

BREAKFAST BRIEFING

HARNESSING INNOVATION TO MAKE UNCONVENTIONAL GAS CONVENTIONAL

25 November 2013, Bibliothèque Solvay, Brussels

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SPEAKERS

Ed Crooks

US Industry and Energy Editor, Financial Times

Ed Crooks is US industry and energy editor at the Financial Times, based in New York. He took up that role in 2010, having previously been the energy editor based in London. He joined the FT in 1999 as economics editor, and then went on to become UK news editor.

Previously, he was an economics correspondent for the BBC, reporting on both television and radio. He started at the BBC as a researcher and producer and worked across several news programmes, including the Today Programme and Newsnight. Prior to that, he was a reporter and editor for Investors Chronicle as well as an economic analyst for the Institute for Fiscal Studies.

He graduated from Oxford University with a degree in PPE. He regularly appears on national and international TV and radio.



Adam Czyzewski

Chief Economist, PKN Orlen

Adam Czyzewski has been in his current role since 2007. He specialises in the global energy sector, structural changes due to long-term policies and revolutionary innovations. His previous experience includes macroeconomic research and forecasts at the National Bank of Poland, where he served as Director of the macroeconomic and structural research department from 2001 until 2007.

Between 1995 and 2000, he worked as a macroeconomist at the World Bank. Prior to that, he conducted academic research in economics and econometrics at the University of Lodz (Poland), Stanford University and the Polish Academy of Science.



Christina von Westernhagen

Director EU Government Affairs and Public Policy, Dow

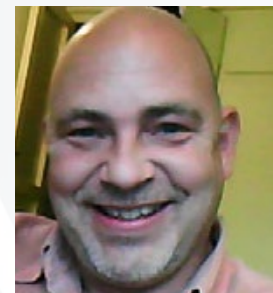
As Director of EU Government Affairs and Public Policy, she is responsible to provide policy legislative and regulatory on advocacy with the Institutions of the European Union in support of business growth. Christina is an active member of several trade and business associations including Cefic, the American Chamber of Commerce to the EU (Amcham EU) and the European Justice Forum and also represents the company directly to the EU Institutions, opinion formers and influencers. Westernhagen is driving the company's advocacy strategy on a broad range of horizontal Energy and Climate policy issues including ETS related policies and the Energy 2030 green paper. She serves as the Dow advocacy representative to the strategic implementation groups on energy and on climate policy of the European Chemicals Association (Cefic) and as an active member of the Transport, Energy and Climate Committee of Amcham EU. In addition she also chairs the company's energy and climate advocacy team.



Jeremy Bowden

Head of energy research, EnergyTransformation.eu

Jeremy Bowden currently works as a freelance journalist and energy analyst, serving a variety of client's across the world, with work ranging from editing and features, to in depth reports and public relations material. His experience spans over twenty years in the energy, specialist energy media and utility sectors in a variety of positions in both Europe and Asia, including five years at IHS-CERA in Singapore as Midstream Manager for the Asian region, followed by a short spell as CERA Associate Director, Emerging Markets. Before IHS, he was employed as Senior Asian Energy Correspondent for Dow Jones in Singapore, where work included contributions to the Asian Wall Street Journal. Prior to Dow Jones he worked at Energy Argus for five years in London and Singapore, where he was editor of the daily Asia-Pacific refined products news and price report. Jeremy also reported for Argus and PH Energy in the early days of the deregulated UK gas market, and spent four years involved in regulatory reporting for Thames Water. His qualifications include a Master's degree in International Business and Finance from Reading University in the UK, and a degree in Economics.



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SPEAKERS

Tore Land

President & CEO, TouGas Oilfield Solutions

Dr. Land is leading the newly formed TouGas Oilfield Solutions company as President & CEO. He has previously served as ecomagination leader of GE International where he led the \$ 200 million GE ecomagination innovation challenge.

Prior to joining GE, Dr. Land had created PEMEAS, a leading alternative energy company through a venture capital backed spin off. PEMEAS was acquired by BASF SE and Dr. Land integrated the company into the global operations of BASF.

His previous experience includes senior management positions at chemical and life science companies like Celanese, Aventis and Hoechst AG.



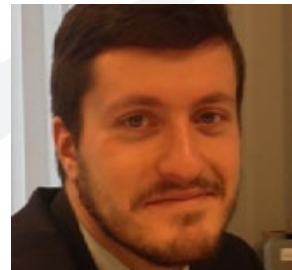
Constantine Levoyannis

EFD, Industry Research and Energy (ITRE), European Parliament

Constantine is a British national of Greek descent, born and raised in London. He studied Law at the University of Kent in the UK before moving to Brussels for his LLM in International law and International Relations.

Before becoming a Political Advisor to MEP Niki Tzavela in the ITRE committee of the European Parliament, Constantine held a post as an Advisor to the Permanent Mission of Greece to the United Nations and has also experience from working in Brussels for the Greek Perm Rep to the EU.

As part of his work in the European Parliament, Constantine was closely involved in the drafting and negotiations on the ITRE shale gas report as well as the report on an Energy Roadmap 2050. Constantine is fluent in English, Greek, Spanish and French.



Marcelo Masera

Head of Unit of "Energy Security" in the Institute for Energy of the Joint Research Centre (JRC), European Commission

Marcelo Masera is Head of Unit of "Energy Security" in the Institute for Energy of the Joint Research Centre (JRC), European Commission, based in Petten, the Netherlands. There he leads the group supporting the European policies on the security of supply of power and gas. He joined the European Commission in November 2000, and up to December 2010 he was leader of the Security of Critical Networked Infrastructures group at the JRC's Institute for the Protection and Security of the Citizen, Ispra (Italy). There he managed the support to European policies in Critical Information Infrastructure and cybersecurity aspects in other Critical Infrastructures. Among other activities, he managed the labs on Internet resilience and industrial networking security. His background is in electronics and electrical engineering, and has more than 30 years of professional experience in the fields of risk, safety and security.



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AGENDA

- 8:30** Registrations & Networking coffee
- 9:00** Ed Crooks, US Energy Editor, Financial Times
- 9:10** Jeremy Bowden, Head of Energy Reserach, EnergyTransformation
- 9:30** Marcelo Masera, Head of Energy Security, Joint Research Centre
- 9:50** Round Table Discussion
- *Adam Czyzewski, Chief Economist, PKN Orlen*
 - *Tore Land, President & CEO, TouGas Oilfield Solutions*
 - *Constantine Levoyannis EFD, Industry Research and Energy (ITRE), European Parliament*
 - *Christina von Westernhagen, Director EU Government Affairs and Public Policy, Dow*
- 10:30** Networking coffee

PARTICIPANTS

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Vincenzo	Conforti	Eni
Ed	Crooks	FT
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Lieve	Van Woensel	European Parliament
Christina	Von Westernhagen	Dow
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