

CASE STUDY

FAST FACTS



Event

WGC2012 Kuala Lumpur
(first time in Southeast Asia)

02 - 08 March, 2016



Conference Attendance

5,299 Delegates

Participating Countries

90 Countries

Number of Visitors

13,803



Total Exhibition Area

11,400sqm



Estimated Economic Impact to Malaysia

RM350 million

A CONFERENCE CARVED IN HISTORY – WGC2012 SUCCESSFULLY GATHERED GLOBAL GAS AND ENERGY LEADERS TO DISCUSS SUSTAINABILITY FOR FUTURE GROWTH



Dancing performance during the opening Gala Dinner.

BACKGROUND

The World Gas Conference (WGC) is the most important international meeting of the natural gas industry reflecting the cultural diversity, the economic relevance and the environmental impact of the sector, organised by the International Gas Union (IGU).

IGU's mission is to advocate gas as an integral part of a sustainable global energy system, and to promote the political, technical and economic progress of the gas industry. More than 150 members of IGU are associations and corporations of the gas industry representing over 97% of the global gas market. The working organisation of IGU covers the complete value of gas chain from exploration and production, transmission via pipelines and liquefied natural gas (LNG) as well as distribution and combustion of gas at the point of use.

WGC IS ORGANISED EVERY THREE YEARS SINCE 1931.

From 2009 to 2012, the International Gas Union has been led by Malaysia under the Presidency of Datuk Ir. (Dr) Abdul Rahim Hashim. In 2012, the 25th WGC was held in Kuala Lumpur, Malaysia with tremendous success. In IGU's 80-year history, this is only the second time that the WGC was held in Asia, and for the first time in Southeast Asia.

Malaysia was chosen as host due to the country's growing significance as the global demand centre for gas, by virtue of its robust economic growth and rapid pace of urbanisation.

Heavily backed and endorsed by Malaysia Convention & Exhibition Bureau, the National Organising Committee of the Conference received the active support from 29 sponsor companies and 30 partners that are leaders in their field such as PETRONAS, KOGAS, Royal Dutch Shell, Qatargas, Total, ExxonMobil, RasGas and GDF Suez.

OBJECTIVES

The objectives could be divided into two, as follows:

- (i) Malaysia has a goal to achieve the status as a developed nation by 2020. Oil, gas and energy together with tourism are both included as Malaysia's key economic sectors and the plans for expansion include growing business tourism arrivals from 5% to 8% of overall tourist arrivals by year 2020, targeting more international conferences, and establishing Malaysia as a leading business tourism destination (ETP Annual Report, 2013). In this context, hosting the WGC 2012 is in line with the goals of the Economic Transformation Program.

- (ii) The IGU members represent more than 97% of the world's gas market. At present, it is the largest international organisation engaged in extensive research activities through its Working Committees, Programme Committees and Task Forces. WGC is organised every three years to present the results of researches carried out by the Working and Programme Committees. Lively discussions on a wide range of topics are held during WGCs, such as the impact of power generation on the environment, gas storage, transmission, distribution and consumption as well as the prospects for the gas industry development.

MALAYSIA AS HOST OF WGC2012

Touted as the Olympics of the gas industry, the theme chosen for the conference in Malaysia is "Gas: Sustaining Future Global Growth" and managed to gather leading decision makers, executives and experts, global gas and energy leaders from around the world. WGC2012 has attracted a record-breaking number of delegates. While IGU expected the number to top out close to 3,500, more than 5,299 from 90 countries showed up. The five-day event held from 4 – 8 June also recorded 13,803 visitors to the exhibition, including exhibitors from 43 countries around the globe. The conference itself has attracted over 712 abstracts – another record number for IGU and WGC.

Heavily backed and endorsed by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, the National Organising Committee of the Conference led by its Chairman, Datuk Anuar Ahmad, also received the active support from 29 sponsor companies and 30 partners that are leaders in their field such as PETRONAS, KOGAS, Royal Dutch Shell, Qatargas, Total, ExxonMobil, RasGas and GDF Suez. Likewise, the organisation of this world class event was made possible with the cooperation of many other organisations such as the Office of the Prime Minister, Kuala Lumpur City Hall, Ministry of Finance, Ministry of Health and the Royal Malaysian Police.

The conference in Kuala Lumpur was held at the country's prestigious and award-winning business events facility, the Kuala Lumpur Convention Centre (the Centre). To accommodate the delegates in terms of meetings facilities, the Centre has added a new marquee structure, Hall 6, with a seating capacity of 2,000. It became one of 10 halls, which form the Concept Village. The support from the Centre is a big part in making WGC2012 a true success.



"We'd like to see future organisers refer to WGC 2012 as a benchmark, as something they want to emulate", and they have achieved just that." -

*Datuk Anuar Ahmad,
Independent & Non Executive Director
PETRONAS Dagangan Berhad*



One of the many significant marks for WGC in Malaysia is the introduction for the first time, a Youth Programme. About 216 youth from around the world were invited to share their views, hopes and aspirations with regards to the gas industry, befitting the theme of this year's event. The inclusion of young people is part of a wider objective of the 2009 – 2012 Triennium to enthuse the younger generation and to ensure a constant pipeline of fresh talent into the industry, and this legacy introduced by Kuala Lumpur was continued in Paris for WGC 2015.



EVENT LEGACIES

Youth Programme

Themed “Tag Your Future to Gas”, the Youth Programme is designed with the objective of engaging with youths globally in order to create awareness on the significance of the gas industry in the wider context of global energy and sustainable development.

The daily Youth Conference and carnival are run concurrently to underscore the themes – “THINK ABOUT GAS”, “TALK ABOUT GAS” and “TO APPRECIATE GAS”. IGU also set up a website, ‘It’s Not Magic, It’s Science!’ (www.itsnotmagicitsscience.com) dedicated to nurturing the future generations’ interest in STEM (Science, Technology, Engineering and Mathematics) subjects. The website features videos, factoids, articles, games and competition on gas and related areas with strong support from industry giants.

The Youth Programme is very well received, and this legacy introduced by Kuala Lumpur was continued in Paris for WGC 2015.

Let’s Meet & Green

With a greener nation in mind, WGC 2012 also worked with MyCEB and Forest Reserve Institute Malaysia (FRIM) as part of its Corporate Social Responsibility (CSR) programme. The project aims to support MyCEB’s efforts in recognising the government’s vision to offset 40% of carbon emissions by year 2020. Throughout the conference, the 5,299 industry delegates, trade visitors and exhibitors were given the opportunity to contribute a minimum of USD10 towards MyCEB’s “Let’s Meet & Green” campaign and pave the road to a greener future. It ties in with the overall WGC 2012 theme in ensuring sustainable future global growth.

Profiling Malaysia

WGC 2012 received a total of 350 members of the media consisting of reporters, photographers, broadcast journalists, cameramen and the host broadcasting crew.

The total number of media members nearly doubled compared to the previous conference. Besides local and regional media, those covering the event also include international media agencies such as Bloomberg, Businessweek, The Wall Street Journal, Associated Press (AP), Getty Images and Reuters – creating enormous publicity for Malaysia.

Publication

In Kuala Lumpur, IGU unveiled its publication “Global Vision for Gas – The Pathway Towards a Sustainable Energy Future” which describes the expanded role of natural gas in global energy supplies for the 21st century. The report, launched by Datuk Dr Abdul Rahim Hashim, President of the IGU at the opening of the WGC2012 also calls for policy enablers, which will allow natural gas to increase its share of primary energy from around one fifth to around one third by 2050.

New logo

In line with IGU's efforts to improve communications with stakeholders beyond the gas industry, including policymakers, international organisations and environmental groups, a new logo was commissioned.

Transfer of Knowledge

Another legacy worth mentioning is the transfer of knowledge with the establishment of a local Professional Conference Organiser (PCO). Formerly known as WGC 2012 Organising Committee, International Conference and Exhibition Professionals (iCEP) is now the official PCO that organises all oil and gas shows for Petronas including the OTC Asia Conference – the Asian version of the renowned OTC Houston event.

ADDITIONAL FEATURES

Technology

Several new features were introduced such as the Interactive Expert Showcase (IES), WayFinder and WGC 2012 Mobile App. Apart from having posters on display, WGC 2012 also introduced a poster library accessible via an interactive panel display. The WayFinder panels, located at strategic locations, were conceived to assist delegates navigating around the WGC 2012 Concept Village, whilst the WGC 2012 Mobile App allowed delegates to keep track of ongoing conference sessions and latest event updates.

Music & Light Festival

WGC 2012 also marked the 25th anniversary of the WGC. To celebrate the silver jubilee, the organising committee has put together the inaugural Kuala Lumpur International Music & Light Festival with performances from some of the best ethnic bands from this region. Themed "World Peace, World Harmony, World Unity," these shows were made even more spectacular with the display of lights and fireworks each night of the conference, dancing fountains and 3D video mapping attracting approximately 20,000 spectators.

ECONOMIC IMPACT

Based on the research conducted by Ernst and Young, the accounting and tax consultant, WGC 2012 is estimated to have produced a multiplier effect of MYR350 million (USD112.2 million, Euro 89.5 million) for Malaysia.

"The logo repositions the key benefits and attributes of gas, designed to represent the energy, environmental qualities, stability, credibility and international dimension of natural gas," Datuk Dr Abdul Rahim Hashim said.

