



“What COGEN 3 can do for European suppliers”

Milan, Italy September 13, 2004



**Bo Engle Persson
Coordinator Europe**

Carl Bro International AB

EC-ASEAN Cogeneration Programme



WHAT IS COGEN 3 ?

- An economic cooperation programme
- between European Commission (EC) & Association of South East Asian Nations (ASEAN)
- funded by the EC (15 M EUR)
- managed by Carl Bro International AB (Sweden) & Asian Institute of Technology (Thailand)
- implemented January 2002 – December 2004
- where all services & activities are free of charge



CARL BRO GROUP – INTERNATIONAL CONSULTING

- **Number of employees** **2 800**
 - **Denmark** **1 100**
 - **Sweden** **900**
 - **UK/Ireland** **700**
 - **Other countries** **100**
- **Approx. 80 offices worldwide**
- **Turnover** **€ 235 million**



COGEN 3 OBJECTIVES

- Promote the use of **cogeneration** in ASEAN
- Promote **proven, clean and efficient** European cogeneration technology
- Create business opportunities for EU equipment suppliers and service providers within the ASEAN industrial sectors using **biomass, coal and gas** as fuels

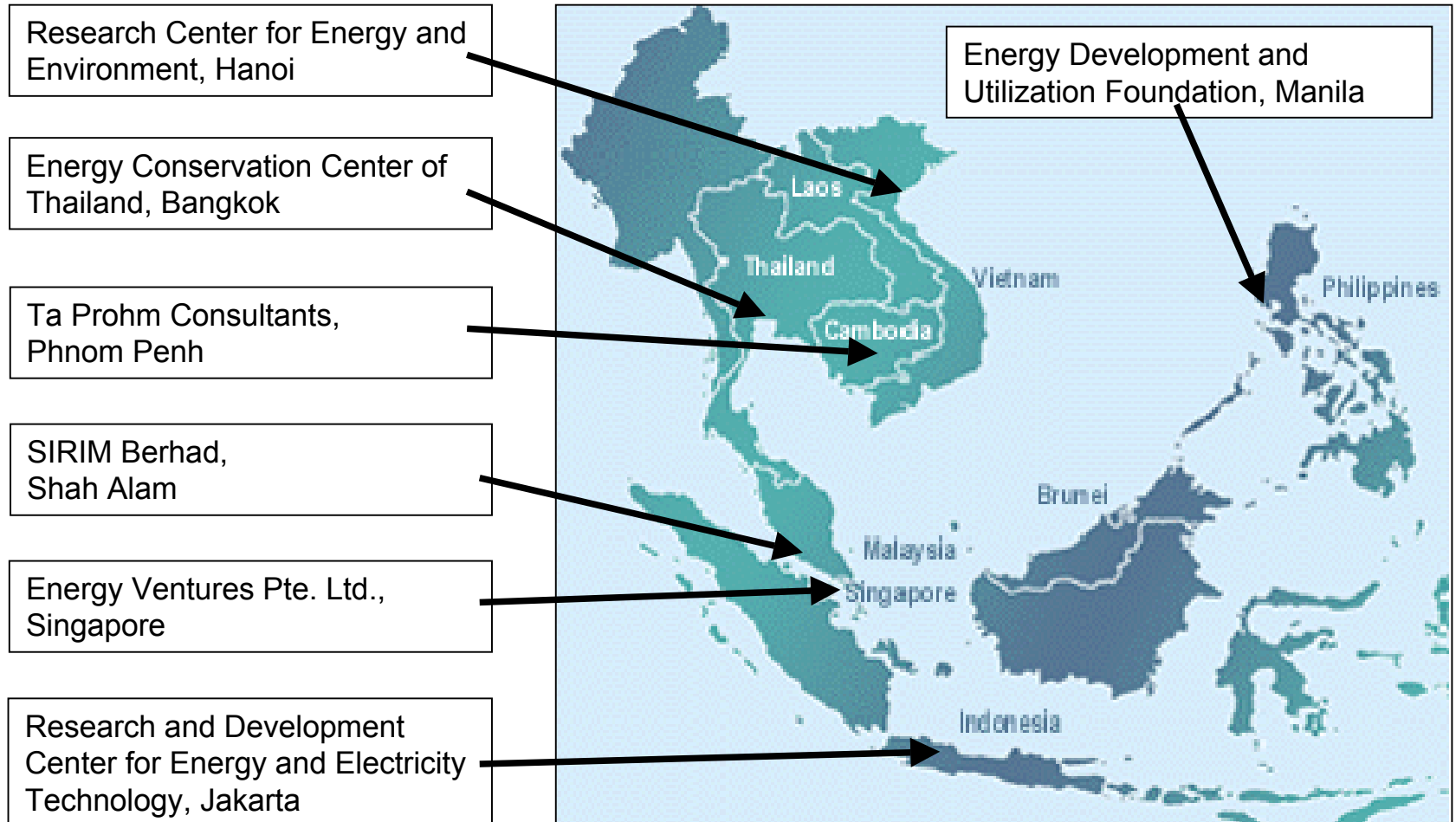


COGEN 3 STAFF

- **Staff total about 50 combining technical, financial and business expertise**
- **Project Management Unit in Bangkok, Thailand**
- **European Secretariat in Malmö, Sweden**
- **Local sub-consultants (country coordinators) in**
 - **Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam**



COGEN 3 Country Co-ordinators





MAJOR TASKS vs. EU SUPPLIERS

- Map MARKET POTENTIAL
- Map REGULATORY FRAMEWORK
- Define APPLICABILITY of EU technologies
- Identify & assess concrete BUSINESS OPPORTUNITIES
 - Export opportunities
 - Matchmaking
- Advise about BUSINESS STRATEGIES



EXPORT OPPORTUNITIES FOR BIDDING

- Full scale demonstration projects (EC approved) 24
- Identified potential investment projects (incl. FSDP) 205
- Technical-financial analysis conducted 54
- Announced business opportunities
 - Cambodia 1
 - Indonesia 6
 - Philippines 2
 - Thailand 6
 - Vietnam 3



MATCHMAKING

- **European supplier looking for:**
 - local EPC/turnkey contractor
 - component manufacturer
 - assembly unit
 - sales representative
 - O&M operator
 - local consultant
- **COGEN 3 provides platforms**
 - collective (e. g. “Cogen days”)
 - individual (upon request)



REPORTS – GUIDES – TOOLS (on web):

- **REPORTS**

- **Applicability of European technologies**
- **National cogeneration policy reviews (seven countries)**
- **Marketing approaches**

- **GUIDES & TOOLS**

- **Project development guide**
- **Spreadsheet models (technical/financial/environmental project appraisal and financial projections)**



DIRECTORIES & NEWS SERVICE

- **EU DIRECTORY**
 - on website: 147 EU companies with core equipment/services for cogeneration. Brief company & product information + contact details. (Most visited web page)
- **ASEAN DIRECTORY**
 - not public but extract on request
- **NEWS SERVICE**
 - on website: articles on energy issues in nine daily papers in seven countries. Started March 2003 and is updated biweekly



2004 REMAINING MAJOR PUBLIC EVENTS:

- **Budapest, Hungary September 27**
- **Bratislava, Slovakia September 30**
- **Bangkok, Thailand Power Gen exhibition & conference October 5-7**
- **Laos Cogen Day, Vientiane October 12**



WEBSITE



TODAY'S THEMES

- **What COGEN 3 can do for European suppliers**
- **Market potential and identified export opportunities**
- **Legal and regulatory issues**
- **Applicability and competitiveness of European equipment**
- **Financing as barrier and opportunity**
- **Business and marketing strategies**



For more information

- mail to: bo.e.persson@carlbro.se
- or visit COGEN 3 website at
<http://www.cogen3.net>

Thank You !