

Media release

## Green power marketing: the mass market breakthrough

The second European Conference on Green Power Marketing in St. Moritz

A differentiated product offering is a key strategic factor for companies looking to succeed in today's liberalised electricity markets, and electricity generated from renewable resources is becoming an increasingly important component. There is growing demand for so-called green power, not just from private households, but from municipal and large commercial and industrial consumers too. This demand is being accelerated by the entry of the large European energy traders, and all market participants have been surprised at how quickly wholesale trading in green power has established itself over the last year.

The second European Conference on Green Power Marketing, to be held in St. Moritz on 5 and 6 September 2002, is *the* forum where the industry meets to exchange information and debate the issues involved in trading and marketing electricity generated from renewable resources.

Internationally recognised electricity industry, marketing and scientific experts will join energy policymakers and NGO representatives to talk about the latest developments and prospects for the green power markets worldwide. They will reveal ways for market players to successfully meet the new challenges they face.

Now the industry no longer views green power marketing as a mere exercise in image-building. Now recognised as the key to very significant new markets, it necessitates the targeted, customer-oriented use of the whole range of available marketing instruments.

The conference is unique in Europe. In a total of five sessions, top experts from nine countries will look into topical issues ranging from international perspectives and trends, strategy and management, and products and pricing policy to customer requirements and communications instruments, sharing their practical experiences at the forefront of the industry.

This year's programme focuses on two current issues in particular: the arrival of the large European energy traders on the green power markets – especially in certificate trading – and the best strategies for companies seeking to firmly establish green power marketing as an integral component of their management strategy.

St. Moritz is definitely the place to be if you want to hear first-hand what the key considerations are, and what mechanisms are needed to ensure that green power marketing works in the medium to long term.

Steeped in tradition, St. Moritz offers a unique atmosphere for an outstanding international green power marketing conference featuring experts from nine different countries. Not only this, but the Swiss mountains are an ideal location for generating solar and wind energy as well as a great source of hydroelectric power.