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Second Partnership Expo

Discussion Paper

1. Purpose

This paper was developed in collaboration with the Partnership Expo Task Force and provides the status of planning for the second Methane to Markets Partnership Expo, tentatively scheduled for early 2010. Like the 2007 Beijing Expo, this event will be a premier international forum to showcase Partnership accomplishments and advance policy, project development, and financing efforts Partnership-wide. This paper provides a summary of the success of the 2007 Beijing Expo, an update on the progress of Task Force's planning efforts for the 2010 expo, and discusses key resource and other planning issues that are critical to ensure the success of the next Expo.

2. Background

As part of its purpose and functions, the Partnership focuses on the development of strategies and markets for the recovery and use of methane through: technology development, demonstration, deployment and diffusion; implementation of effective policy frameworks; identification of ways and means to support investment; and removal of barriers to collaborative project development and implementation.

At the second meeting in Buenos Aires in 2006, the Steering Committee agreed the Partnership would hold the first "Methane to Markets Partnership Expo: A Forum for Projects, Technology, Financing, and Policy." Partnership Expo in Beijing, China on 30 October – 1 November 2007. The Beijing Expo was a tremendous success and attendance outstripped all expectations with more than 750 people attending from over 40 different countries. In addition, the Expo showcased 91 project opportunities from 11 countries, many of which are now under development (see attachment with an update on Expo projects).

As a follow on to the Expo, the ASG conducted a survey to more fully assess the success of the event. The overwhelming sentiment expressed from all survey participants was that the event was highly useful for methane project development and global information exchange, and that another similar event should be held. After this survey, the ASG convened the Expo Task force in early 2008 to develop a recommendation for the Steering Committee regarding a future Expo. This recommendation was transmitted in February of 2008 along with a request for approval to proceed. This request also included the recommendations from the Expo task force that the ASG begin the process of identifying a host and that planning of the event should begin as soon as possible.

3. Status of Second Expo Planning

Following the direction of the Steering Committee, the ASG has initiated a second Expo Task Force to solicit input from interested Partners on early planning decisions. Once the dates and location are confirmed, the ASG will work closely with the Expo Task Force to create a detailed planning calendar and to address new approaches for this Expo such as a call for abstracts. The ASG will also work closely with the Expo Task Force and the selected host country Methane to Markets delegates to develop

marketing and outreach materials, design an Expo logo ('brand'), and create an Expo page on the Methane to Markets Web site.

4. Location and Schedule

In the survey, several respondents listed India as a good potential site for a future Expo. India has project development opportunities in all four of the Methane to Markets sectors and has been an important charter participant in the Partnership. The ASG has conducted initial research and has met with key Government Ministries in India to discuss the idea of holding the next Expo in New Delhi. The ASG has also begun working with the Federation of Indian Chambers of Commerce and Industry (FICCI) to research possible dates and locations, and to discuss with them the possibility of assisting with the logistics of an Expo in India. Based on these meetings, and early discussions with Indian delegates the best date for an event in New Delhi would be early 2010 to ensure optimal weather and so as not to conflict with other events planned in India.

5. Preliminary Agenda

The ASG anticipates that the next Expo will have a program similar to the program used at the inaugural Beijing Expo. Below is a sample draft agenda that draws from the program in Beijing.

Day 1

Morning	Opening Plenary/Keynote Speaker Country Statements and Announcements
Afternoon	Sector-Specific Policy and Technical Sessions Oil and Gas Coal Landfills Agriculture (manure management)
Evening	Opening Ceremony/Reception in Exhibit Hall

Day 2

All Day	Sector-Specific Policy and Technical Sessions (continued) Steering Committee Meeting
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Day 3

Morning	Closing Plenary
Afternoon	Subcommittee Meetings

Day 4

All Day	Optional Site Tours
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6. Sponsorship and Exhibit Space

As with the Beijing Expo, paying sponsors will be allocated a booth to display their organization, company, or technology. In addition, it is envisaged that one free booth will be given to each Partner country. Countries might choose to use this free booth to highlight activities that they are involved in under the Partnership and to highlight project opportunities. Finally, significant space will be dedicated to an Expo area for display of specific project opportunities in each sector. Participants with potential projects will be encouraged to use the Methane to Markets project tracking database to input information about their projects and to let the ASG know that they would like this project to be featured at the second Expo. Subcommittees' involvement in soliciting and developing new project ideas will also be critical to ensure that the Expo area is populated with new and exciting projects in all sectors.

7. Marketing

Outreach and marketing will be critical to the event's success. It is particularly important that outreach begin early (e.g., at least 6 to 9 months in advance) and that the profile of the event has significant credibility. As part of its strategic marketing plan, the ASG will be working with numerous international organizations to secure support for the Expo. The logos for these co-organizers, which aid in visual identification and add credibility to the Expo, will be prominently featured in the Expo marketing materials.

The ASG looks to the Steering Committee to lend its contacts and connections to publicize the Expo to a broad audience and to encourage relevant public and private sector organizations to participate in and/or sponsor the Expo. When ready, the ASG can provide copies of the brochure and the electronic files of the presentation for distribution and use in educating peers and colleagues about the pending Expo, inclusion in ministries' and organizations' calendars of events, websites, etc.. Possible venues might be in-Country meetings or at various climate-related conferences the representatives might attend (e.g., Carbon Expo Asia). In addition, announcements could be sent to relevant international mailing listservs, e.g., Climate-L, Energy-L, and others.

8. Expo Resource Issues

A successful Expo will require significant resource commitments. In addition to the costs associated with the logistics of organizing, promoting, and holding the event, a sufficient number of detailed potential project opportunities must be available to attract potential financiers and developers. Bringing these potential projects to the Expo will require the funding of feasibility studies and other activities necessary to identify projects for presentation.

The second Partnership Expo will be partially financed through contributions from the sale of exhibit space and sponsorships, but Partner support is also encouraged. The ASG recognizes that each country has different priorities and abilities to provide financial and/or in-kind resources. However, a successful Expo should yield significant returns on Partners' time and resources in the form of funding or new projects and services. Some possible ways Partners can actively support the next Expo include:

- Secure the sponsorship and participation of interested private sector companies and other relevant organizations.

- Ensuring that designated Subcommittee representatives have the necessary support and resources to contribute to the development of the technical and policy program as well as to the advancement of project opportunities associated with the second Partnership Expo.

- Provide direct financial support or sponsorship (e.g. sponsoring a lunch, coffee break, or an event).

Support travel for attendees, including staff from potential project sites to attend and participate in the next Expo.

Partner countries may want to consider these and potentially other types of resources that they can offer to support the Expo and provide this information to the ASG or applicable Subcommittee. This would enable the Subcommittees to plan for the next Expo plus maximize and leverage the resources that are available.

9. Role of Subcommittees:

The Methane to Markets Steering Committee and Sector Subcommittees will have a very important role in advancing the work of the second Expo. The Sector Subcommittees are the logical forum for developing the sector-specific policy and technical sessions and as this work moves forward, Subcommittee representatives might be asked to contribute their expertise to developing the program and to perhaps serve as speakers or moderators at the Expo. Additionally, Subcommittee assistance will be critical in finding new projects that can be showcased at the Expo. Partner countries will also be encouraged to help identify, characterize, and feature promising project opportunities and/or technologies.

10. Items for Decision:

Location and Date: Does the Steering Committee agree that New Delhi, India is a good site for the next Expo in early 2010?

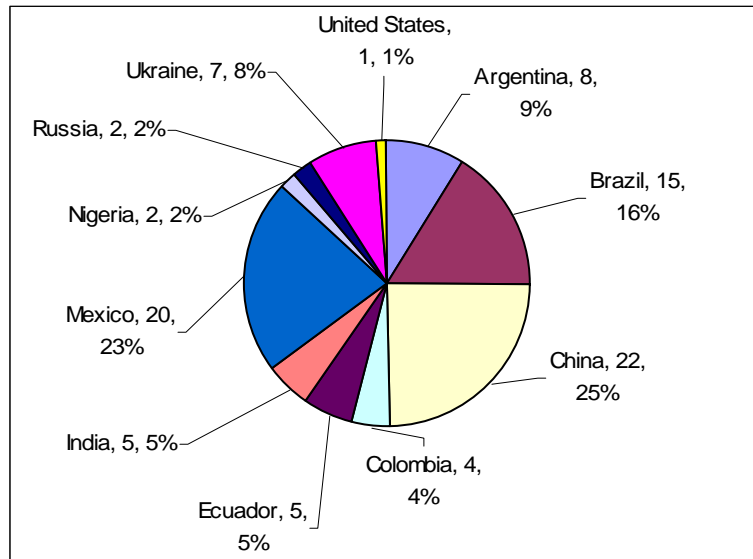
Marketing: Does the Steering Committee wish to encourage Partner Country representatives to distribute brochures and make presentations to interested parties (e.g., government colleagues) or at climate-related conferences that they attend? Does the SC wish to task the ASG with using any project development successes from the Beijing Partnership Expo to help market the next Expo?

Commitment and Participation: Does the Steering Committee wish to ask Country Partners to request that appropriate ministries within their country help sponsor the next Expo by offering in-kind services or sponsorship funds?

Role of Subcommittees/Projects: Does the Steering Committee wish to charge the Subcommittees with providing assistance in developing the sector-specific policy and technical sessions? Does the Steering Committee also wish to charge the Subcommittees with identifying new projects to feature at the next Expo and with obtaining updates on the projects presented at the 2007 Expo?

ATTACHMENT: Project Updates from Beijing Expo and New Opportunities

At the 2007 Partnership Expo in Beijing, more than 90 projects from 11 countries were featured in posters and/or flyers (see distribution below).



Following the Expo, several featured projects indicated they received inquiries from project developers and/or financiers. Throughout 2008, the ASG has followed up with the project contacts to learn the current and/or anticipated status of the project(s), with limited results. As of December 2008, the ASG has received the following updates on the status of 15 of the 91 Beijing Expo projects.

Sector/Location	Name of Project	Current Status
Agriculture		
Brazil	Mato Grasso Swine Operations	This project is under development by LOGICarbon, financed by the project owner (although several private companies also expressed financing interest).
	Sao Paulo Dairy Operation	This slaughterhouse project is in the process of selecting an external investor.
India	Uria Biosystem Dairy Waste-to-Energy	Following the Expo, the project received solicitations for more information but no funding opportunities have materialized.
Coal		
China	Songzao CMM Purification and Utilization Project	Businesses are discussing how to implement the project. Further information is business sensitive, but negotiations were directly attributable to the information and data outlined in the Expo poster.
Mexico	Mimosa Mines Methane Project	Businesses are discussing how to implement the project, and contact between the organizations was facilitated by the Expo. Again, information is business sensitive.
Ukraine	Undisclosed site	A Ukrainian mine featured at the Expo is currently in negotiations to implement a CMM project. Details are business sensitive, but contact between organizations was facilitated by the mine's poster.
Landfills		
Argentina	Bahia Blanca Landfill	This project is currently stalled. Contacts indicated there was interest in this project, but there are some new players that have

		impeded action.
	Bower Landfill	The landfill has prepared tended documents, which have been approved at the provincial level. Bidding to be completed in December 2008.
	Rio Cuarto	A pre-feasibility study has been completed and the developers are looking for private investment (i.e., currently in discussion with a Canadian company).
	San Javier	The landfill has signed an Emissions Reduction Purchase Agreement (ERPA) with World Bank, a feasibility study has been conducted, and engineering for a LFG recovery plant is complete.
	San Nicholas	Project contacts are currently talking with private investors.
Brazil	Multiple sites	Following the Expo, investors inquired with the Brazilian landfills and MGM International on the investment potential of some of the landfill sites.
China	Gaoantun Landfill	The landfill manager reported they signed an ERPA agreement with ASJA (an Italian company). The ERPA is for purchase of credits only (no investment or technical assistance).
	Haikou Landfill	Camda Generator Work Co., Ltd. signed a contract with The Haikou Environmental Sanitation Bureau for a LFG-to-generator project. Two 500-kW installations have been completed and another three 1000 kW of capacity are under construction.
	Jilin City Landfill	A number of Chinese companies have contacted the landfill regarding LFG projects and purchase of CERs, but no agreements have been reached
	Longquan Mountain Landfill	A LFG-to-generator project is anticipated with three 957 kW installations planned in the first phase. A project developer has been selected and construction will begin in the near future.
Ecuador	Las Iguanas	Based on interest generated at the Expo, this landfill was awarded a 2008 U.S. EPA grant to support a LMOP pre-feasibility study.

Projects will again be a major focus for the second Expo; therefore, it will be imperative to identify new methane capture and use opportunities from Partner countries. The ASG will work closely with the Sector Subcommittees to continue to update the status of existing projects and to identify new projects for the next Expo. Any potential new projects will also be entered in the project tracking system for ongoing monitoring following the Expo.