



# EUROPEAN CONFERENCE GREEN POWER MARKETING

5<sup>TH</sup> EUROPEAN CONFERENCE ON GREEN POWER MARKETING 2007

## Stepping stones to significant market shares for renewables

The European forum for market players and decisionmakers in the renewable energy industry

### PROGRAMME

13 and 14 September 2007

Lausanne, Switzerland

#### Programme features

- Policies and market deployment initiatives: get the latest from the stakeholders
- Market trends and experiences: from support schemes to market experiences
- Switzerland: opportunities in a changing framework
- Instruments and infrastructure requirements: how to make the market work
- Supply and demand: aspects of a growing market

#### Target audiences

- Electricity production companies, trading companies and public suppliers:
  - Executives
  - Marketing, sales, trading and purchasing managers
- Large electricity consumers
- Policymakers and public authorities
- Consultants, NGOs and researchers
- Industry associations and the specialist media

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# Energy industry companies: 50% renewables in 50 years?

## How renewable energy can gain significant market shares



Dr Devrim Yetergil  
Managing Director

The energy issue – from climate change, secure energy supply, electricity market liberalisation and price volatility to supply bottlenecks – is right back at the top of Europe's political agenda. More than ever, people are realising the huge importance of guaranteeing a sustainable supply of energy. The three 20% targets set by the European Commission are courageous and show the way forward. The energy industry has discovered renewables as a business area in its own right and is seeking to achieve a level of 50% within 50 to 60 years.



Dr Stefan Nowak  
Programme Coordinator

The Stern Report commissioned by the UK government pinpointed climate change and its global economic implications as the most glaring failure of the market thus far, and put a figure on the resulting costs. Carrying on with political and economic business as usual will cost us much dearer than if we take prompt and effective measures. A growing number of politicians, business leaders and consumers are seeing that we have to take action, and that this action will come at a certain cost.

In recent years the green power market has matured and become more liquid. Instead of having only models and studies to fall back on, we now have concrete experience: successful approaches have been taken, obstacles have been dealt with, and the necessary requirements and instruments have been put in place. So very good progress has been made. But there's a great deal to be done if green power is at some point to make a substantial contribution to a sustainable energy supply. The target of the European Union of 12% by 2010 will probably not be achieved without some difficulty, and it remains important to have a long-term political framework.



Hans Meister  
Conference Management

The next decade will be crucial in terms of the development of the market. Alongside massive expansion in the green power segment there will be growing demand for electricity, investment in upgrading generation capacity, general expansion in the grid and, not least, the ongoing transition from a supported to a free market – a transition from subsidies to fluctuating energy exchanges and OTC markets. Support schemes will run out, while at the same time certain renewable energies will become competitive.

What challenges and opportunities will this mean for the green power market? How can the supported facilities be transferred to the market? What frameworks and instruments are necessary to ensure that the market can play a growing role in sustainable energy production in Europe? How can we build on our experience so far to systematically develop the market? How will supply and demand for green power evolve? These are just some of the questions that the *5<sup>th</sup> European Conference on Green Power Marketing*, to be held in Lausanne on 13 and 14 September 2007, will look into.

The conference organisers warmly invite you to this extraordinary European forum, and hope that you will take this opportunity to gain new insights and engage in lively discussion with the industry experts!

**We look forward to seeing you in Lausanne on 13 and 14 September 2007!**



# From models to established markets: Policies and developments

Increasing competitiveness within necessary political frameworks

Thursday, 13 September 2007

From 8.45 a.m. **Registration and welcome coffee**

9.30 a.m. **Welcome**

Devrim Yetergil, Managing Director of Green Power Marketing GmbH, Zurich, Switzerland

Stefan Nowak, Managing Director of NET Nowak Energy & Technology Ltd., St. Ursen, Switzerland

9.40 a.m. **Market integration of renewables**

Hans E. Schweickardt, CEO of EOS Holding, Lausanne, Switzerland

- Maximising the share of renewables in the European electricity supply
- From production subsidies to market-based mechanisms
- One internal renewables market

## SESSION 1: Policies and market deployment initiatives

10.00 a.m. **The role of green power in Switzerland and in Europe**

Walter Steinmann, Director of the Swiss Federal Office of Energy, Bern, Switzerland

- Status and potential of renewable energy and green power in Switzerland
- Innovative energy suppliers
- Labelling (nature-made)
- Feed-in tariff versus voluntariness – the limits in terms of marketing green power
- Position of the Confederation on green power
- Green power and energy efficiency

10.20 a.m. **European Commission: the new energy strategy**

Fabrizio Barbato, Deputy Director-General for Energy, Directorate-General for Energy and Transport, European Commission, Brussels, Belgium

- Targets 2020
- Instruments and programmes

10.40 a.m. **IEA implementing agreement on renewable energy technology deployment (RETD)**

Hans Jørgen Koch, Deputy State Secretary, Danish Energy Authority, Ministry of Transport and Energy, Copenhagen, Denmark

- Rationale behind the implementing agreement
- The need to bridge the gap between R&D and deployment
- The main drivers of RE deployment
- The need for unbiased scenarios reflecting the potential of RE

11.00 a.m. **Coffee break**

11.30 a.m. **Renewable energy as a business case**

Pierre-Guy Thérond, Vice-President for Technologies, EDF Energies Nouvelles, Paris, France

- Market scenarios and trends, developments in renewable energy
- Renewables taken seriously – short, medium and long-term targets and consequences

11.50 a.m. **Competitiveness of renewables**

William Gillett, Head of Unit, Executive Agency for Competitiveness and Innovation (EACI), European Commission, Brussels, Belgium

- The role of policy support and market forces
- The IEEA programme

## Thursday, 13 September 2007 (continued)

### 12.10 p.m. **Integrating renewables in Europe's electricity market**

Gwyn Dolben, Head of European Affairs, Association of Electricity Producers, London, United Kingdom, and Chairman of WG Energy Policy, Eurelectric

- Renewables in the energy policy mix
- Support system design
- Overcoming obstacles to renewables

### 12.30 p.m. **Reflection and discussion**

### 12.45 p.m. **Lunch**

## **SESSION 2: Market trends and experiences**

### 2.00 p.m. **Status of discussions on support schemes and future developments**

Mario Ragwitz, Head of Renewable Energies, Fraunhofer Institute for Systems and Innovation Research ISI, Karlsruhe, Germany

- Status of achievements of EU RES-E Targets

### 2.20 p.m. **Feeding-in of wind power in Germany: step-by-step integration into the wholesale market**

Ben Schlemmermeier, Executive Director of LBD Beratungsgesellschaft mbH, Berlin, Germany

- Grid access: priority for wind power
- Growing market value of wind power in the German wholesale market
- Expectations of the EEG (renewable energy legislation) amendment: direct marketing by the transmissions system operator or by the operator of the wind power facility

### 2.40 p.m. **Marketing of renewable energy on the exchange: a step towards competition**

Josef Werum, Managing Director of in.power GmbH, Mainz, Germany

- A new platform for marketing renewable energy
- Moving towards the virtual power plant: exchange-traded electricity from EEG facilities
- The virtual power plant: networking independent producers

### 3.00 p.m. **Market integration of renewables: expiry of support for most small hydro facilities in France**

Alain Moissonnier, Director of Grid Connection and Energy Valorisation, SERHY Société d'Etudes et de Réalisations Hydroélectriques, Larnage, France

- The feed-in tariff system for small hydro in France
- Small hydro facilities in France
- Different possible buying solutions for small producers

### 3.20 p.m. **Promoting renewable energy in the Scandinavian countries**

Hans Petter Kildal, Head of Large Customer Sales Norway, Fortum Markets AS, Sarpsborg, Norway, and Chairman Working Group Demand Side, RECS International

- Overview of the support systems in Scandinavian countries: current status and experiences
- Industry standard for energy declaration of electricity supplies with GoO: implications and initial experiences
- Promoting renewable energy: what's the next step?

### 3.40 p.m. **Renewable energy in Italy: opportunities and threats**

Paolo Girino, Head of Business Development, Rezia Energia Italia S.p.A., Milan, Italy

- The development of renewable energy in Europe, focus on Italy
- Business opportunities in Italy
- Key success factors

### 4.00 p.m. **Reflection and discussion**

### 4.20 p.m. **Coffee break**



**SESSION 3: Switzerland – opportunities in a changing framework**

Moderation: **Beatrice Müller**, News Editor and Presenter, Tagesschau, Swiss Television, Zurich, Switzerland

4.50 p.m. **Electricity disclosure: evaluation of the Swiss case**

**Christian Schaffner**, Expert on Energy Supply, International Energy Affairs, Strategy and Policy Division, Swiss Federal Office of Energy, Bern, Switzerland

- Electricity disclosure in Switzerland: a government view
- Developments in the near future

**Beat Brunner**, Project Leader, Landert Farago & Partner, Zurich, Switzerland

- How private households perceive disclosure
- Difficulties with electricity accounting and approaches to resolving them
- The composition of the Swiss power mix

5.10 p.m. **The Swiss solution for GoOs: a state-of-the-art European solution**

**Thomas Tillwicks**, COO Commercial Grid Management, swissgrid ag, Laufenburg, Switzerland

- Swissgrid: the issuing body for Swiss GoOs
- Swiss GoOs: an important instrument for meeting disclosure requirements
- GoOs as a key component of the future RE support system in Switzerland

5.30 p.m. **Renewable support mechanisms in the framework of market liberalisation**

**Michael Kaufmann**, Head of the SwissEnergy Programme and Deputy Director of the Swiss Federal Office of Energy, Bern, Switzerland

- The Swiss solution for support mechanisms
- Implementation
- Impact on the voluntary market

5.50 p.m. **Swiss companies: ambitious strategies for renewables?**

Round table

**Raymond Battistella**, CEO of SIG Services Industriels de Genève, Le Lignon, Switzerland

**Bruno Hürlimann**, Head of Sales and Marketing, ewz (Zurich Municipal Electric Utility), Zurich, Switzerland

**Michael Kaufmann**, Head of the SwissEnergy Programme and Deputy Director of the Swiss Federal Office of Energy, Bern, Switzerland

**Antonio M. Taormina**, Head of Energy Southern/Western Europe, Atel Aare-Tessin Ltd. for Electricity, Olten, Switzerland

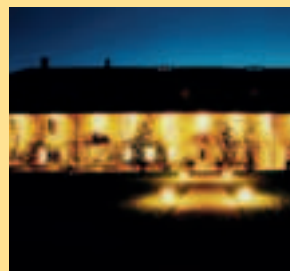
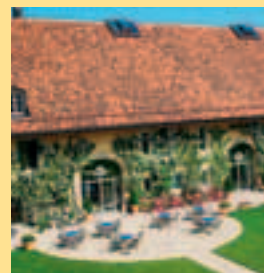
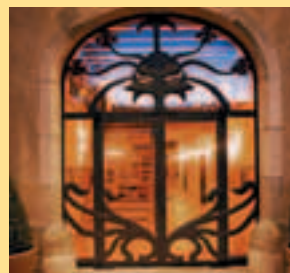
**Pierre-Alain Urech**, CEO of Romande Energie SA, Morges, Switzerland

6.50 p.m. **Reflection and discussion**

7.30 p.m. **Dinner**

EOS invites you to a dinner in a unique setting, as much for its historical value as for its stunning scenery. At 20 minutes from Lausanne, *Portes des Iris*, a 16<sup>th</sup> century farm house turned event venue, will offer you first-class catering and perfect views on the Swiss Alps.

Enjoy an exclusive evening in outstanding surroundings – the ideal opportunity to spend an enjoyable moment and forge new business contacts.



# Instruments for a liquid market: seize the opportunities!

What are the paths to success?

Friday, 14 September 2007

## SESSION 4: Instruments and infrastructure requirements

8.30 a.m. **The regulators view on renewables, electricity supply, climate change & market liberalisation**

Christian Schönbauer, Head of Eco-Energy, Energie-Control GmbH, Vienna, Austria

- Trends and barriers
- Subsidy programmes versus market development

8.50 p.m. **Renewable energy and grid security**

Jan Vorrink, Manager at TenneT TSO BV, Arnhem, Netherlands

- General consequences of renewables for grid security
- Wind energy is the most relevant issue for grid security
- The European Wind Integration Study (EWIS): findings and recommendations

9.10 a.m. **Integration of GoOs into a European tracking standard for electricity**

Christof Timpe, Head of Energy and Climate Division, Institute for Applied Ecology, Freiburg, Germany

- The role of GoOs in electricity disclosure
- Double counting problems in national and cross-border use of GoOs
- Increasing reliability in the market with a European tracking standard

9.30 a.m. **The GoO as an interface between national support systems**

Peter Niermeijer, Secretary General of RECS International (Renewable Energy Certificate System), Utrecht, Netherlands

- A stepwise approach towards an internal market for RES-E
- Introducing an internal market while maintaining national support systems
- Redemption of GoO for target counting

9.50 a.m. **Reflection and discussion**

10.10 a.m. **Coffee break**

## SESSION 5: Supply and demand – aspects of a growing market

10.40 a.m. **Latest developments in green power trading**

Ralph Baumann, Head of Environmental Trading, EOS, Lausanne, Switzerland

- Development of volumes and prices
- Regulatory impact: disclosure, promotion schemes, etc.
- Structuring green wholesale trades

11.00 a.m. **Optimising revenues from renewable energy facilities by utilising emission certificates**

Marcello Balasini, Asia Pacific Regional Manager, Factor Consulting + Management AG, Zurich, Switzerland

- EU CO<sub>2</sub> emissions trading: what are the options for direct and indirect support?
- Alternatives for operators of renewable generation facilities: solar, wind, biomass & geothermal energy
- The impact of renewables on the equilibrium of the emission rights market

11.20 a.m. **Efficiency for renewables: renewable peak power production and energy storage solutions**

Pierre Bénaros, CEO of Electricité de Marseille SA, Sophia Antipolis, France

11.40 a.m. **Bringing buyers and sellers together**

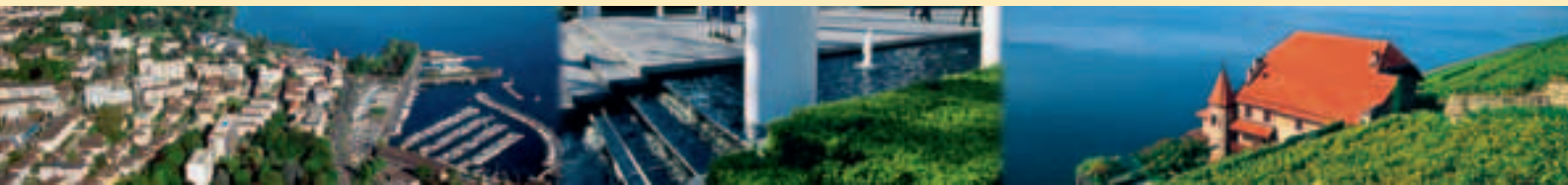
Christophe Jurczak, Director Renewable Energy, POWEO, Paris, France

- Why put renewable energy in the portfolio of an integrated energy operator – and how?  
Perspectives on the French market
- Specific schemes for solar power and bioenergy

12.00 noon **The end-user perspective: why companies across Europe are switching to green power**

Diana Profir, Project Manager Green Power Market Development Group – Europe, World Resources Institute, London, UK

- Reviewing the business case for using renewable energy



## Friday, 14 September 2007 (continued)

François Houin, Michelin Corporate Environment Director, Manufacture Française des Pneumatiques MICHELIN, Clermont-Ferrand, France

- Michelin's partnership approach in developing renewable energy projects at European facilities

John Harris, Project Leader IKEA Goes Renewable, IKEA, Helsingborg, Sweden

- IKEA goes renewable – successes, challenges and shortages

12.30 p.m.

### **Green power for municipalities**

Jean-Yves Pidoux, Municipal Councillor and Director of the Industrial Services of the City of Lausanne, Lausanne, Switzerland

- Selling green power successfully
- How to sell power and help consumers save energy
- Urban policy, environmental views, financial framework

12.50 p.m.

### **Reflection and discussion**

1.10 p.m.

### **Closing statements**

Stefan Nowak, Managing Director of NET Nowak Energy & Technology Ltd., St. Ursen, Switzerland

1.20 p.m.

**Lunch**, with local wines courtesy of the City of Lausanne

## WORKSHOPS

2.30–4.30 p.m.

### **A. Cooperation models for new production facilities**

Christian Saul, Executive Director of GreenStream Network GmbH, Hamburg, Germany

- Raising capital and structuring green power plants
- Evaluation of the green & carbon benefits for partners
- Selection criteria for a sustainable partnership

2.30–4.30 p.m.

### **B. Transition to the market – opportunities of power exchanges and trading for renewables: approaches, necessary steps, and obstacles**

Ben Schlemmermeier, Executive Director of LBD Beratungsgesellschaft mbH, Berlin, Germany

Martin Baumert, Executive Director of EWE NaturWatt GmbH, Oldenburg, Germany

Direct marketing within the framework of the amended German EEG energy legislation

2.30–4.30 p.m.

### **C. Integration of renewables into the internal market**

Claes Hedenström, Regulatory Affairs and Market Development, Vattenfall Trading Services, Stockholm, Sweden, and President of RECS International

- Challenging 2020 targets: can national schemes continue without introducing internal market features?
- How can measures like cross-border trade and consumption targets be introduced for existing schemes?
- Possible solutions, e.g. allowing imports to partly contribute to fulfilling national targets

2.30–4.30 p.m.

### **D. The Swiss GoO system**

Lukas Groebke, Project Manager, swissgrid ag, Laufenburg, Switzerland

- Benefits of using the Swiss GoO system
- Overview of the main procedures
- Live presentation of the Swiss GoO web application

4.30 p.m.

### **Farewell coffee**

## A key meeting point in unique surroundings: The green power fringe programme

Approx. 8.30 a.m.– **Saturday, 15 September 2007**

4.00 p.m. **Visit to Grande Dixence**

EOS invites you to an exclusive tour of Grande Dixence at 2,365 metres above sea level. At a height of 285 metres Grande Dixence is the tallest gravity dam in the world, and with a length of 700 metres it forms an impressive terrace with fabulous views of the Val des Dix.

# Fax registration: +41 (0)43 322 05 59

5<sup>TH</sup> EUROPEAN CONFERENCE ON GREEN POWER MARKETING 2007

13 and 14 September 2007, Lausanne, Switzerland

## Organisation

Green Power Marketing GmbH  
Weberstrasse 10, 8004 Zurich, Switzerland

Meister Consulting GmbH, Gustav-Nachtigal-Strasse 25  
67434 Neustadt a. d. Weinstr., Germany

## Registration and information

Tel.: +41 (0)43 322 05 56, Fax: +41 (0)43 322 05 59  
info@greenpowermarketing.org, www.greenpowermarketing.org

## Conference language

English, with simultaneous German and French translation.  
Workshops will be held either in English (without simultaneous German translation) or in German (with simultaneous English translation).

## Conference fee

EUR 1,590 plus VAT per person. The conference fee includes admission to the two-day conference, conference documentation (including the presentations), refreshments during breaks and beverages, two lunches, an evening event including dinner and drinks and the visit to Grande Dixence. The cost of overnight accommodation is not included. 10 % discount if you book by 30 July 2007: You pay only EUR 1,430 plus VAT.

## Conference venue

Beau-Rivage Palace \*\*\*\*\*  
Place du Port 17-19  
1000 Lausanne 6  
Switzerland



## Plan



## Room reservation

The conference hotel *Beau-Rivage Palace* and the adjacent *Hotel Angleterre* are holding a limited number of rooms until **13 August 2007**. Please book your room **as soon as possible** with the hotel by fax using the hotel registration form, keyword: *European Conference on Green Power Marketing 2007*. **The hotel registration form can be downloaded from [www.greenpowermarketing.org](http://www.greenpowermarketing.org).**

*Beau-Rivage Palace*: [www.brp.ch](http://www.brp.ch)

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- Yes, I would like to make a binding registration to attend the 5<sup>th</sup> European Conference on Green Power Marketing, 13 and 14 September 2007 in Lausanne, Switzerland.**
  - Dinner:** Yes, I will be attending the dinner on 13 September 2007.
  - Workshops:** Yes, I will be attending a workshop on 14 September 2007, 2.30–4.30 p.m. Please choose one of the four workshops:
    - Workshop A:** Cooperation models for new production facilities
    - Workshop B:** Transition to the market – opportunities of power exchanges and trading for renewables
    - Workshop C:** Integration of renewables into the internal market
    - Workshop D:** Presentation and use of the Swiss GoO system
  - Visit to Grande Dixence:** Yes, I will be attending the visit to Grande Dixence on Saturday, 15 September 2007.
- Please register me for the electronic **newsletter**.
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- Comments:**

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### Your details

Once we have received your registration we will send you an e-mail confirmation and an invoice by post. Please transfer payment of the conference fee within 14 days of receiving your printed invoice. You may cancel your registration with no charge (in writing only) up to four weeks before the start of the conference; thereafter half of the conference fee will be charged. If you fail to attend or cancel your registration within five working days of the start of the conference, you will be charged the whole conference fee. However, you may transfer your registration to

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### Terms of participation

another person (please inform us in writing if you do so). **The conference management reserves the right to change the programme.**

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# Your chance to debate with leading renewable energy experts

## Meet the speakers

**Marcello Balasini** is head of the Asia-Pacific division at Factor Consulting + Managing AG. Over his career, he has been involved in several projects linked to the EU ETS and JI/CDM schemes with particular focus on China and Africa. In his current position, Balasini has overseen the creation of a portfolio of ten million carbon credits (10M CERs). Mr Balasini is an environmental engineer with a postgraduate degree in business management and economics.

**Fabrizio Barbato** has a background in law. Since 1976 he has occupied a number of leading positions in several directorates of the European Commission. He was working in the Directorates-General for Internal Market and Industrial Affairs (now Industry), for External Relations, as well as for Agriculture and for Enlargement. Barbato currently acts as deputy director-general for energy in the Directorate-General for Energy and Transport, where he is in charge of EU energy policy coordination.

**Dr Raymond Battistella** is CEO of Services Industriels de Genève, the largest multi-utility in Switzerland. For many years he worked with a major American-based multinational oil corporation as vice-president in charge of business development activities throughout Europe. He has a background in chemical engineering and holds a PhD in chemistry and physics.

**Ralph Baumann** has been responsible for environmental markets at EOS since 2003. He started his career at VDEW in international relations and power trading regulation, before joining TXU Europe Energy Trading as senior business analyst responsible for long-term power price forecasting and market analysis. Ralph holds a degree in economics and business administration, and is a CFA charterholder.

**Dr Martin Baumert** is executive director of EWE NaturWatt GmbH, a subsidiary of EWE AG, which since 1998 has relied exclusively on renewable sources in electricity production. He is also head of the VDEW renewable energy/decentralised power generation project group. Baumert was a member of the German Bundestag, working as a consultant to the study commission on the protection of humanity and the environment.

**Pierre Bénaros** is CEO of Electricité de Marseille. A process engineer, he started his professional career managing biomass power plant projects. He worked for 15 years on energy development, quickly moving on to thermodynamic solutions. At the moment he is developing a low-temperature process for a solar power plant. Bénaros heads the PEAKER technology research team on energy storage technology.

**Beat Brunner** is an engineer and social scientist; he has been an associate of Landert Farago & Partner since 2004. After a first degree in engineering, followed by several years as a researcher and lecturer at ETH Zurich, Brunner enrolled in political science and sociology at the University of Zurich. His most recent projects deal with energy sources and consumption in private households, as well as federal research concepts in Switzerland.

**Gwyn Dolben** was educated at the universities of Cambridge, York and Bradford. After working for Siemens UK, Framatome and the Department of Trade and Industry, he joined the UK electricity industry in 1983. He has since held a number of management posts in electricity companies and the industry trade association. In May 2003 Dolben became head of European affairs at the Association of Electricity Producers. He also chairs Eurelectric's energy policy working group.

**Hans-Heiri Frei** has a degree in electrical engineering. After graduating from ETH Zurich in 1995, Frei joined Siemens Switzerland AG, where he was to be involved in several projects on product development over the following ten years. In 2004 he received a postgraduate degree in engineering and business administration. Since 2006 Frei has worked in the renewable energies and services division at swissgrid ag, leading projects on Swiss GoOs and the revised Swiss energy law.

**Dr William Gillett** is a unit head at the European Commission's Executive Agency for Competitiveness and Innovation (EACI). He leads a team of renewable energy specialists that tackles non-technological and market barriers to the deployment of renewable energy. Before moving to EACI, Gillett was based at the European Commission's Directorate for Energy and Transport, where he helped to manage the research programme on sustainable energies. He has a background in engineering.

**Paolo Girino** has an MSc in aerospace engineering from Politecnico di Milano. After working for Saipem (Eni Group) in Italy and the US, he spent four years at McKinsey & Co. In 2002 he joined Enel as group commodity risk manager, and, one year later, also took responsibility for energy management control activities. He joined Rezia Energia Italia in 2004 as head of business development to support growth in power generation at thermal and renewable power plants.

**Lukas Groebke** finished his studies in informatics, meteorology and geography in 1999. He graduated as an Executive Master of Business Engineering Management from CIM Center in Muttentz in 2004. Since 2006 he has worked for the Swiss transmission system operator swissgrid ag. As IT project manager, he is responsible for renewable energy and balance management projects. Implementation of the Swiss GoO System also falls within his domain.

**John Harris** trained as a geologist before working for BP, Elf and TXU in oil, natural gas and electricity exploration, production, transport and trading. When he first joined the home furnishing company IKEA in 2004, he was responsible for reducing the organisation's electricity costs worldwide. Since January 2007 he has been in charge of IKEA's efforts to reduce consumption and increase the share of renewable energy at all sites.

**Claes Hedenström** studied engineering physics and human ecology. He has experience in energy efficiency projects and sales throughout Europe. After a three-year term as green portfolio manager and trader at Vattenfall in Stockholm, Hedenström joined Vattenfall Trading Services in 2004 to work in regulatory affairs. Hedenström is a member of working groups on the disclosure system, and since 2004 has been president of RECS International.

**François Houin**, a graduate of the Ecole Supérieure de Chimie Industrielle in Lyon, France, joined Michelin in 1976. After years as quality manager for different plants in France, Italy and Germany, Houin was appointed chief quality officer of Michelin's European Truck Tire Division in 1996. Since 2002 he has been in charge of the group's strategic planning process, and in 2005 also took on responsibility as Michelin's corporate environment director.

**Bruno Hürlimann** is a member of the executive board of ewz, and since 1997 has headed the market and customers division there, dealing for the most part with end-consumer business, energy services and telecoms. Following a degree in electrical engineering from ETH Zurich, he held several positions in the Swiss electrical industry, including ten years in sales and marketing for high-voltage switchgear in Southeast Asia at BBC/ABB.

**Christophe Jurczak** is director for renewable energy at POWEO, a leading independent energy operator in France. After graduating from the Ecole Polytechnique, he gained a PhD in fundamental physics in 1996. From 2002 to 2006 Jurczak headed the department of renewable energy at the French Ministry of Industry. He has been French representative to the IEA's Renewable Energy Working Party and the Renewable Energy Technology Deployment Implementing Agreement.

**Michael Kaufmann** has a degree in agricultural engineering from ETH Zurich. Formerly a journalist, development planner and consultant, he has extensive knowledge in the fields of energy, transport, environment, development planning and agriculture. Since August 2004 he has worked for the Swiss Federal Office for Energy as vice-director and head of the SwissEnergy programme.

**Hans Petter Kildal** has a masters degree in environmental and bio-science, and a degree in energy analysis. An experienced expert of the Nordic power market, he has extensive knowledge on environmental issues related to energy consumption, GoOs and energy declaration. Kildal joined RECS International in 2000, and in 2006 took on responsibility as manager of their Norwegian team. In the same year, he became head of large business customers Norway at Fortum Markets AS.

**Hans Jörgen Koch** has counselled, attended and guided institutions and governmental bodies on matters of energy policy, technology and research for more than 30 years. A law graduate, he started his career in 1973 at the Danish Ministry of Industry, Trade and Shipping, and, through various assignments and position, arrived at his current post as deputy state secretary in the Danish Ministry of Transport and Energy. Koch has strong personal and professional ties to the IEA.

**Alain Moissonnier** has a postgraduate degree in electrical engineering from INP Grenoble. As head of operations for EDF main substations, he was working in the Jet Joint Undertaking in the UK, and later in the EDF international department. He then joined the network development division of Gaz de France, EDF Production. Since 2002 Moissonnier has worked for SERHY in connection with grid problems and the valorisation of hydropower.

**Beatrice Müller** is a trained journalist and since 1984 has been working in the Swiss media. After several years at different radio stations and magazines, Müller joined SF, the Swiss national television, in 1996. One year later she was to become the face of the "Tagesschau", the Swiss evening news. Müller is both a presenter and an editor at SF.

**Peter Niermeijer** has been active in the field of renewable energy for more than 25 years. He has worked for private consultancies and EnergieNed, the Federation of Energy Companies in the Netherlands. At present he is employed by Eco-fys, a leading consultancy in the field of renewable energy with offices throughout Europe. Niermeijer is the author of the Green Label System, which has been operational in the Netherlands since January 1998. He is founder and secretary general of RECS International.

**Dr Jean-Yves Pidoux** holds a PhD in sociology and anthropology. He was professor at Lausanne University (chair in epistemology, culture and knowledge sociology) until 2006, when he assumed office as municipal councillor and director of the utilities department of the City of Lausanne, Services Industriels Lausanne. This move capped a political career that in 2002 saw him take a seat on the cantonal parliament of Vaud as a representative of the Green Party.

**Diana Profr** has managed the Green Power Market Development Group – Europe since 2005. Convened by the World Resources Institute and The Climate Group, this partnership aims to build a coherent European green power market for corporate energy users. Prior to her current post, Profr worked at Enron as an energy consultant and in various roles from origination and business development to risk assessment and control.

**Dr Mario Ragwitz** is head of renewable energies at Fraunhofer ISI, among other things responsible for developing optimum promotional strategies for renewable energies and modelling energy systems with renewable sources in the European Union. He holds a PhD in Physics and studied at the universities of Düsseldorf, Waterloo and Heidelberg. Ragwitz is project coordinator of a number of research projects, e.g. of the official EU project analysing the renewable energy development in the EU-27 member states until 2020.

**Christian Saul**'s background encompasses export and carbon financing, project development in renewable energy, equity

research, corporate finance, asset management, business development and financing for leading corporations such as PricewaterhouseCoopers and HVB Group. He has conducted pioneering work in the fields of financing biogas, offshore wind, landfill gas and solarthermal energy, as well as national (carbon) offset projects in Germany and climate change projects.

**Dr Christian Schaffner** got his PhD from ETH Zurich in 2004, where he researched the economic assessment of new technology in liberalised electricity markets. After postdoctoral studies at the University of Texas in Austin, he joined the Swiss Federal Office of Energy in the international energy affairs, strategy and policy division. He is responsible for financing the additional costs of renewable energy, the disclosure of electricity and GoO for electricity.

**Ben Schlemmermeier** joined LBD-Beratungsgesellschaft mbH in 1989, and has been an executive partner since 1991. At LBD, he is responsible for two sections: energy and emissions, and expansion. The energy section focuses on wholesale markets and products, price prognoses, power plants, and grid access and usage. The expansion section focuses on M&A consulting, corporate restructuring, corporate finance, as well as project finance and development.

**Christian Schönbauer** is head of the renewable energy and cogeneration department at Energie-Control GmbH, the Austrian electricity and gas regulatory authority. He is responsible for monitoring and controlling Austria's renewable energy targets and supervising the national support scheme for renewable energy. Schönbauer also works as an advisor to the Austrian Ministry of Economic Affairs.

**Hans E. Schweickardt** holds degrees from ETH Zurich (engineering), Stanford, and Insead in Fontainebleau. Between 1970 and 1989 he worked for BBC/ABB in various executive positions, and from 1989 to 1992 for Habasit AG as member of the executive board. He joined Atel Aare-Tessin Ltd. for Electricity in 1992 as a member of the executive board and head of the electricity trading division. In 1999 he joined EUREX and was member of the executive board of the European Energy Exchange until 2002. He has since been CEO of EOS Holding (Lausanne).

**Dr Walter Steinmann** holds a PhD in socioeconomics from Constance University. After terms as cabinet business development delegate, first in Basel-Land, later in Solothurn, he came to head the Office for Employment and Economic Affairs of the canton of Solothurn. In this position, from 1994 to 2001, Steinmann launched different technology and business promotion initiatives including the Swiss Technology Award. Since 2001 he has been director of the Swiss Federal Office for Energy.

**Antonio M. Taormina**, a graduate in mathematics from ETH Zurich, started his career in the nuclear power industry, working for the Swiss Federal Institute for Reactor Research and the Nuclear Assurance Corporation. Between 1987 and 1998 he was involved in R&D and cross-border research coordination at VSM. In 1998 Taormina became general manager of Maggia and Blenio Kraftwerke AG in Locarno. Since 1999 he has been head of energy Southern/Western Europe and executive board member at Atel Aare-Tessin Ltd. for Electricity.

**Dr Pierre-Guy Thérond** has a background in engineering and material physics, and holds a PhD from the Scientific, Technological and Medical University of Grenoble. For most of his professional career, Thérond was affiliated with EDF, working in their different R&D divisions. As vice-president for technologies at the newly founded EDF Energies Nouvelles, he has been guiding since 2007 the group's efforts to expand beyond wind energy in the renewables sector. Thérond is also vice-president of RECS International.

**Thomas Tillwicks** is COO of commercial grid management and member of the executive board at swissgrid ag. After a degree in electrical engineering from Technical University Berlin and several years at different energy companies in the German capital, Tillwicks moved to Swiss-based Atel Aare-Tessin Ltd. for Electricity in 1991. A two-year term as COO of commercial grid management at ETRANS AG from 2005 to 2006 brought him to his current position.

**Christof Timpe** is the head of the energy and climate division at Oeko-Institut, a leading environmental research institute in Germany that he joined in 1993. Timpe has a background in electrical engineering. He has led several European and national research projects on the integration of sustainable energy technologies into energy markets. He has also worked on projects for the European Commission and several ministries and national agencies in Germany.

**Pierre-Alain Urech** has been member or chairman of the boards of almost a dozen utilities in Switzerland. A civil engineer with degrees from ETH Zurich and Lausanne, Urech has pursued a career in the energy sector over the last 20 years, including a period with the Swiss Federal Railways. Since 2004 he has been CEO of Romande Energie SA, an electricity provider in the Swiss canton of Vaud with an extensive portfolio of renewables.

**Jan Vorrink** has a BSc in civil and environmental engineering from Alkmaar Polytechnic and an MBA from Kingston University. Since the start-up of the Dutch certificate scheme in 2001, he has been involved in its design and operation as a project manager and as the head of CertiQ. He is now part of the management team of the systems and balancing business unit of TenneT TSO BV.

**Josef Werum** is co-owner and managing director of in.power GmbH; he also works as an independent energy consultant and holds a teaching position for renewable energy and energy management at the University of Applied Science Darmstadt. After more than 10 years in the electricity industry, Werum went self-employed to found in.power in 2006. His last position was CEO of the green energy supplier NATURpur Energie AG.

# Experience, knowledge and success

## The speakers



Marcello Balasini



Fabrizio Barbaso



Raymond Battistella



Ralph Baumann



Martin Baumert



Pierre Bénaros



Beat Brunner



Gwyn Dolben



Hans-Heiri Frei



William Gillett



Paolo Girino



Lukas Groebke



John Harris



Claes Hedenström



François Houin



Bruno Hürlimann



Christophe Jurczak



Michael Kaufmann



Hans Petter Kildal



Hans Jørgen Koch



Alain Moissonnier



Beatrice Müller



Peter Niermeijer



Jean-Yves Pidoux



Diana Profir



Dr Mario Ragwitz



Christian Saul



Christian Schaffner



Ben Schlemmermeier



Christian Schönbauer



Hans E. Schweickardt



Walter Steinmann



Pierre-Guy Thérond



Antonio M. Taormina



Thomas Tillwicks



Christof Timpe



Pierre-Alain Urech



Jan Vorrink



Josef Werum

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