

# **Air Pollution Control Market Forecast Development Process**

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New York

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**H&W**

# Market Forecast Evolution

- Began with IGCI in 1980
- Currently working on Issue 29
- Started with a top view forecast of ESP, FF, WS, MC, NOx and FGD markets.
- Detailed breakdowns (in tabular and graphical format) by industry, scope, technology were added.
- New sections were included – CEMS, Reagents, Aftermarket, Catalyst, now GHG
- In-depth legislative analysis, economic and energy outlook provided.

# Forecast Contents

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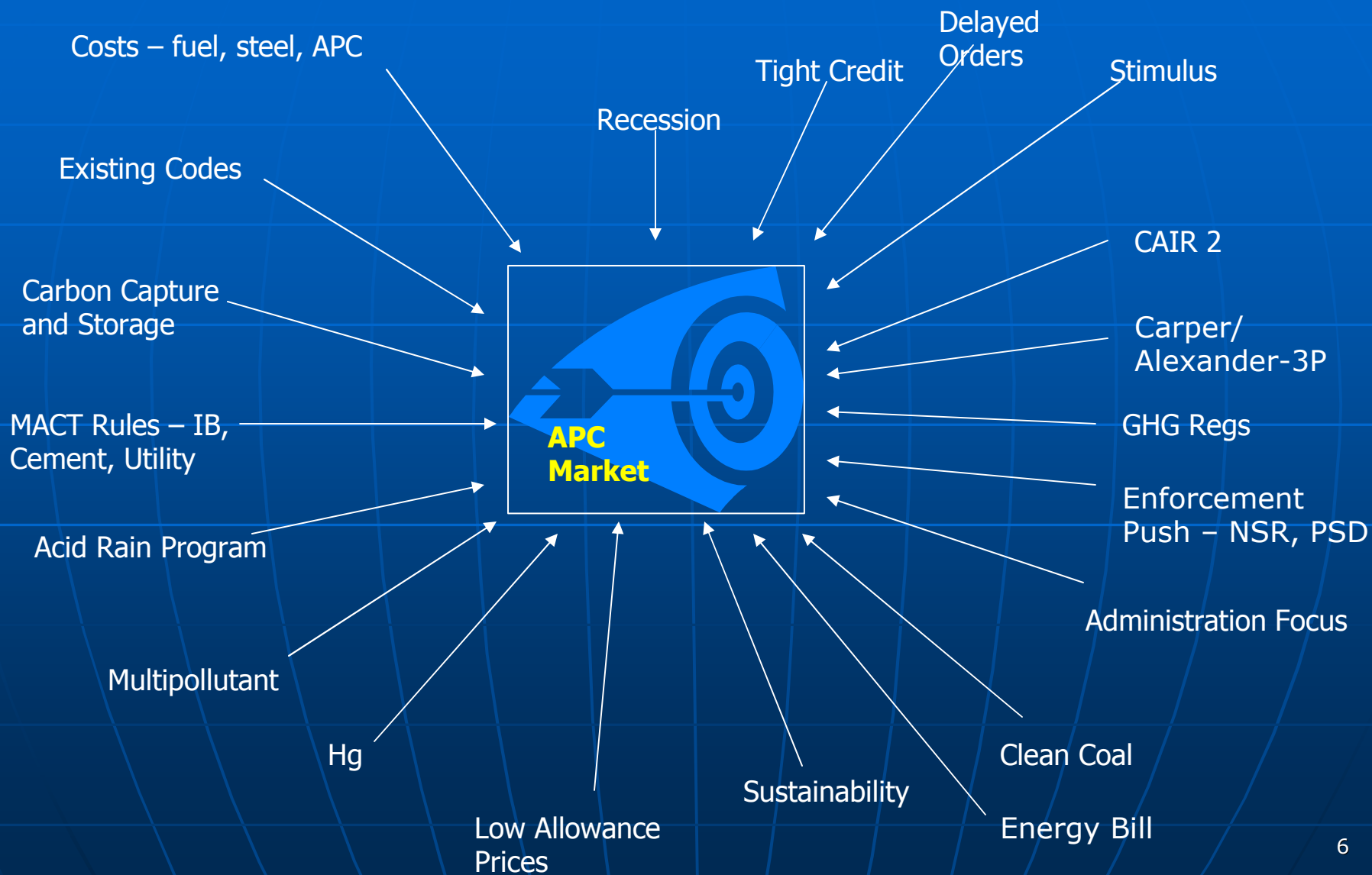
# Methodology

- Data compilation
- Data verification
- Establish historical market data series
- Perform econometric forecasting
- Conduct fine-tuning, reality checks
- Generate final forecasts
- Write report – presenting historical data, forecast tables, graphs, and salient comments

# Input Sources

- Personal and telephone interviews – APC equipment suppliers, industrial and utility companies, A/E firms, boiler, turbine, HRSG, IC engine manufacturers, trade associations, government agencies, universities, organizations.
- Economic models
- Government data
- H&W data base
- Internet searches
- Publications and surveys

# Drivers and Key Issues are Identified



# Assumptions are spelled out

## Utility FGD Market Assumptions (GW)

Driver	'09	'10	'11	'12	'13	Comments
New	-	-				Many cancellations, on-holds
Other Retrofits, CAIR 2 (from '11)						State, Consent, etc, 40 GW from '11-'17
West-Visibility /BART						
Upgrade Vintage FGD's						
<b>Total</b>						

Avg. Costs (vendor scope)	Big Jobs (>1500 MW)	Medium Jobs (201-1499 MW)	Small Jobs (≤200 MW)	Dry FGD	Upgrade of Vintage FGD's
\$/KW					7

# Forecasts are tabulated

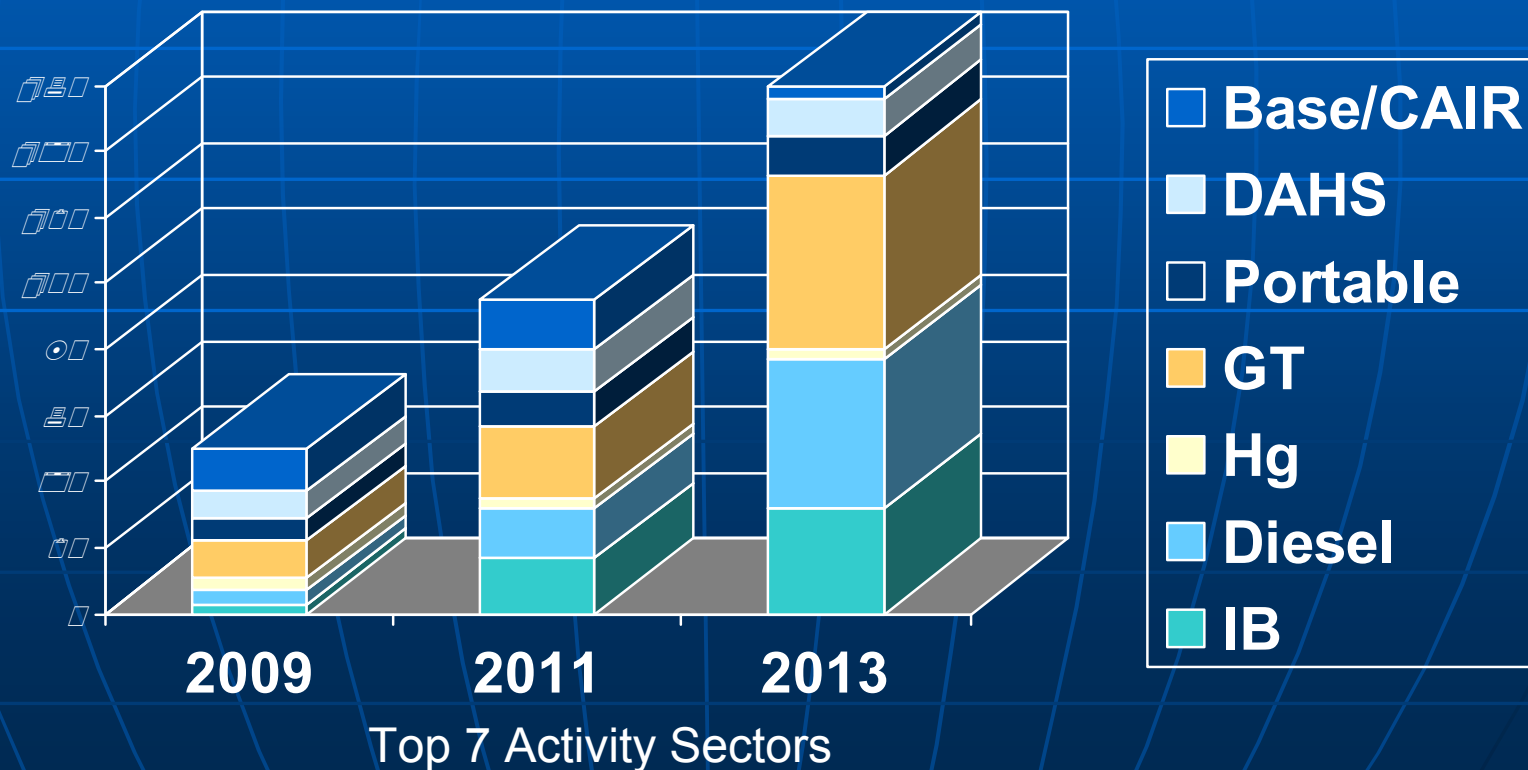
## NOx Market (\$MM)

	2009	2010	2011	2012	2013	CAGR '09-'13
SCR						
SNCR						
NSCR						
LNB/Other						
Subtotal						
SCR Cat Aftermarket						
Total						

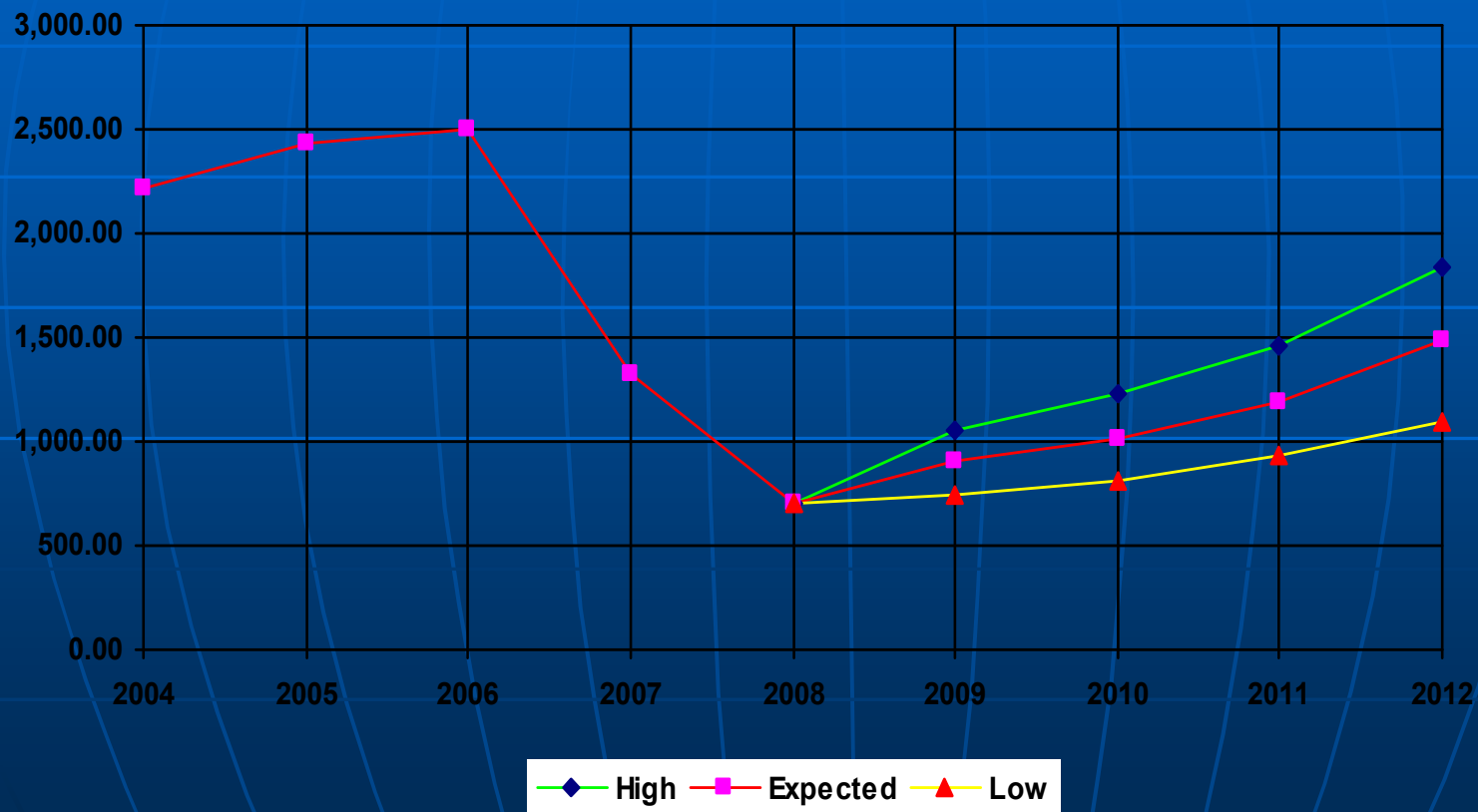


# And Graphed

## CEMS Market (\$MM)



# Sensitivity Analysis is Performed



# Forecast Accuracy is Tracked

	2007 Forecast	2007 Actual	% Difference	2008 Forecast	2008 Actual	% Difference
Issue No. 26			-1%			-15%
Issue No. 27						-13%

# Happy Earth Day 2010

## 40 Years of Progress

