



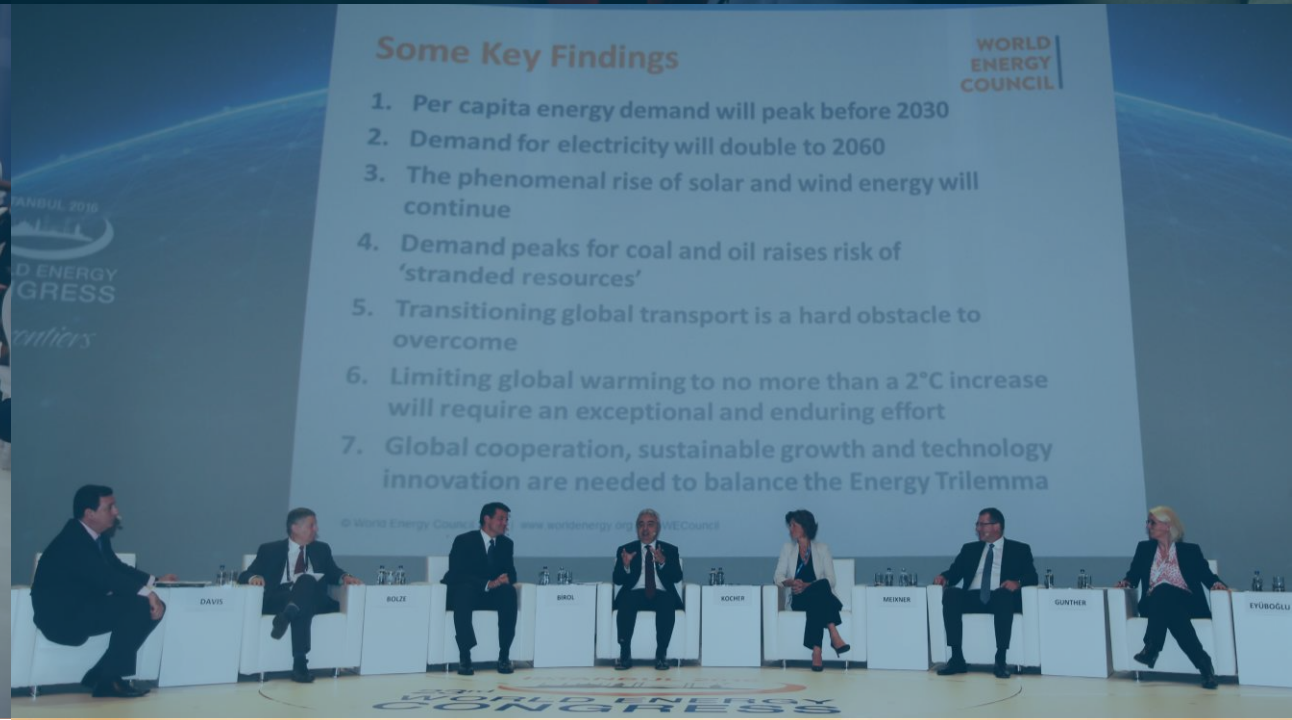
WORLD ENERGY COUNCIL | WORLD ENERGY CONGRESS

by the World Energy Council



Convening | Connecting | Leading

Since 1924



The World Energy Congress

A. About the World Energy Congress



World Energy Congress

About the World Energy Council

- The World Energy Council is the principal impartial network of leaders and practitioners promoting an affordable, stable and environmentally sensitive energy system for the greatest benefit of all.
- Formed in **1923**, the Council is the UN-accredited global energy body, representing the entire energy spectrum, with more than **3.000 member organisations** located in over **90 countries** and drawn from governments, private and state corporations, academia, NGOs and energy-related stakeholders.
- The World Energy Council informs global, regional and national energy strategies by hosting **high-level events**, publishing authoritative **studies**, and working through its extensive **member network** to facilitate the world's energy policy dialogue.



World Energy Congress

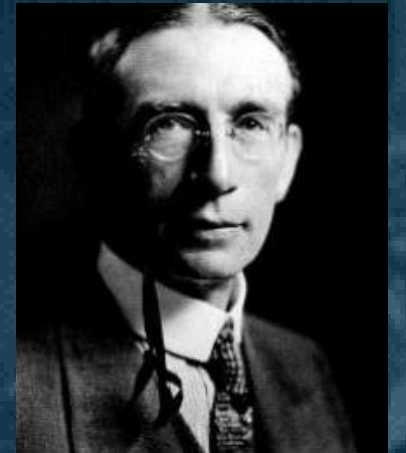
About the congress

- Running since 1924, the triennial **World Energy Congress** is the World Energy Council's global flagship event and the world's premier congress, gathering ministers, CEO's, energy professionals, industry experts and academia to discuss critical developments in the energy sector. With more than **4,000 delegates**, the event represents all sectors of the energy system and offers a unique opportunity for participants to convene, share, discuss and better understand the latest trends in the sector from a global perspective.
- Over the years, the World Energy Congress has gone from strength to strength in terms of its profile and impact, benefiting the Council, members and other stakeholders. The Congress is a strategic event that supports the Council's **mission** by convening energy leaders and practitioners across the spectrum of the energy system, providing a stage for the Council's content, catalysing thought leadership, enhancing the Council's profile and developing visibility through a world class must attend event.

World Energy Congress

The congress through history

- The origins of the World Energy Congress go back to shortly after the First World War, when visionary Scotsman Daniel Dunlop decided to bring together leading energy experts to discuss current and emerging energy issues.
- Founded in the aftermath of war, it has withstood many changes, from geopolitical and economic upheavals to a complete shift in the way people understand and use energy. It has had to adapt to a changing world without ever straying from the initial concept of an organisation that is impartial, objective and realistic in its analyses and in its agendas for action in order to promote sustainable energy for all.
- The First World Power Conference (former World Energy Congress) was held in London in 1924 and attracted 1,700 delegates from 40 countries.
- On July 11, 1924, the World Power Conference was formally established. Since then, and with editions all over the globe, the World Energy Congress became a stage for the global energy sector and its history.



World Energy Congress

Facts & figures

Daniel Dunlop had originally wanted to found a World Economic Conference, as opposed to a World Power Conference.

First World Power Conference (WPC) in 1924: “to consider the future of energy resources” – H.G Wells.

As early as 1936, the WPC stressed the importance of energy for development and social equity.

In 1947 the United Nations granted WPC consultancy status, and in 1968 the organisation was formally rechristened the World Energy Conference (WEC).

The 9th WEC, Detroit, 1974, attracted 4,000 delegates from 69 countries. President Ford opening statement was: “No single country can solve the energy problem by itself”.

As Marie-José Nadeau, WEC Chair in 2013-2016 says, “in a world where most non-governmental organisations have clear partisan agendas, the World Energy Council stands out as a unique umbrella grouping that represents a wide range of beliefs and views. They are however united in the belief that energy provides unprecedented benefits to mankind.”

World Energy Congress

Facts & figures

WEC 1977 in Istanbul: Saudi Arabia and half the OPEC nations were absent. The conference turned to a long list of alternative energy sources to oil, coal and natural gas.

In the late 1970s and early 1980s WEC focused on the development of the best mix of energy resources, but increasingly vocal environmental groups marched in protest against nuclear risk and pollution from conventional fuels.

In the early 90's, sustainability came to be foregrounded at WEC (Kyoto Protocol was signed in 1997).

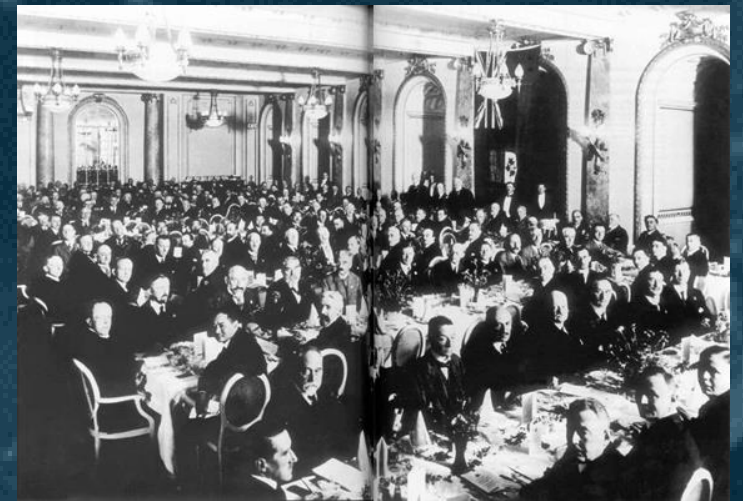
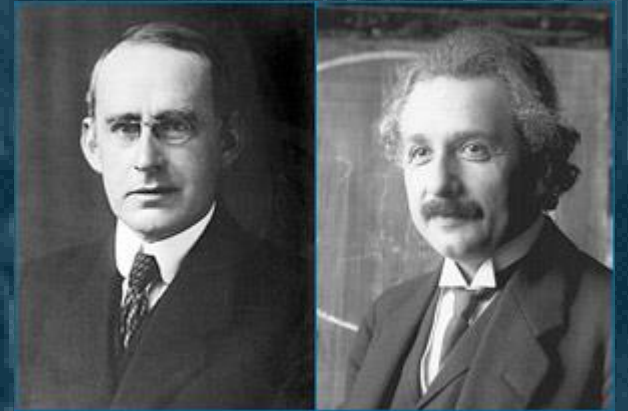
Pierre Gadonneix, WEC Chairman 2007 - 2013: "With the failure of the Kyoto and Doha trade negotiations, the need for a strong global governance of energy is more important than ever."

Gadonneix recalls Dunlop's original vision of international cooperation and mutual understanding of expertise, expectations and demands. WEC continues to be, in H. G. Wells' 1924 phrase, "a breath of common sense" in a global age.

World Energy Congress

Did you know?

- The Berlin 1930 Conference had a particularly notable set of speakers: **Albert Einstein** lectured there on “The Space, Field and Ether Problem in Physics” and **Sir Arthur Eddington** – a distinguished astrophysicist who first explained Einstein’s theory of relativity in English and led the first expedition to confirm it. In his address, Eddington said that, in the future, “subatomic energy would provide the plain diet for engines previously pampered with delicacies like coal and oil”.
- ‘**Energy Olympics**’, the nickname for the World Energy Congress, was first referred to at the 1980 Munich Congress by the Mayor of Munich. He was talking about the competition amongst nations for energy resources, and the fact that success or failure was, by many national regimes, seen in terms of national survival – similar to athletes at the Olympic Games.



World Energy Congress

Locations

a worldwide event

- Over the **90-year history** of the World Energy Council, the Congress has been staged in over 20 cities across the world.

London, 1924
Berlin, 1930
Washington, 1938
London, 1950
Vienna, 1956
Melbourne, 1962
Moscow, 1968
Bucharest, 1971
Detroit, 1974
Istanbul, 1977
Munich, 1980
New Delhi, 1983
Cannes, 1986
Montreal, 1989
Madrid, 1992
Tokyo, 1995
Houston, 1998
Buenos Aires, 2001
Sydney, 2004
Rome, 2007
Montreal, 2010
Daegu, 2013
Istanbul, 2016
Abu Dhabi, 2019
Saint Petersburg, 2022



World Energy Congress

Programme

relevant and provocative agenda

- The **four-day programme** includes the congress main sessions, side events as the **World Energy Council's Executive Assembly**, the **World Energy Leaders' Summit** and the **Future Energy Leaders' Summit**, as well as third party events, bilateral meetings, an exhibition, interviews corners and social & networking activities. The World Energy Congress brings all communities together for an outstanding event.
- Only the congress main programme includes **+50 sessions** and more than **250 star speakers** from **+70 countries**.
- The thematic programme is developed by the World Energy Council, building on insights from the Council's content work. Future and previous themes included: Energy for Prosperity (2019), Embracing new frontiers (2016), Securing Tomorrow's Energy Today (2013), Responding now to Global Challenges – Energy in Transition for a Living Planet (2010), The Energy Future in an Interdependent World (2007), Delivering Sustainability: Challenges and Opportunities for the Energy Industry (2004) and Energy Markets: The Challenges of the New Millennium (2001).

World Energy Congress

Programme

high-level speakers

- Distinguished speakers at previous congresses include:

Fatih Birol, Executive Director, IEA, France | Steve Bolze, President & CEO, GE Power; Senior Vice President, GE, United States | Ged Davis, Executive Chair, World Energy Scenarios, World Energy Council, UK | Bob Dudley, Group Chief Executive, BP, UK | Bernhard Hartmann, Partner, Head of Energy for Middle East and Africa, Oliver Wyman, UAE | Alexander Medvedev, Deputy Chairman of the Management Committee, Gazprom, Russia | Jürg Trüb, Managing Director, Head Environmental and Commodity Markets, Swiss Re Corporate Solutions, Switzerland | Maarten Wetselaar, Integrated Gas and New Energies Director, Royal Dutch Shell, Singapore | Georg Kopetz, Co-Founder & Member of the Executive Board, TTTech, Austria | Shigeru Muraki, Executive Advisor, Tokyo Gas, Japan | Johannes Teyssen, Chairman & Chief Executive Officer, E.ON, Germany | Norbert Schwieters, Global Leader, Consumer and Industrial Products & Services, PwC, Germany | Jeroen van der Veer, Chairman, Supervisory Board, ING Group, Netherlands | Rainer Baake, State Secretary, Federal Ministry for Economic Affairs and Energy, Germany | Elham Mahmood Ahmed Ibrahim, Commissioner, Energy and Infrastructure, African Union, Ethiopia | Ali Ahmad Osmani, Minister of Energy and Water, Afghanistan | Cheick Taliby Sylla, Minister of Energy, Guinea | Samuel Undenge, Minister of Energy and Power Development, Zimbabwe | Yongping Zhai, Technical Advisor, Asian Development Bank, Philippines | Albayrak Berat, Minister of Energy and Natural Resources, Turkey | Albornoz Vintimilla Esteban, Minister of Electricity and Renewable Energy, Ecuador, etc.

Speakers **+250**

World Energy Congress

Programme

quality and diversity as key factor

- Our sessions with high-level speakers from different countries, energy systems, sectors and backgrounds drive thought leadership and change on the most live and critical issues, defining the future of the energy industry.



“Some people say that since the price slump we should completely redirect energy to cleaner sources. I believe there are no grounds for such far-reaching conclusions... So-called smart grids have helped to speed up the process [of increasing energy access] but at the same time oil and gas consumption is speeding up. India and China’s consumption continue to increase.”

- **Vladimir Putin**, President of the Russian Federation, 23rd World Energy Congress, Istanbul 2016

“We need to be competitive in a very different way than in the past. We need to be open about new ways to do business.... In previous cycles, as an industry, we have let costs drift up when prices are high, then cut back when prices fall. From now on, the challenge is to build—and sustain—businesses that are good through all cycles.”

- **Bob Dudley**, Group Chief Executive, BP, 23rd World Energy Congress, Istanbul 2016



“The first driver of change is always technology, followed by customer desire, governments and regulators come after. Decisions must be localised and brought as close as possible to customers.”

- **Johannes Teyssen**, Chairman and CEO, E.ON, 23rd World Energy Congress, Istanbul 2016



Speakers **+250**

World Energy Congress

Programme

quality and diversity as key factor



“The key to the successful transformation lies in a combination of ambition and pragmatism and balancing of climate change, economic and energy priorities. I am confident that our generation will succeed as did our predecessors, providing the future generation with a more robust, responsible and reliable global energy system”

- **Khalid Al Falih**, Minister of Energy, Industry and Mineral Resources, Saudi Arabia, 23rd World Energy Congress, Istanbul 2016



“It is important that development partners and policy makers do not stand in the way of innovation. Kenya is fairly light on regulation, which is why a lot of innovation has taken place. The private sector does much better than government in identifying possible commercial solutions... Don't tax too soon, allow the industry to grow and mature. Once regulators and policymakers understand that technology and industry do not always develop in a linear fashion, there will be a fusion of demographics, technologies and finance.”

- **Mugo Kibati**, Chairman, M-KOPA Solar, 23rd World Energy Congress, Istanbul 2016

“Countries can share international policies for energy efficiency and clean energy development. China wants to have an effective global governance framework. We support improving energy governance, energy evaluation and energy efficiency.”

- **Han Wenke**, Director General, Energy Research Institute - NDRC, China, 23rd World Energy Congress, Istanbul 2016



“In Africa we have all the energy resources we need. We can use coal, gas and renewables. What we need now is investment. To make that happen we need policies, regulations, transparency and of course political stability”

- **Elham Mahmood Ahmed Ibrahim**, Commissioner, Energy and Infrastructure, African Union, 23rd World Energy Congress, Istanbul 2016

Speakers **+250**

World Energy Congress

Side events

developing communities

- The side events have become an important highlight of the World Energy Congress:
 - **World Energy Council's Executive Assembly** – This two-day event includes the Executive Assembly plenary and governance meetings, gathering the World Energy Council's member committees from all over the world.
 - **World Energy Leaders' Summit (WELS)** – The WELS includes the CEO and the ministerial roundtables. These are invitation-only events specifically designed to ministers, CEOs, patrons, global partners and special guests.
 - **Future Energy Leaders' Summit (FEL Summit)** – This event is tailored to the young energy professionals who embody the World Energy Council's Future Energy Leaders' programme, FEL-100.
 - **Other side events** organised by third parties.



World Energy Congress

Audience

excellence and diversity

- The World Energy Congress gathers more than **4,000 participants** from over **150 countries**.
- The previous edition had the presence of **4 Heads of State** and **56 Ministers** from **48 countries**.

AUDIENCE

- Ministers and governmental entities
- CEO's and high-level executives
- Energy professionals
- Experts and academia
- Young energy leaders

ORGANISATIONS

- Governments
- Private and state corporations
- Academia
- NGOs
- Energy-related stakeholders

Participants **4,000**

World Energy Congress

Sectors

a multi-platform event

- The congress covers all sectors of activity, offering great business, sponsorship and partnership opportunities with value for all stakeholders.

ENERGY SECTOR



- | | | |
|--------------------|-------------------|--|
| ▪ Oil and gas | ▪ E-mobility | ▪ Waste of energy |
| ▪ Resources | ▪ Nuclear | ▪ Technology & Innovation |
| ▪ Renewables | ▪ Energy storage | ▪ Finance |
| ▪ Power generation | ▪ Infrastructure | ▪ Consultancy and other support services |
| ▪ Hydropower | ▪ Grid technology | ▪ Others |

World Energy Congress

Attendee feedback

high participant satisfaction

LEVEL OF SATISFACTION

- Overall satisfaction – **Very good**
- Relevance to you – **Very Good**
- Quality of speakers – **Excellent**
- Diversity of speakers – **Excellent**
- Overall quality of discussion – **Very Good**
- Networking opportunities – **Very Good**



Information from the previous congress, 23rd World Energy Congress, Istanbul, 2016

The World Energy Congress

B. Past Congress - Istanbul 2016



World Energy Congress

At a glance

Istanbul 2016

- **5,500** participants from **151** countries
- **4** Heads of State and **56** government ministers from **48** countries
- **266** speakers from **78** countries
- **50** sessions over **4** days
- **5** community roundtables, including the CEO, Trilemma Ministerial and Africa Energy Leaders' Roundtables
- **75** Future Energy Leaders' programme participants from **56** countries
- **34** sponsors and **1,916** exhibitors
- **42** media partners and over **1,208** media representatives
- **134** papers selected and presented / **15** award winners

Information from the previous congress, 23rd World Energy Congress, Istanbul, 2016

World Energy Congress

Event sponsors and partners

Istanbul 2016

- 6 x Host sponsors
- 4 x Platinum sponsors
- 1 x Communication and technology sponsors
- 6 x Gold sponsors
- 6 x Silver sponsors
- 10 x Bronze sponsors
- 4 x Supported by
- 19 x Contributors
- 1 x Official airline
- 1 x Host broadcaster
- 1 x Global communication partner
- 2 x Official national media partners
- 1 x Official international business media partner
- 1 x International broadcast partner
- 35 x Media partners
- 1 x Official daily newspaper publisher

Information from the previous congress, 23rd World Energy Congress, Istanbul, 2016

Sponsors and Partners 100

World Energy Congress

Media

Istanbul 2016

- Over **1,208 media** representatives
- **42 media partners**, including CNN, CNBC, Anadolu Agency and TRT
- **20,349 media mentions** over an 18-month campaign
- Daily paper by Petroleum Economist
- Estimated **33 Million impressions** from 60,627 Twitter mentions by 31,247 users
- UN, Presidents, Ministers, Energy Top-tier media tweeted about the Congress and World Energy Council, sharing live broadcast links
- @WECouncil direct mentions 1082, with 15.K profile visits



Information from the previous congress, 23rd World Energy Congress, Istanbul, 2016

Media +1.200

The World Energy Congress

C. Media coverage



World Energy Congress

Media coverage

Istanbul 2016



World Energy Council: Why energy firms must 'innovate or die'



World Energy Congress

Media coverage

Daegu 2013

 **REUTERS**

 **REUTERS**

S.Korea's GS Caltex says drops planned Brazil refinery project

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#MARKET NEWS OCTOBER 14, 2013 / 4:01 AM / 4 YEARS AGO


S.Korea's GS Caltex says drops planned Brazil refinery project

Reuters Staff 1 MIN READ  

DAEGU, South Korea, Oct 14 (Reuters) - South Korea's second-largest oil refiner GS Caltex said it has dropped a plan with GS Energy to build a refining plant with Brazil's state-run oil firm Petroleo Brasileiro SA due to uncertainty over profitability.

"We decided not to go for the project. We dropped it completely and so has GS Energy as we are not sure whether it is a profitable project," GS Caltex chairman Hur Dong-Soo told reporters on the sidelines of the World Energy Congress in the city of Daegu.

 **REUTERS**

 **REUTERS**



Shell CEO says shale gas to take longer to develop than expected

Angelina Jolie condemns sexual violence against Rohingya women refugees


U.N. states call for end to Myanmar operations

#BUSINESS NEWS OCTOBER 15, 2013 / 6:46 AM / 4 YEARS AGO

Shell CEO says shale gas to take longer to develop than expected

Reuters Staff 2 MIN READ  

DAEGU, South Korea (Reuters) - Royal Dutch Shell (RDSA.L) CEO Peter Voser said it will take a longer time than expected for the company to reap benefits from its shale gas projects due to poor short-term results.



The World Energy Congress

D. Why host the congress



World Energy Congress

Why host the congress

- Hosting the congress brings large benefits at different levels and for different stakeholders – from the local partner to sponsors, exhibitors or local entities and city.
 - ✓ **Network development and expansion**
 - ✓ **Development of close relationships with local and global stakeholders**
 - ✓ **New business and collaboration opportunities for the energy sector**
 - ✓ **International exposure**
 - ✓ **Media coverage**
 - ✓ **Encouragement of talent and scientific development**
 - ✓ **Promotion of the local scientific network and development of new communities**
 - ✓ **Tourism impact on destination**
 - ✓ **Economic benefits for the local destination**

**GLOBAL ENERGY
LEADERS**

**HIGH-LEVEL
PROGRAMME**

**A HOST OF
OPPORTUNITIES**

The World Energy Congress

E. Contacts and further information



World Energy Congress

Further information

- For further information about the World Energy Congress, please visit our website at:

<https://www.worldenergy.org/events/global-events/the-world-energy-congress/>

- For further information about the 24rd World Energy Congress, Abu Dhabi 2019, please visit the website at:

<https://www.wec24.org/>

- For any matters regarding bids and future congresses, please contact Ms. Tania Baumann, Chief Executive Officer, at baumann@worldenergy.org
- For any other questions regarding the World Energy Congress, please contact the Global Agenda team at global.agenda@worldenergy.org

Thank you



World Energy Congress

Lead the change



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