



These are momentous times for domestic combined heat and power. As the insecurities and uncertainties in traditional forms of power generation became all too apparent during 2003, the first commercial dCHP units appeared on the market to offer consumers a genuine alternative. Many companies are now developing their own contribution to the home energy revolution. But if we are to make the most of this opportunity, now is the time to act. Domestic CHP - Driving Products to Market builds on the success of last year's conference and brings together high-profile speakers from equipment manufacturers, installers, trade associations, utilities and the Government, to ensure that delegates are properly informed to take an active part in creating the energy market of the future.



## DOMESTIC CHP CONFERENCE:

### DRIVING THE PRODUCTS TO MARKET

#### Programme

8.30 Registration/Coffee

#### Chairman's Introduction

Andrew Warren, Director, Association for the Conservation of Energy

#### Session 1 The Business Case

- **DCHP in Context** – how can it work where CHP, renewables and nuclear haven't? A new technology with promise... we have seen it before and seen it fail... what's different about dCHP. – **Andrew Cross**, EA Technology
- **Prioritising dCHP** – making the Cogen Directive work for our market. Exploiting legislation to its fullest. – **Simon Minett**, Cogen Europe

- **Persuading the utilities** – getting the power companies on side. Why should distribution and generating companies welcome competition? Will the energy sellers prosper? – **Jon Slowe**, Platts

#### ■ Questions

Coffee break and exhibition

#### Session 2 Positioning the products

- **Investing for mass production** – financing the dCHP revolution will involve up-front investment ahead of full market acceptance. How do we find the right balance?
- **What the market needs** – how manufacturers can educate potential customers of the benefits of dCHP. – **Yan Evans**, Baxi
- **Reality versus expectations** – measuring the results of early dCHP field trials. – **David Moriarty**, Whispertech

#### ■ Questions

Lunch and exhibition

#### Session 3 Interested Parties

- **A manufacturer's view** – what can be achieved by entering dCHP market?
- **Housing Associations** – extending the single-home dCHP concept to a multi-dwelling environment. – **John Bird**, St Pancras and Humanist Housing Association.
- **Central Government** – finance and incentives for the dCHP revolution DEFRA. – **Andreas Biermann**, Energy Saving Trust.

#### ■ Questions

Tea break and exhibition

#### Session 4 Creating the market

- **Creating a market for replacement gas boilers** – persuading the consumer/customer to take a risk. – **Dave Sowden**, Microgen
- **Fuel Cell Strategy** – planning for a seamless integration of fuel cells by 2013.
- **Distribution companies as wholesalers** – changing relationships between supplier and customer. – **Crispin Webber**, Thames Energy

#### Chairman's closing remarks

Andrew Warren, Association for the Conservation of Energy

### WHY YOU SHOULD ATTEND

- Establish the business case for dCHP technology
- Meet customer requirements by correct product positioning
- Benefit from the experience of housing associations and local authorities
- Maximise accessibility to financial assistance from Government
- Create a new market to include utilities, installers and distribution companies

### THE VENUE

Thistle Hotel,  
Charing Cross,  
The Strand,  
London WC2H 5HX  
Tel: + 44 (0) 20 7747 8448



### CONFERENCE FEE

Cost per delegate £375 standard rate.  
Early bird discounted rate £325 for bookings made before 26th April, 2004.

#### This fee includes:

- Conference attendance
- Full documentation/papers
- Lunch and refreshments