



Market Intelligence Service

The Industrial & Power Association (IPA) employs a full time Marketing Manager to source information across the entire energy sector for business/ procurement opportunities, technology information releases and Government/ Agency policy statements relevant to Member Company interests. The Market Intelligence Service operates by identifying key topical information quickly and placing it directly into the hands of those who can make best use of this detail.

Once identified, this information is reviewed, and where appropriate elements of it are highlighted to aid speed reading, and issued to named contacts within Member Companies against pre-agreed selected categories. These briefs are filtered to suit individual Customer needs; the information sources include:

- **Scottish Parliament**
- **UK Government & Parliament**
- **UKTI and RETPS**
- **Scottish Enterprise, SDI and Enterprise Europe Scotland**
- **European Commission**
- **Energy Information Administration**
- **US NETL**
- **International Energy Agency**
- **Digital newsletters (Energy and Environment)**
- **Energy Market Reports and Statistics**
- **FSU and Central European Press**
- **EBRD, EIB, MIGA at World Bank**

Market Intelligence Categories

Information is collected, issued and stored against the following categories and headings:

- **Cogeneration**
- **Energy Policy / Government Press**
- **Environment**
- **Events / Training / Missions**
- **Fossil Generation**
- **Industry News**
- **International / UK News**
- **Nuclear**
- **Oil & Gas**
- **R&D / Innovation**
- **Renewables**
- **Statistics / Studies / Reports / Reviews**
- **Transmission & Distribution**

Market Intelligence Archive

The Market Intelligence Archive provides a user friendly interrogative facility with a store of more than 15,000 records dating back to 2006. All Market Information e-mailed briefs are immediately stored in the Archive at the time of issue. Access to the Archive is provided to each Member Company via a personal code. The Market Intelligence Archive is based on the Categories listed on this information sheet which users can interrogate making their own "key word" selections.

In addition, specific individual requests can be made to the IPA Marketing Manager. This service is offered free to Members, but a modest charge may be made for those that require a lengthier period of research.

Required Member Information

To get the maximum benefit from the Market Intelligence Service we recommend the following communication interfaces be established between the IPA and Member Company. The Member Company is invited to:

- Provide the name and contact details of the Key Contact within the Member Company.
- The Key Contact will provide a list of secondary contact names and their e mail addresses. This detail is to be submitted on the table overleaf.
- Each secondary contact name should select from all/any of the 14 information categories listed by ticking the appropriate boxes.
- The final (14th) category allows for a secondary contact to suggest "key words" against which the IPA will seek to provide regular information.
- The Key Contact will update for additional names, changed personal details or amendments to category choices as determined by the Member Company.
- There is no limit to the number of secondary contact names, provided that all named are direct employees of the Member Company.

Contact interface with IPA is through the Marketing Manager anne@ipa-scotland.org.uk

Keeping Members in the Know

Market Intelligence

Free service to Members

