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COURSE BROCHURE

Natural Gas Value Chain and Hub Market Strategy Training Course

4 – 8 July 2027
Istanbul

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Ref: 1592_58362 **Date:** 4 – 8 July 2027 **Location:** Istanbul **Fees:** 5500 GBP

Natural Gas Value Chain and Hub Market Strategy is a 1-week training course for commercial analysts, gas planners and business development staff who shape where molecules are sold and at what price, and it ends with a Gas Portfolio Strategy Brief for one business. Spot cargoes, traded hubs and shifting demand now compete with long-term pipeline deals, so commercial choices carry more exposure than before. Jupiter Prime Training delivers Natural Gas Value Chain and Hub Market Strategy for gas commercial teams.

Why Natural Gas Value Chain and Hub Market Strategy Matters Now

Three forces reshape gas commerce: flexible LNG supply that links once-separate regional markets, liberalised networks where third-party access and traded hubs replace bilateral monopoly sales, and power, industrial and residential buyers whose demand swings with weather, coal switching and renewables. A company that reads these forces well places volumes where netbacks are highest and keeps contract flexibility to match. One that reads them poorly locks into rigid terms or sells into weak markets. The course rests on netback analysis, the oil-indexed and hub-indexed pricing families, the merit order of gas supply and portfolio optimisation logic.

Who Gains Most from Natural Gas Value Chain and Hub Market Strategy

- Commercial analysts responsible for pricing proposals and market intelligence
- Gas planners responsible for supply-demand balances and network capacity
- Business developers responsible for new offtake and supply agreements
- Portfolio and trading support staff responsible for cargo and swing optimisation
- Strategy staff responsible for market entry and infrastructure investment cases

A gas marketing function gains most when its pricing, planning and origination staff attend together and agree one view of target markets.

Natural Gas Value Chain and Hub Market Strategy Capabilities

Participants leave able to trace value from wellhead to burner tip and decide where it should be captured.

- Map costs and margins along each value chain link — locating where value is captured
- Calculate netbacks for pipeline and LNG routes — directing volumes to the best outlet
- Compare oil-indexed and hub-indexed price formulas — informing negotiators and buyers
- Assess hub liquidity and third-party access rules — guiding market entry choices
- Build a supply-demand balance with sector demand drivers — serving planners and investors
- Design a portfolio mix of term, spot and flexible volumes — aligning risk with commercial goals

Key Natural Gas Value Chain and Hub Market Strategy Terms

- Netback — the value realised at the production point after deducting transport, processing and regasification costs from the delivered price.
- Gas hub — a physical or virtual point where gas is traded between many parties, producing a transparent reference price.
- Oil indexation — a pricing method linking the gas price to a basket of crude or oil product prices with a time lag.
- Third-party access — the right for shippers other than the network owner to use pipelines and terminals on published terms.
- Swing flexibility — a buyer's contractual right to vary daily or annual offtake within agreed limits.
- Destination flexibility — the freedom to divert an LNG cargo to a different market from the one originally contracted.

Natural Gas Value Chain and Hub Market Strategy Day by Day

Day 1: The Gas Value Chain End to End

- Value Chain Map From Wellhead To Burner Tip — Locating Margin
- Gas Processing And Specification — Meeting Network Quality Rules
- Pipeline Transmission Economics — Comparing Tariff And Capacity Options
- Liquefaction, Shipping And Regasification — Costing The LNG Route
- Storage And Seasonal Balancing — Valuing Flexibility In The Chain

Day 2: Markets, Hubs and Liberalisation

- Market Structure Models — Monopoly, Open Access And Traded Markets
- Hub Development And Liquidity Indicators — Judging Price Reliability
- Third-Party Access And Unbundling — Entering Regulated Networks
- Regional Market Linkage Through LNG — Reading Arbitrage Signals
- Market Participant Roles — Producers, Shippers, Traders And Distributors

Day 3: Pricing and Contract Structures

- Oil-Indexed Price Formulas — Setting Slope, Constant And Lag
- Hub-Indexed And Hybrid Pricing — Choosing Reference Markers
- Netback Calculation — Ranking Pipeline And LNG Outlets
- Take-Or-Pay, Swing And Price Review Clauses — Allocating Volume Risk
- Destination And Diversion Rights — Capturing Cargo Optionality

Day 4: Demand, Competition and Portfolio Choices

- Sector Demand Drivers — Power, Industry, Residential And Transport
- Supply Merit Order — Positioning Against Competing Sources
- Supply-Demand Balance Construction — Testing Price Scenarios
- Portfolio Optimisation Of Term And Spot Volumes — Balancing Exposure
- Infrastructure Investment Screening — Weighing New Pipelines And Terminals

Day 5: Practising the Gas Portfolio Strategy Brief

- Value Chain Map Applied — Locating Margin In A Case Business
- Netback Comparison Applied — Selecting Priority Markets
- Pricing Formula Applied — Drafting An Offer To A Utility Buyer
- Scenario Balance Applied — Stress-Testing Demand Assumptions
- Gas Portfolio Strategy Brief — Completing The Brief For Leadership

Applying Natural Gas Value Chain and Hub Market Strategy After the Course

- Recalculate netbacks for the company's main outlets using current tariffs and shipping costs and share the ranking with commercial leads.
- Review one existing supply agreement for swing, price review and destination terms against current hub conditions.

Natural Gas Value Chain and Hub Market Strategy Questions FAQ

What is natural gas value chain and hub market strategy and why does it matter now?

It is the commercial discipline of deciding where gas is sold, how it is priced and how a portfolio is balanced from production to end user. It matters now because LNG and traded hubs have made markets more connected and prices more volatile.

Which roles gain most from natural gas value chain and hub market strategy training?

Commercial analysts, gas planners, business developers and portfolio support staff gain most, since each shapes pricing, volumes or market entry decisions.

How does natural gas value chain and hub market strategy differ from a gas contract drafting course?

It looks at markets and portfolio strategy rather than clause-by-clause drafting. A contracts course focuses on negotiating and wording agreements, while this one decides which markets, price formulas and volume mixes the business should pursue.

What do you bring back from natural gas value chain and hub market strategy training?

You bring back a Gas Portfolio Strategy Brief for one business, with netback rankings, preferred pricing structures, a supply-demand view and a recommended mix of term and spot volumes.

Natural Gas Value Chain and Hub Market Strategy: The Way Forward

The Gas Portfolio Strategy Brief first informs which markets to target in the next sales round. Commercial analysts maintain it, planners feed it balances and leadership uses it to approve offers. After the first season, revisit the demand drivers and hub liquidity assumptions, because both move quickly as new supply and infrastructure arrive.