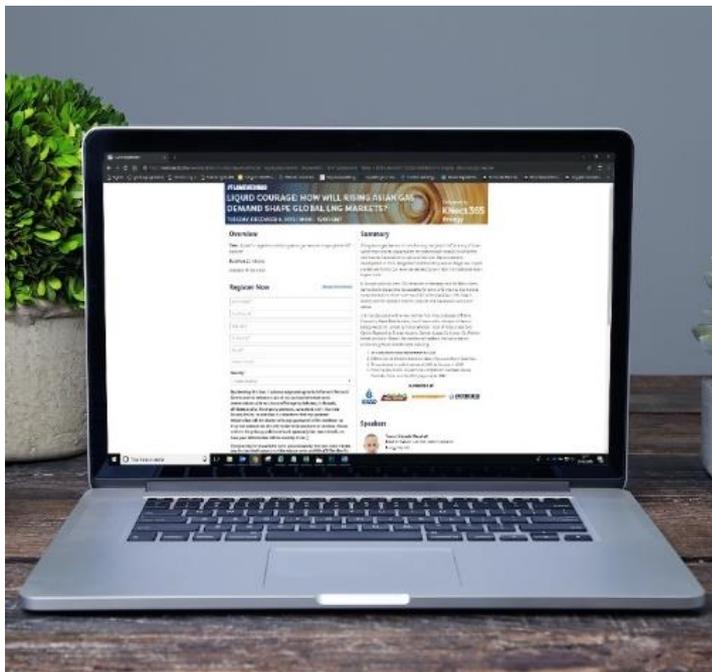
- Grow your network and build your brand
- Generate verified leads on an agreed topic area
- Select your desired lead profile – filter by region, job title, company type, etc
- Share your perspective and position yourself as a thought leader
- Reach a whole new digital audience

Webinar marketing

The webinar will be publicised through a 5 - 6 week email marketing campaign, social media promotion and supporting content on the KNect365 Energy blog.



How the registration page will look:



Contact Sponsorship Manager **Kirta Vekaria** to find out how you can get involved.

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