



Welcome

From local to global markets

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EUROHEAT & POWER

33rd CONGRESS

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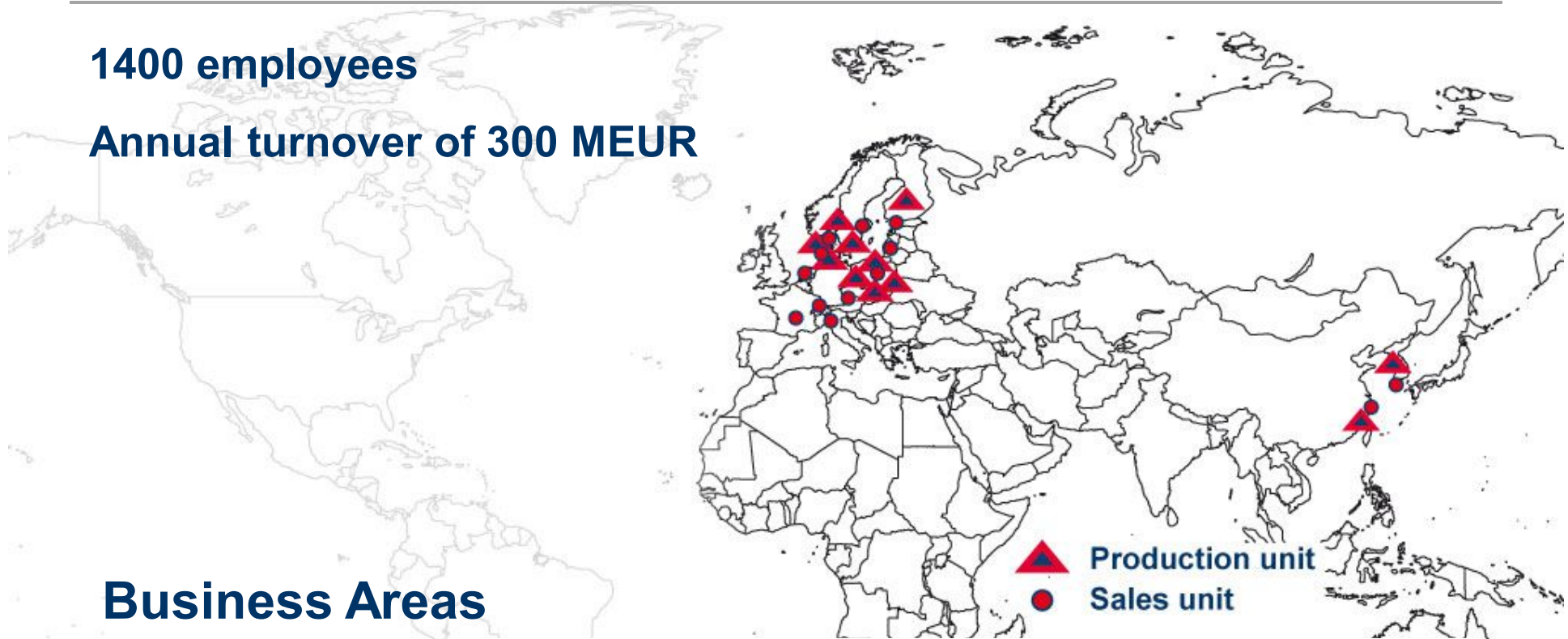
LOGSTOR

The LOGSTOR Group



1400 employees

Annual turnover of 300 MEUR



Business Areas

District heating



District cooling



Oil & Gas



Industry & Marine



[We document the difference]

”Energy consumption is moving up on the global agenda amongst politicians and end-consumers”

- Growing world population
- Economic growth
- Increasing standard of living for each individual
- Increasing demand for energy



Increased global concerns about:

- Climate change
- Environmental issues
- CO₂ reduction
- Energy efficiency
- Limited energy resources
- Security of energy supply



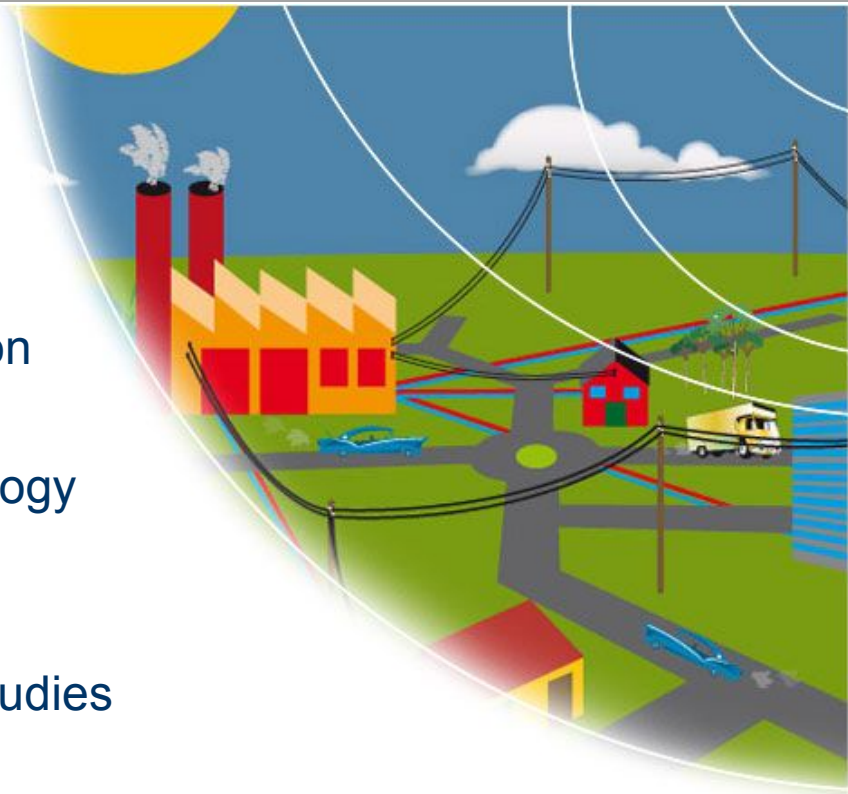
[We document the difference]

CHP&DHC is the better alternative

WE all know that CHP&DHC is ...

- Reduction of total energy consumption
- Economic feasible
- Efficient, proven and reliable technology
- High comfort for end-customer

All documented by ECOHEATCOOL studies



[We document the difference]

.... but do the rest of the World know it ?

- Consumers not aware of the many benefits
- Very few international and national marketing activities
- The talk is much more about renewable and new technologies
- CHP&DHC is not visible in the mindset – neither of politicians nor of end-consumers

Heard in Denmark

"If you do not know how your home is heated, then it is probably by district heating"



Statistic from World Major Newspapers : Articles in 2007

DH and DC:	26		
Wind power:	> 1000	Wind energy:	> 1000
Solar power:	> 1000	Solar energy:	> 1000

Source: LexisNexis

[We document the difference]

Selected ambassadors for
CHP&DHC to promote this onto a
high level and to bring CHP&DHC on
the global agenda

Consumers to be aware about
CHP&DHC in order to ask the right
questions to politicians and secure
coverage of CHP&DHC in the press

Did you tell your neighbour how
fantastic CHP&DHC is ?

Ritt Bjerregaard, Lord Mayor of Copenhagen:

“In Copenhagen 97% of the heat
demand is covered by district
heating”

(C40 – Climate Meeting, New York, May 2007)



[We document the difference]

Messages about CHP&DHC

Brief and easy to catch – the “elevator speech”

- Few clear statements about benefits
- Few clear statements about actions to be taken

Emotional values

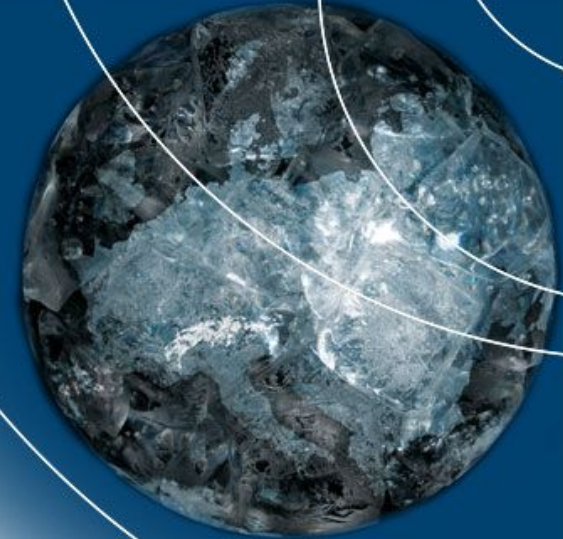
- On top of all facts and technical arguments we need to build-in soft and emotional values

The brief introduction is to be supported by well documented facts and analyses

- ECOHEATCOOL studies are a splendid platform
- Every DH&C city has a good story to tell



[We document the difference]



Issues on the global agenda will be transferred to local initiatives from which we will all benefit

... the train is speeding up – it is time to catch up !!

[We document the difference]

Thank you for your attention –
we welcome you on our stand

District heating and cooling...
... paves the way for global savings in CO₂

LOGSTOR ...
... paves the way for CO₂ savings in district heating and cooling

[We document the difference]

LOGSTOR