

ANNUAL CONVENTION  
& CONFERENCE  
BOLOGNA 3-4 JUNE 2013

# INNOVATIVE INVESTMENTS: RE-ENERGISING EUROPE

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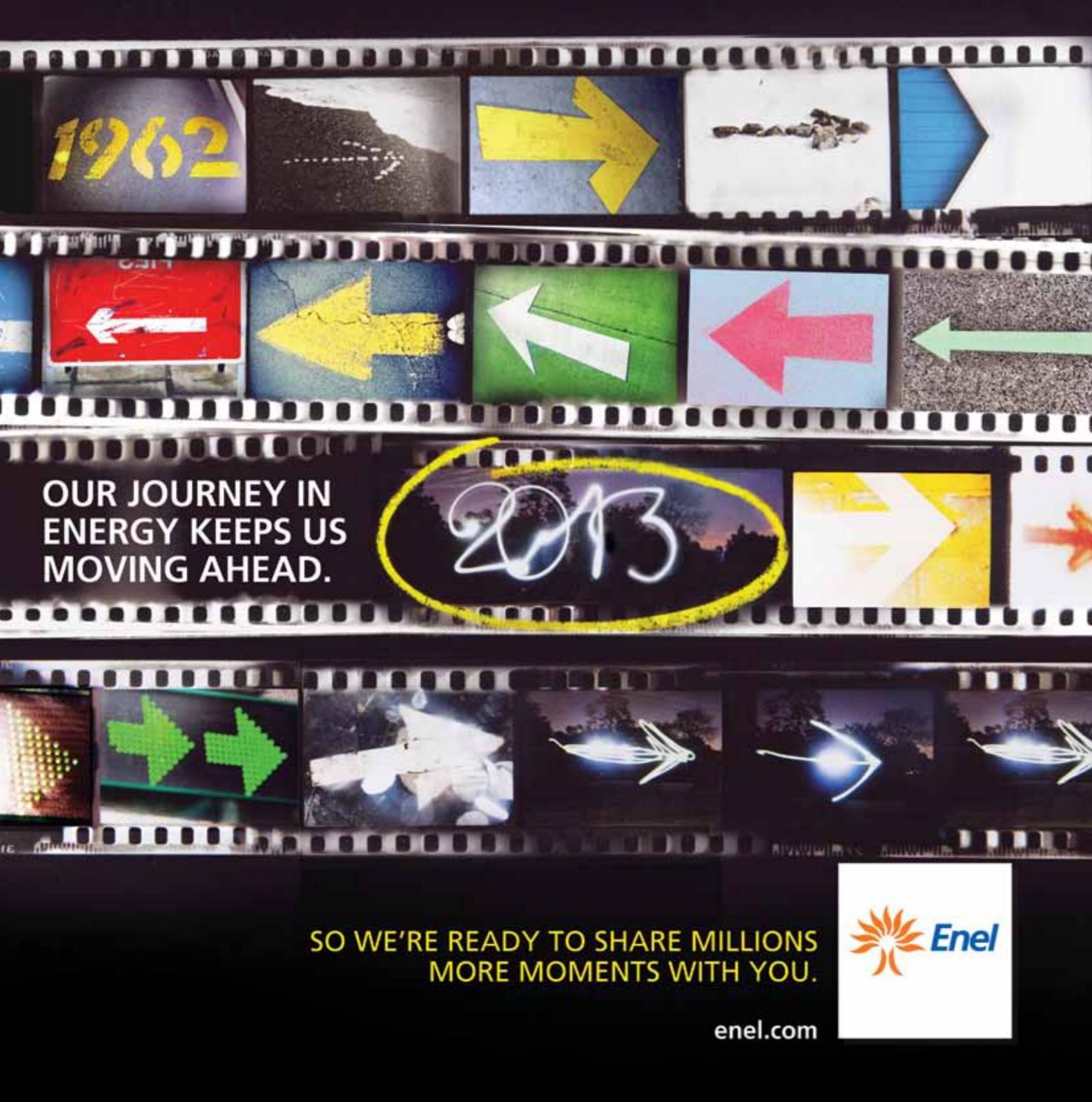


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2013

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# Welcome to EURELECTRIC's Annual Convention and Conference Welcome to Bologna!



Over the past 15 years, this key industry event has provided a unique opportunity for meeting and networking with a range of top executives from the energy world as well as EU and international policy-makers, regulators, business stakeholders, academics, NGOs and media. It is an exclusive forum to engage in frank and open discussion on the challenges, issues and changing trends shaping our industry – and to focus industry attention on finding opportunities, offering solutions and promoting electricity as the answer to our citizens for all their energy requirements.

This year's event will place particular emphasis on innovation, new technologies, energy efficiency and investments. It will confirm how innovative investments can “re-energise” Europe and tackle the economic downturn in the long-run. Innovation in the energy sector is particularly important in the current economic climate and is far more ambitious than just the delivery of the EU's 2020 targets and beyond; it creates jobs, boosts economic growth and increases Europe's competitiveness at large.

As outgoing President of EURELECTRIC, it is my distinct pleasure to welcome you to Bologna this June – a historical city of medieval skyscrapers and its 38 kilometres of arcades, bustling with a young generation of opinion leaders; a city of “the learned”, spouting innovative ideas; a city that hosts the oldest University since 1088, a city of art, culture and good living; a city that promises to host a most stimulating and enjoyable event!

*FULVIO CONTI, CEO of ENEL & Outgoing President of EURELECTRIC*



# Confirmation

The Swiss climate protection organisation myclimate confirms that

## EURELECTRIC

has made a sustainable contribution to voluntary climate protection by offsetting the following quantity of CO<sub>2</sub>e in high quality myclimate carbon offset projects:

CO<sub>2</sub>e quantity: 167.20 tonnes

## EURELECTRIC Annual Convention 2013

Zurich, 20 December 2012

René Estermann  
Chief Executive Officer

**Confirmation number: 31128**

myclimate - The Climate Protection Partnership is registered under Swiss Federal Law as a non-profit, tax exempt foundation that promotes climate protection.

Date of issue: 5 July 2011  
File number: 11 10 312

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# INNOVATIVE INVESTMENTS: RE-ENERGISING EUROPE

An exclusive opportunity to dialogue with EU and international officials and top industry executives on Europe's new energy challenges!



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## DAY 1 MONDAY 3 JUNE 2013

9.00 ▶ 16.00

### Session I 09.00 - 12.15

#### Energy policy in an international context Achievements of the last decade

Global trends over the past decade will be examined in this session with a clear focus on the EU, but also looking at the broader international context and developments in the US, China, Japan ...

What has shaped global, regional and industry agendas over the past decade? How has energy policy evolved? Is there a "good" or "best" policy? What lessons have been learned? What has the industry achieved? How has it evolved and how has it put up with new players, new challenges and new areas of focus along the value chain?

### Session II 13.30 - 16.00

#### Energy policy in an international context Looking ahead to the next decade

The challenge for the next 10 years and beyond is to ensure the right policies to keep Europe on track for sustainable and affordable low-carbon electricity supply options. Will we see a balanced approach to fuel mix or will there be a fuel(s) or technology(ies) of choice? How will European and international markets and regulation develop? Where will companies direct their investment? What are the industry's 5 to 10-year plans? What is the government's role in setting the right regulatory framework? How can it support the innovation needed to change the structure of the industry in the coming years?

## DAY 2 TUESDAY 4 JUNE 2013

9.00 ▶ 15.30

### Session III 09.00 - 12.00

#### Innovation as a catalyst for the low-carbon transition

Innovation in the power sector is critical to achieving the EU's energy and climate policy goals. However, EU research and innovation policy currently remains fragmented and uncoordinated. Europe needs to develop a compelling perspective on how it can successfully cope with innovation in the power sector, leveraging best practice, and translating it into more European competitiveness. Governments and institutions must set up proper regulatory frameworks and innovation support policies, including appropriate financing mechanisms to promote the development of technologies at an early stage.

### Session IV 14.00 - 15.30

#### Energy leaders' forum / CEO debate on drivers for innovation

Innovation in the energy sector contributes to more than just the delivery of energy and climate targets. Innovation boosts economic growth through job creation, thus offering real opportunity to strengthen the medium and long-term potential of the economy and put countries back on a path to sustainable and smarter growth. Energy leaders will focus on how innovative investments and efficient and functioning markets can support Europe's recovery in the long-term, singling out key trends and drivers for innovation in the electricity business as well as some of the major challenges for company executives in this regard.



FULVIO CONTI

GÜNTHER OETTINGER (TBC)

SERGE COLLE



FABIEN ROQUES

ALBERTO POTOTSCHNIG

DICK BENSCHOP

PETER TERIUM

# DAY 1 – SESSION 1

ENERGY POLICY IN AN INTERNATIONAL CONTEXT – ACHIEVEMENTS OF THE LAST DECADE

MONDAY 3 JUNE 2013

9.00 ▶ 12.15

## OPENING SESSION

9.00

### WELCOME

**Fulvio CONTI**  
(Outgoing) President of EURELECTRIC  
CEO of ENEL

### OPENING ADDRESS

**N.N.**  
Italian Government Official

Chairman & Moderator  
**N.N.**

### KEYNOTE SPEECHES:

9.30

#### A SNAPSHOT OF EU ENERGY ACHIEVEMENTS, CURRENT GOALS AND PRIORITIES

**Günther OETTINGER (TBC)**  
European Commissioner for Energy

9.50

#### A SMART AND INNOVATIVE INDUSTRY, RESPONDING TO NEW AND COMPLEX CHALLENGES

**Fulvio CONTI**  
(Outgoing) President of EURELECTRIC  
CEO of ENEL

10.10

#### RE-SHAPING BUSINESS STRATEGIES IN FUNCTION OF GLOBAL TRENDS AND INTERNATIONAL EVENTS

**N.N.**  
Japanese CEO

### 10.30-11.00 COFFEE BREAK

### PANEL DEBATE (INTRODUCED BY ELECTRONIC VOTING)

11.00-12.15

**Serge COLLE**  
Head of Accenture Utilities Practice –  
Austria, Switzerland, Germany

Keynote Speaker(s) + Additional Panellists

**Fabien ROQUES**  
Head of European Power and Carbon Research  
IHS CERA

**Alberto POTOTSCHNIG**  
Director of ACER

**Dick BENSCHOP**  
Vice President Gas Market Development  
and President Director for Shell Netherlands

**Peter TERIUM**  
CEO of RWE AG

**N.N.**  
US CEO

### 12.15-13.30 LUNCH

### 12.30-13.00 PRESS CONFERENCE

AUDIENCE INVOLVEMENT IN PANEL DISCUSSIONS.  
FEEDBACK THROUGH ELECTRONIC VOTING.



BARBARA LEWIS

MARIA VAN DER HOEVEN (TBC)

JOHANNES TEYSSEN



ANTONIO TAJANI (TBC)

REX TILLERSON (TBC)

STEPHEN WOODHOUSE

PROF. MARC OLIVIER BETTZÜGE

# DAY 1 – SESSION 2

LOOKING AT THE NEXT DECADE (EU, US, ASIA)

MONDAY 3 JUNE 2013

13.30 ▶ 16.00

Chairman & Moderator  
**Barbara LEWIS**  
Senior EU Energy & Environment Correspondent  
Reuters

### KEYNOTE SPEECHES:

**13.30** **OUTLOOK ON ENERGY POLICY ACROSS REGIONS: THE EU, US, ASIA**  
**Maria VAN DER HOEVEN (TBC)**  
Executive Director  
International Energy Agency (IEA)

**13.50** **STRIKING THE RIGHT BALANCE BETWEEN MARKETS AND REGULATION: STIMULATING INVESTMENT**  
**Johannes TEYSSEN**  
(Incoming) President of EURELECTRIC  
CEO of E.ON AG

**14.10** **GOALS, DIRECTIONS AND INDUSTRY STRATEGIES: TAKEN FORWARD IN FIVE YEAR PLANS**  
**N.N.**  
Chinese CEO

**14.30-15.00** COFFEE BREAK

### PANEL DEBATE (INTRODUCED BY ELECTRONIC VOTING) Keynote Speaker(s) + Additional Panellists

**15.00-16.00**

**Antonio TAJANI (TBC)**  
European Commissioner for Industry and Entrepreneurship

**Rex TILLERSON (TBC)**  
CEO of Exxon Mobil

**Stephen WOODHOUSE**  
Director, Pöyry Management Consulting Ltd

**Prof. Marc Olivier BETTZÜGE**  
Director Institute of Energy Economics  
University of Cologne – EWI

**16.00** **END OF DAY 1**

AUDIENCE INVOLVEMENT IN PANEL DISCUSSIONS.  
FEEDBACK THROUGH ELECTRONIC VOTING.



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award  
2013

## EURELECTRIC AWARD

The EURELECTRIC Award was inaugurated at the Barcelona EURELECTRIC Convention in 2008. The Award seeks to honour companies or persons that have made a pioneering contribution towards the development of the electricity industry. The winner is selected by a jury composed of industry and external personalities and is chaired by Paul Bulteel, former Secretary General and Ambassador for EURELECTRIC. The formal presentation of this year's Award is set for 4 June 2013.

## STUDENT AWARD

Since 2010, EURELECTRIC has organised a formal student competition as an integral part of its Annual Convention. Students from all across Europe are invited to submit a one-page essay on a specific, predefined theme. The winning entry is judged by an independent industry expert. The student is also given the opportunity to present his/her essay to the audience of high-level delegates and is formally handed the Student Award.

This year's student competition theme is as follows:  
 "Innovation in the energy sector is particularly important in the current economic climate. Would an ambitious European innovation policy, aligned with the EU's overall energy/climate objectives, create jobs, boost economic growth and increase Europe's competitiveness at large or would it jeopardise the security and affordability of energy?"

For entry conditions, please visit the EURELECTRIC conference website.

### EURELECTRIC Award winners:

#### EURELECTRIC Convention MALTA 2012

Jean-Michel Glachant, Director of the Florence School of Regulation and Holder of the Loyola de Palacio Chair at the European University Institute of Florence, in recognition of the Florence School's insights into EU energy policymaking and regulation – and the Institute's research on the policy challenges of climate change.

#### EURELECTRIC Convention STOCKHOLM 2011

Asta Sihvonen-Punkka, former Vice Chair of the European Regulators' Group for Gas and Electricity (ERGEG) and former Chair of ERGEG's stakeholder platform, for her strong leadership and valuable input of the platform in advancing market integration through the development of a roadmap for an internal European electricity market by 2014.

#### EURELECTRIC Convention DUBLIN 2010

Joint winners:  
 J Christer Ericsson, Chairman of the Board of the Swedish Corporation, JCE Group AB, who founded Green Circle Bio Energy Inc., the world's largest pellet plant in Florida, in operation since 2008.  
 Luis Echávarri, (Spanish) Director General of OECD Nuclear Energy Agency, Paris, since 1997, who has spent his career relentlessly promoting the civil use of nuclear.

#### EURELECTRIC Convention BUCHAREST 2009

British Liberal Democrat MEP Chris Davies, for his commitment to recognising the need for a solid regulatory framework for Carbon Capture and Storage (CCS) technologies.

#### EURELECTRIC Convention BARCELONA 2008

Toyota, for its plug-in hybrid vehicle technology.

### EURELECTRIC Award winners / Entry themes:

#### EURELECTRIC Convention Malta 2012

Frederico G Lioy, Masters student of the SAFE "Management of Energy Resources" programme  
 "Can innovation in the electricity industry jumpstart a clean energy economy? What concrete actions are necessary to drive this change?"

#### EURELECTRIC Convention STOCKHOLM 2011

Emi Bertoli, University of Trieste, Italy  
 "Would investment in the electricity sector best flourish in a European or national regulatory framework?"

#### EURELECTRIC Convention DUBLIN 2010

Patrick McCartan, Dublin Institute of Technology, Ireland  
 "If you were given a minute to address international leaders during the UN climate negotiations, what single message would you convey – and why – on the electricity industry's role in meeting the climate challenge?"

# Advising Sharper Decisions



**Pöyry Management Consulting** provides leading-edge consulting and advisory services covering the whole value chain in energy, forest and other process industries. Our energy practice is the leading provider of strategic, commercial, regulatory and policy advice to Europe's energy markets. Our energy team consists of 200 specialists, located across 14 European offices in 12 countries, offers unparalleled expertise in the rapidly changing energy sector.



## EXHIBITION

Alongside the convention will run a focused exhibition, aimed at demonstrating practical examples of innovative projects and developments under way in the electricity industry.

The exhibition space is built around the area where all coffee and lunch breaks will be served allowing ample time for delegates to interact with one another and providing maximum exposure to the exhibitors.

A limited number of formal presentations are also foreseen during the breaks giving participants a more detailed insight into the technologies on display, while also providing the opportunity to discuss these technologies directly with the exhibitors themselves.

### WHY SHOULD YOU EXHIBIT?

- ▶ Create new industry contacts
- ▶ Excellent networking opportunities
- ▶ Generating new business
- ▶ Market exposure for your company

### COST:

- ▶ 9sqm stand – €1,500
- ▶ 16sqm stand – €2,500
- ▶ 25sqm stand – €4,000

A full deposit is required of each exhibitor. This deposit is non refundable in the event of cancellation.

### EACH EXHIBITION PACKAGE INCLUDES:

- ▶ Floor space, 9sqm, 16sqm or 25sqm
- ▶ Carpeting
- ▶ Electricity (supply & consumption)
- ▶ Furniture  
(1 x high table, 2 x high stools,  
1 x document display stand)
- ▶ Wifi
- ▶ One free conference ticket  
(access to the conference, exhibition  
and side events)



For further information,  
please contact:  
**EMILY O'LEARY**  
Event Officer  
EURELECTRIC  
Email: [eoleary@eurelectric.org](mailto:eoleary@eurelectric.org)  
Tel: +32 2 515 10 62



HANS TEN BERGE

FULVIO CONTI

CHRISTIAN RYNNING-TØNNESEN

João TORRES

ALBERTO MARCHI



JAVIER ORMAZABAL

JOHANNES TEYSSEN

PAUL BULTEEL

WILLIAM S. KYTE, OBE

## DAY 2 – SESSION 3

TUESDAY 4 JUNE 2013

9.00 ▶ 14.00

### INNOVATION – CATALYST FOR THE LOW CARBON TRANSITION

#### 09.00 WELCOME AND OVERVIEW

Hans TEN BERGE  
Secretary General  
EURELECTRIC  
  
Chairman & Moderator  
N.N.

#### KEYNOTE SPEECHES:

09.10 EU INNOVATION POLICY: CREATING AN ENVIRONMENT FOR BUSINESSES TO FLOURISH  
N.N  
European Commission

09.30 EURELECTRIC'S INNOVATION ACTION PLAN: SHAPING THE PROSPECTS OF FUTURE ENERGY TECHNOLOGIES  
Fulvio CONTI  
(Outgoing) President of EURELECTRIC  
CEO of ENEL

#### INNOVATIVE PROJECTS:

09.50 STATKRAFT'S UK OFFSHORE WIND PROJECTS – INNOVATIVE LEARNING FROM THE PETROLEUM SECTOR  
Christian RYNNING-TØNNESEN  
CEO of Statkraft

10.10 EDP DISTRIBUIÇÃO'S INOVGRID PROJECT – TOWARDS A SMARTER GRID  
Joao TORRES  
CEO of EDP Distribuição

#### 10.30-11:00 COFFEE BREAK

#### PANEL DEBATE (INTRODUCED BY ELECTRONIC VOTING)

Keynote Speaker(s) + Additional Panellists

#### 11.00-12.00

Alberto MARCHI  
Partner Mc Kinsey  
Javier ORMAZABAL  
President and CEO of Ormazabal

#### 12.00-13.15 LUNCH

#### EURELECTRIC AWARDS

#### 13.15

#### INTRODUCTION

Johannes TEYSSEN  
(Incoming) President of EURELECTRIC  
CEO of E.ON AG

#### INDUSTRY AWARD

Paul BULTEEL  
European Electricity Ambassador for EURELECTRIC

#### STUDENT AWARD

William S. KYTE, OBE  
Senior Advisor, Climate Change, E.ON UK

AUDIENCE INVOLVEMENT IN PANEL DISCUSSIONS.  
FEEDBACK THROUGH ELECTRONIC VOTING.



MATIAS ALONSO

JOHANNES TEYSSEN

HANS TEN BERGE

JEAN-FRANÇOIS CIRELLI



WOLFGANG ANZENGRUBER

ØYSTEIN LØSETH

LORD JOHN MOGG (TBC)

JOHANNES TEYSSEN

# DAY 2 – SESSION 4

## ENERGY LEADERS' FORUM: CEO DEBATE

TUESDAY 4 JUNE 2013

14.00 ▶ 15.30

Chairman & Moderator  
N.N.

### KEYNOTE SPEECH

14.00 DRIVERS FOR INNOVATION IN THE ELECTRICITY BUSINESS

**Matias ALONSO**  
Global Managing Director,  
Utilities Industry Group – Accenture

### PANEL DEBATE (INTRODUCED BY ELECTRONIC VOTING)

Keynote Speaker + Additional Panellists

14.20 - 15.20

**Johannes TEYSSEN**  
(Incoming) President of EURELECTRIC  
CEO of E.ON AG

**N.N.**  
Vice President of EURELECTRIC

**Hans TEN BERGE**  
Secretary General of EURELECTRIC

**Jean-François CIRELLI**  
President of EUROGAS

**Wolfgang ANZENGRUBER**  
CEO of Verbund AG

**Øystein LØSETH**  
CEO of Vattenfall

**Lord John MOGG (TBC)**  
CEER President

15.20 CONCLUSIONS

**Johannes TEYSSEN**  
(Incoming) President of EURELECTRIC  
CEO of E.ON AG

15.30 END OF CONFERENCE

AUDIENCE INVOLVEMENT IN PANEL DISCUSSIONS.  
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## WELCOME COCKTAIL & GALA DINNER

Welcome cocktail – Sunday 2 June

### Palazzo Pepoli: Museum of the History of Bologna

The Museum of the History of Bologna is housed within the Palazzo Pepoli, the ancient residence of one of the most important families of medieval Bologna.

The result of many architectural extensions and interventions begun in the 14<sup>th</sup> Century and not completed until 1723, the building is outwardly an austere fortress, while its interior is a stately mansion.

The museum tells the story of the history of the city and its inhabitants from the Etruscans to the present day, offering a sequence of exhibition units built around key episodes, symbolic figures, anecdotes and cross-cutting themes.

Gala Dinner – Monday 3 June

### Palazzo Re Enzo

Located in the heart of medieval city centre of Bologna, one of the best preserved in Europe, Palazzo Re Enzo dates from the 13<sup>th</sup> Century and has a rich and illustrious history. It has been a seat of justice under the City State, the residence of the Podestà or city governor and of the Captain of the People. The Palazzo was named after Enzo, Emperor Frederick II's son, who was captured by the Bolognese at the battle of Fossalta and imprisoned here for the rest of his life. The story goes that his imprisonment was worthy of a king however,

The presentation of these contents is made through a combination of objects, images and multimedia elements.

Over two hundred works and objects on display come from the collections of the Carisbo Foundation, while the remainder have been loaned by other city museums.

The Museum is the expression of the very best in Italian design. The exhibition was designed and set up by the world-famous architect and designer Mario Bellini, winner of 8 “Compasso d’Oro” awards, while the graphic design was the work of the architect Italo Lupi, who represents excellence in Italian graphic design.

and that Enzo spent many pleasant hours in the company of nobles reading poetry and enjoying the finer things of life.

Today Palazzo Re Enzo is a prestigious venue, perfect from every point of view: the historical and artistic value, the architectural beauty and the magnificent position overlooking the magical Piazza Maggiore. Palazzo Re Enzo combines the fascination of the past with the convenience and comfort of a renovation project at the technological leading edge.

Kindly offered by





## PRACTICAL INFORMATION

### Registration Fees & Payment

- ▶ Registration fee: €1,650.00 + €346.50 (21% VAT) = €1,996.50
- ▶ EURELECTRIC Members\* Registration fee: €1,400.00 + €294.00 (21% VAT) = €1694.00
- ▶ Reduced Registration Fee\*\*:

€950.00 + €199.50 (21% VAT) = €1149.50

EU officials and journalists are welcome to participate free of charge.  
(Online registration is required for all participants)

#### IMPORTANT NOTE

VAT on Italian conferences is charged at 21% of the overall fee.  
It is obligatory for all participants from all countries to pay this.

\* For all National Association members (incl. their members), Affiliate Members & Business Associate Members.

\*\* For Candidate Countries (Croatia, Turkey, Serbia & the Former Yugoslav Republic of Macedonia), Academics & Government Officials

### Further Details

#### CONFERENCE VENUE

Piazza Costituzione,  
4/a – 40128,  
Bologna

To register for the conference and for all practical information, including a description of the pre-conference tours, numerous social activities and recommended hotels, please visit the conference website ([www.eurelectric.org/Bologna2013](http://www.eurelectric.org/Bologna2013)) or contact Emily O'Leary or Anne-Marie Rego at [eoleary@eurelectric.org](mailto:eoleary@eurelectric.org) or [amrego@eurelectric.org](mailto:amrego@eurelectric.org) respectively.



## BECOME A BUSINESS ASSOCIATE MEMBER!

### WHAT BENEFITS?

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- ▶ Authoritative documentation and publications, ...

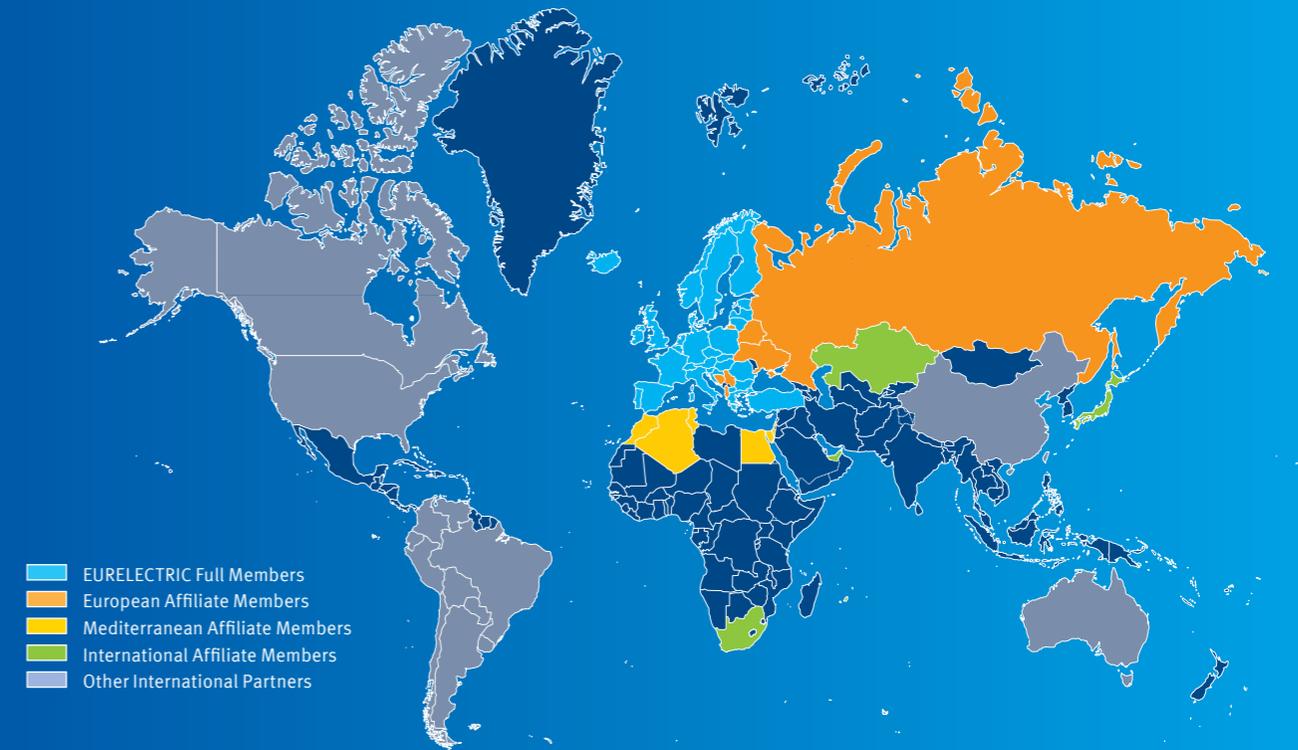
### WHO WE ARE?

- ▶ A pan-European Electricity Industry Association
- ▶ Core membership in 32 European countries
- ▶ European and International Affiliates and Associates worldwide
- ▶ Business Associate members from a variety of sectors including:  
 Electrical equipment manufacturing and supply | Energy trading |  
 Energy software products and services | Management consulting | Banking & finance



contact person:  
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## EURELECTRIC in Brief



EURELECTRIC represents the common interests of the electricity industry at pan-European level. Our current members represent the electricity industry in over 30 European countries, including all EU member states. We also have affiliates and associates on several other continents.

Our well-defined structure of expertise ensures that input to our policy positions, statements and in-depth reports comes from several hundred active experts working for power generators, supply companies or distribution network operators (DSOs).

We have a permanent secretariat based in Brussels, which is responsible for the overall organisation and coordination of EURELECTRIC's activities.

# EURELECTRIC ANNUAL CONVENTION & CONFERENCE

# 2014 LONDON UNITED KINGDOM

Hosted by:



Union of the Electricity Industry - EURELECTRIC

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