



CAMBRIDGE ENERGY RESEARCH ASSOCIATES®

IHS Cambridge Energy Research Associates® (IHS CERA®) is a leading independent advisory firm providing insight and strategic advice to global energy leaders in both industry and government. IHS CERA's reputation as a premier source of energy and geopolitical expertise has been built on a 25-year tradition of independent, integrated and practical insight—often delivered well ahead of conventional wisdom—that is grounded in rigorous market knowledge and deep industry experience. Supporting this work is a staff of more than 220 professionals, including world-renowned experts in the fields of oil, natural gas, power, technology, environment, and geopolitics.

Through IHS CERA's Advisory Services, over 500 clients worldwide receive IHS CERA's original and creative insights as part of a continuous, renewable membership. Clients span the energy value chain from producers to consumers and include key energy-focused technology, financial, and government entities. In addition to offering fundamental Advisory Services, IHS CERA is a widely recognized leader of the global energy community at large. It hosts and organizes the world's premier executive gatherings and industry roundtables throughout the year. These events bring together leading CEOs and government ministers as well as senior front-line managers.

IHS CERA is accepted as an industry partner and trusted provider of rigorous and objective analysis and thought leadership. IHS CERA is often asked to lead high-profile government/industry dialogues to resolve critical public policy challenges such as power regulation, commercial drilling terms, and natural gas supply.

In addition to its ongoing analytical and community-building efforts, IHS CERA provides extensive custom consulting to its clients to help them formulate their specific strategies and tactics in the face of rapid change and uncertainty. IHS CERA's consulting practice is distinguished by being insight and experience, not process, driven. IHS CERA works as a discreet partner with the highest levels of the client organization to help executives make the "tough calls"—decisions that rely not only on IHS CERA's robust analytical framework and deep understanding of the overall business landscape, but also on the practical experience and seasoned judgment of our experts.

IHS CERA's team of experts is headed by **Daniel Yergin**, Chairman and author of the Pulitzer Prize-winning book

The Prize: The Epic Quest for Oil, Money, and Power, and critically acclaimed book *Commanding Heights: The Battle for the World Economy*.





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IHS CERA offers clients a uniquely integrated framework across industries and regions. This knowledge enables IHS CERA to offer new insights and ideas, often well ahead of conventional wisdom—and to provide a comprehensive “early warning system” for decision makers

Flagship Advisory Services

IHS CERA's Flagship Advisory Services provide continuous analysis and insight into energy markets, industry trends, and strategies that have a direct impact on clients.

- China Energy
- European Gas
- European Power
- Global Liquefied Natural Gas
- Global Oil
- Latin America Energy
- North American Natural Gas
- North American Power
- Russian and Caspian Energy

Focused Advisory Services

Each service delivers analysis and insight on a key energy segment or region.

- CERAVIEW™ Energy Services
- CERAVIEW™ Institutional Investor International
- CERAVIEW™ Institutional Investor North America
- Digital E&P Strategies
- Global Energy
- Upstream Oil

Industry Forums

IHS CERA Forums are designed to help clients understand the dynamics of rapid change and its impact on their businesses.

- Capital Costs Analysis Forum—Downstream
- Capital Costs Analysis Forum—European Power
- Capital Costs Analysis Forum—Power
- Capital Costs Analysis Forum—Upstream
- Climate Change and Clean Energy Forum
- Digital Oil Field of the Future Forum
- Driving the Future: Transportation in the 21st century
- E&P Trends Forum
- Eurasia Transportation Forum
- Global Energy Forum
- Global Power Forum
- North American Gas and Power Scenarios
- Operating Costs Analysis Forum—Upstream

Multiclient Studies

These comprehensive studies offer extensive and focused analysis on specific critical issues or opportunities facing energy decision makers today.

- European Policy Forum
- Feeding the Dragon: China's Energy Future
- Growth in the Canadian Oil Sands
- Rising to the Challenge: Turning North America's Unconventional Gas Supply Potential into Reality
- Securing the Future: Making Gas Interdependence Work
- Southeast Asia's Energy Future
- Strategies for Leaner Europe: Meeting the Challenge of Energy Efficiency
- The Art of Foresight: Outlooks for the European Energy Future
- Fueling North America's Energy Future
- The Cream of the Crop: Performance Analytics for North American Gas Resource Plays

Consulting Offerings

IHS CERA's services include working confidentially with individual clients to apply our extensive energy-focused insights to their specific needs. IHS CERA applies industry experience, in-depth analysis, and thought leadership to assist with strategy development and corporate decision making.

- Regulatory Support
- Major Project Support for Upstream and Power
- Global Oil and Gas Resource Assessment
- Cost Strategy
- Market Analyses and Outlooks
- Strategic Due Diligence and Valuation
- Strategy Development and Support
- Identifying and Managing Security Risks