



CAMBRIDGE ENERGY RESEARCH ASSOCIATES®

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Fact Sheet

IHS Cambridge Energy Research Associates® (IHS CERA®) is a leading independent advisory firm providing insight, objective analysis, and strategic advice to the energy industry, consumers, technology firms, the financial community, governments, and research organizations. IHS CERA's reputation as a premier, independent source of energy and geopolitical expertise has been built on a 25-year tradition of integrated and practical insight—often delivered well ahead of conventional wisdom—that is grounded in rigorous market knowledge, continuing research, and deep industry experience.

IHS CERA provides critical knowledge and independent analysis on energy markets, geopolitics, industry trends, and strategy to help decision makers anticipate the energy future and formulate timely, successful plans in the face of rapid changes and uncertainty. Delivering this work is a staff of more than 220 professionals worldwide, including world-recognized experts in the fields of oil, natural gas, power, renewables, efficiency, coal, technology, environment, and geopolitics.

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*.



In addition to providing fundamental insights and research, 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. CERAWEEK, IHS CERA's annual executive conference is considered the world's most important energy conference where over 2000 senior policymakers, energy and electric power executives, and financial and technology leaders from over 55 countries engage with IHS CERA experts in discussion and debate over the central energy challenges and opportunities.

IHS CERA has over 220 staff worldwide, with offices in Cambridge, MA; Houston; Washington, DC; San Francisco; Calgary; Paris; Moscow; Mexico City; Rio de Janeiro; and Beijing. On the Web: IHSCERA.com



CERA



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IHS CAMBRIDGE ENERGY RESEARCH ASSOCIATES®

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.

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 build on the insight and analysis offered in the Advisory Services and create a venue for community interaction that refreshes and distributes the knowledge base among industry participants.

- 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 Forum
- 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
- 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
- The Next Prize: Global Gas Price

Consulting Applications

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.

- Business and market environment
- Scenario development and facilitation
- Strategy development and implementation
- Market analysis (regional or industry)
- Organizational analysis
- Restructuring and deregulation
- Asset valuation
- Value chain analysis
- Strategic alliance/partnership development
- Company profiling; postmerger strategic alignment/integration
- Privatization; country assessment
- Due diligence; critical review of strategy and plans