

# AGRION

**BUSINESS COMMUNITY FOR ENERGY**  
RAW MATERIALS, SUSTAINABLE DEVELOPMENT

## Executive Summary

AGRION is a community of companies who share the same definite concerns in the fields of energy, raw materials and durable development and who gather, not to discourse, but to define specific solutions addressing precise problems.

### Who does AGRION address itself to?

AGRION has a goal to join together all professionals concerned with the subjects linked to energy, raw materials and durable development: general directions, directions for production, engineering, transport, provisioning, analysts, purchasing directors, financial directors... All with an objective of world development.

### What added value is there to data that already exists?

- AGRION approaches **all the problems** linked to energy, raw materials, and sustainable development. It can therefore substitute more specific or specialized organizations by comparing the activity of the target company.
- By guaranteeing the **neutrality** and exhaustiveness of the commissions and the publications, AGRION proposes an inventory of locations which corresponds to the consensus of the market.
- AGRION presents **solid industrial solutions**, but equally presents the most recent experiences issued from public and private research.
- AGRION is a **network** that permits professionals with very diverse goals to meet and work together.
- AGRION is an **international community** shortly present in Germany (Frankfurt) and in Asia (China) in 2009.
- AGRION is **managed directly by its members**, they are the ones (the board members) who define the subjects and the formats.

### Who created AGRION?

AGRION was created by the professional community of EBG ([www.ebg.net](http://www.ebg.net)), who recruit actors from the internet and new technologies. The decision to found AGRION was discussed in a dinner debate in the presence of Anne Lauvergeon, Jean-Martin Folz, Yves Cochet, Claude Mandil (General Director of AIE) and Jacques Barrot (European Commissioner of Energy). Its development is financed by one initial donation from EBG of 1.5 million Euros.

### How much did the adhesion cost?

During the first six months activity the professionals who joined AGRION saw one preferential contribution of 5000 euros applied to their founding member stature. This

annual fee cannot be augmented by more than 10% annually as long as they remain members. The later methods of pricing are described at the end of the document.

## **ACTIVITIES**

### **1- The Commissions**

The commissions are meetings held once a week from 9:00 to 12:00, which relate to extremely real problems including presentations, exchanges and demonstrations. A detailed itinerary of the meeting can be found at [www.AGRION.org](http://www.AGRION.org)

#### **Hydrocarbons & Substitutables Commission**

This series has a double theme: the price of the oil, the gasoline, the raw materials containing hydrocarbons and substitution fossil energy/renewable energy within the framework of the gasoline/oil applications. Each session begins systematically with an assessment of the tanker and gasoline markets, drawn up by an economist.

Proposed subjects:

- Coal, clean energy?
- R&D and engineering of the spark ignition engine
- Electric storage in autonomous propulsion
- Hydrogen, dreams and concrete projects
- The ethanol industry in the world
- Oil industry in a 20 year perspective

#### **Electric energy Commission**

This commission studies the manufacture, transport and the evolution of the cost of electric energy as well as the hypotheses of substituting oil/electricity in all applications where oil seems non - or little - substitutable (transport and storage in particular). The problems attached to nuclear power are treated in the framework of this commission. Meanwhile we do not exclude the creation of one commission entirely dedicated to nuclear industry. Each session begins systematically with an assessment of the electricity markets, drawn up by an economist.

Proposed subjects:

- The hydraulic industry
- The position on the opening of the electricity and gasoline markets
- The photovoltaic
- The windmill powered plant market
- The gasoline power stations
- The nuclear waste & ITER

#### **Raw materials Commission**

This subject integrates all the materials transformed by the industry. From 2008 the commission will be divided into three sub-commissions focused on the principal elements consumed by the industry: Steel and assimilated/Non-ferrous metals/Plastic (and substitution oil/biomass in the manufacture of plastic). Every session starts systematically with a prospective assessment of the markets drawn up by an economist.

Proposed subjects:

- Concentration in the steel industry, perspectives and consequences
- The non oil synthetic materials
- Raw materials, mechanisms of financing and speculation
- The support resource
- Japan, India, United States, strategic army maneuvers
- Africa, the end of the pre square

### **Transport Commission**

The transport commission reports at the same time on the transport market (industry/freight) and on possible substitutions to all logistics (relocations, industrial reorganization...). As with all the preceding commissions, each session is introduced by an economist who has drawn up a prospective assessment of the transport market.

Proposed subjects:

- What is the future for air travel?
- The road transport and its alternatives
- Relocations and industrial reorganizations
- Territorial communities and collective transport
- The new maritime routes and the freight
- The car of tomorrow (propulsion only)

### **Sustainable development Commission**

The sustainable development commission addresses itself to those responsible for sustainable development of industrial enterprises and services. Among the topics approached we can cite: waste treatment, recycling, the education of groups (collaborators, citizens...).

Proposed subjects:

- Sustainable development in service activities
- The circuit of products of great consumption
- Exchange markets and the right to pollute
- Theories and deliriums of the geo engineer
- Eco-effectiveness, dematerialization, passage of product to service
- Industrial recycling

### **Consumption – regulation commission**

This commission studies the evolution of attitudes and the behavioral adaptation of consumers/citizens facing price increases in fossil energy and the consequences of environmental changes.

Proposed subjects:

- EU: what is the policy for raw materials?
- The European energetics packet
- CAP and agricultural financing in Europe
- Environmental concerns when purchasing

## **2- The Laboratories**

The contents of the commissions are sufficiently accessible to be followed by the analysts, the managers, or the purchasers. The engineers, the chemists, and the geologists who wish to increase specific problematic technologies (hydrogen for example) are invited to constitute work groups ad hoc called « laboratories ».

## **3- AGRION International Meeting**

Every year at the end of the month of June, AGRION gathers its members resulting in three geographical zones being represented (Europe, Japan, China) for a day of exchanges and networking. This meeting is the subject of an annual report, which presents problems treated by the community for the advancement of the assembly.

## **4- AGRION.ORG**

The web server AGRION.ORG is at the same time : one source of information as complete as possibly diffusing the daily AFP news on the concerned subjects, and a virtual community using the social internet techniques (forums, social networks).

## **5- The AGRION 500 dinners**

At four per year, the AGRION 500 dinners reunite the 500 people who count in the universe of energy, raw materials, and the durable development industry.

## DECISION STRUCTURES

Each of the commissions is controlled by a board, who defines the program semi-annually. The board meetings constitute the **Scientific Council**, structure magistrate, who frame the activities and the investment choices. The following people have agreed to meet the council:

- POWEO, Charles BEIGBEDER, CEO
- ALSTOM POWER, Guillaume BITRAN, Environmental Service Business Director
- ALSTOM, Jean-Charles LAMURE, Sales Manager Locomotives
- DANONE, Jean-Pierre RENNAUD, Environmental Group Director
- PSA PEUGEOT CITROEN, Gérard BELOT, Fuel Director
- RENAULT, Grégoire FERRE, Group Corporate & Strategic Planning
- SNCF Fret, Jean-Michel GENESTIER, Institutional Relations Director
- ARKEMA, Nicole KHAIRRALAH, Resp. of Communication and Management
- KEOLIS, Bruno AUGER, Director of Railway Department, International Techniques and Projects – International Direction
- DASSAULT AVIATION, Jean-Paul PELLISSIER, Purchases and Provisions Director
- EDF, Dominique GANIAGE, Durable Development Director
- AREVA, Denis FRANCILLARD, Strategy Direction Director, in charge of Participation and Development
- ENDESA, Philippe BOULANGER, Development Director
- HUTCHINSON, Christian CASSE, R&D, CTO Director
- SIEMENS, Jean-Pierre GASSIAN, Senior VP Siemens VAI Metals Technologies
- MEDAD, Antoine-Tristan MOCILNIKAR, Chief Engineer of mines – Expert Advisor in the economy of energy industries near the interdepartmental delegate to sustainable development
- ERAMET, Alfred ROSALES, Corporate Purchasing Director
- SAINT GOBAIN, Jean-Philippe BENARD, Energy Purchasing Director
- NOVACAP, Pierre LUZEAU, CEO

## DEPLOYMENT CALENDAR

Launched in September 2007, AGRION centered its development in France for the first months of activity, will then established itself in Germany (Frankfurt) starting in 2008, and in Asia (China) starting 2009. The working language is English for all paper and electronic publications.

## MEMBERSHIP

*Fax Document to 0033 (0) 1 48 01 66 05*

Company:..... Legal form: .....

VAT No:.....EIN:.....

Last Name:..... First Name:.....Position:.....

Address:.....

ZIP:.....City:.....Email:.....

**Choose Adhesion (please notch):**

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Founding member <sup>⓪</sup> :                      | 5000 € net X __ people = _____ K€ |
| <input type="checkbox"/> Fixed price adhesion 7 collaborators:               | 25000 € net                       |
| <input type="checkbox"/> Fixed price adhesion company founder <sup>⓪</sup> : | 35000 € net                       |

The contribution payment includes participation in all current and future commissions and allows access to all published information on the web and in the form of printed documents.

⓪The founding member status comes with a preferential price and personal use. Those who rejoin AGRION before February 1st, 2008 will be able to receive this special price as long as they are a member. The founding member price cannot increase more than 10% per year.

⓪The status of company founder authorizes all the collaborators to participate in all the activities without limitations. This unlimited fixed price is available until February 1st, 2008. Following the preceding formula, it is an acquired privilege where the price cannot increase more than 10% annually as long as you are a member.

**Signature :**

