

ENERGY USERS' SEMINAR

Irish energy market forum

prices • purchasing • management

Thursday 7th October 2010

crowne plaza hotel

santry, dublin



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Irish energy market forum

Energy Ireland, in association with the Irish Institute of Purchasing and Materials Management (IIPMM) is running a one day seminar examining key aspects of the Irish energy market and, in particular, how market developments impact on the large energy user sector. The objective of the seminar is to give those involved in buying and managing energy an understanding of the key drivers in energy prices, their impact on businesses and organisations and how energy can be managed more efficiently within organisations in order to reduce the final energy bill.

Impact of market developments on large users

Over the past number of years there has been a strong focus on issues around gas and electricity prices, especially for the large energy user sector. 2008 in particular saw oil prices fluctuate from over \$140 per barrel in the middle of the year to just under \$40 per barrel by December. Fortunately prices now seem to have stabilised with the cost of industrial electricity for large energy users in Ireland decreasing by 24% in 2009, significantly reducing the gap between prices in Ireland and the European average. Similarly, Irish industrial gas prices are now 14% below the European average. However in its recent report 'Cost of Doing Business in Ireland 2010' Forfás concludes that "recent price falls are unlikely to be sustained as they are largely due to the steep decline in global fuel prices (gas and coal) and temporary subsidies which are to be phased out by the end of 2012".

With the experts predicting that prices may not remain at this level, it is important that those with a role in purchasing and managing energy within their organisations, particularly in the large energy user sector, have an understanding of where energy prices may be heading and also how to prepare now by implementing plans to purchase and manage energy more efficiently. This seminar will examine the impact of energy market developments on the energy user sector and also provide some guidance and best practice case studies on effective energy purchasing and management.

Key issues examined in the seminar programme will include:

- ✓ Drivers and effects of high energy prices
- ✓ The regulatory framework for energy prices
- ✓ Guide to purchasing energy efficiently
- ✓ Managing carbon price risk
- ✓ Developments in the wholesale gas market
- ✓ Case studies on energy management in business and industry.

Managing the impact of supply disruption

A key feature of this year's seminar, will be a session examining how large energy users in particular can plan for and mitigate against energy supply disruption. Following the severe winter of last year, early 2010 saw a number of 'gas balancing alerts' issued by the UK National Grid where power firms and large industries were asked to cut back on their gas consumption for a short time as demand reached near record highs. A number of expert speakers will address the seminar outlining how large users should prepare for such an eventuality and delegates will also hear from EirGrid and Gaslink on how they manage the impact of electricity and gas supply disruption on their customers.

Energy Ireland Yearbook

Each delegate will receive a copy of the Energy Ireland Yearbook 2010 which has a practical guide to the energy purchasing process. The *Energy Ireland Yearbook Buyers Guide* details an eight step guide to purchasing energy in the Irish market. The Yearbook has also a chapter that looks at the efficient use of energy and energy sustainable technologies such as renewable energy and CHP.



seminar programme

Session one:

Energy prices overview and outlook

09.00 *Chairman's welcome and introduction*
Des Crowther, Chief Executive Officer
Irish Institute of Purchasing and Materials Management

Understanding gas and electricity prices in Ireland
Martin Howley, Energy Policy Statistical Support Unit
Sustainable Energy Authority of Ireland

The regulatory framework for energy prices
Cathy Mannion, Director
Electricity Networks & Retail
Commission for Energy Regulation

Assessing the economic impact for Ireland of high oil and gas prices
Dr Andrew Kelly, Managing Director
AP EnvEcon Limited

10.15 Questions & answers / Panel discussion

10.30 Morning coffee / networking break

Session two:

Examining energy market developments

11.00 *Managing carbon price risk in an uncertain world*
Will Blyth, Associate Fellow
Energy, Environment & Development Programme
Chatham House

New developments in the wholesale gas market: A supplier's perspective
David Strahan, Managing Director, Phoenix Energy Ltd

Taking an innovative approach to energy procurement and managing energy price risk
Ger Fullam, Managing Director, KORE Energy

Examining energy market developments: A look ahead
Neil Walker, Head of Energy & Environment, IBEC

12.30 Questions & answers / Panel discussion

12.45 Seminar lunch

Session three:

Energy resilience forum: Mitigating against energy supply disruption

14.00 *Energy resilience for large users*
Michael Gilbert
Energy Resilience expert

Managing the impact of supply disruption on electricity customers
Marie Hayden, Manager
Power System Operational Planning, EirGrid

Managing the impact of supply disruption on gas customers
Liam Hearne, Technical Manager, Gaslink

14.45 Questions & answers / Panel discussion

15.00 Afternoon coffee / networking break

Session four:

Minimising the impact of high energy prices on business and industry

15.15 *Reducing energy costs and consumption in the commercial sector*
Paul Boylan, Head of Facilities
Citi (2009 SEAI Energy Awards winner)

Taking a proactive approach to effective energy procurement
Joss O'Connor, Group Purchasing Manager, Celtic Linen

Implementing energy management programmes
Tom de Lása, Engineering & Energy Manager,
Xerox (Europe) Ltd (2009 SEAI Awards Winner)

16.00 Questions & answers / Panel discussion

16.15 Chairman's summary and seminar close

expert speaker panel



Paul Boylan is the Country Asset Head for Citi Realty Services in Ireland. Paul has been with Citi for nearly 12 years. In his current position, Paul is responsible for all premises related activities surrounding real estate, project management, environmental management, engineering services, building operations and all facilities related activities for the Citi Ireland portfolio. Paul has played a major part in the delivery of key construction, engineering and environmental initiatives/projects during his time with Citi. In 2009 Paul won the "Outstanding Energy Manager of the Year (small/medium user)" award at the annual SEAI Energy Awards.



William Blyth has worked for 15 years on energy and climate change policy. He is a Visiting Research Fellow at London Business School, Associate Fellow of Chatham House, and Director of Oxford Energy Associates, an independent research company. His work includes analysis of policy frameworks for delivering secure energy supplies within a context of transition to a low-carbon economy, focussing in particular on the impact of risk and uncertainty in energy-sector investment decision-making. He has previously worked at the International Energy Agency, the European Environment Agency and AEA Technology.



Des Crowther is Chief Executive Officer of the Irish Institute of Purchasing and Materials Management. Des has over twenty years experience in the financial services sector in Ireland. He has worked in various management roles at ICS Building Society (a subsidiary of the Bank of Ireland Group) and was Operations Manager with Scottish Legal Life Assurance Society, responsible for the Irish operations. Prior to his present appointment he spent five years as Director of the Irish Association of Pension Funds. Des is an MBA graduate, Chartered Secretary and a qualified accountant.



Ger Fullam has worked in the energy industry for over 20 years. He is a graduate of Trinity College and holds an MSc in Business Management. As Managing Director of Kore Energy he has worked closely with major energy users in the UK and Ireland in developing market leading energy procurement and risk management strategies and is responsible for managing an energy portfolio of over €250 million on behalf of clients.

Michael Gilbert is an energy and emergency arrangements expert who has provided support to both industry and government in the UK and Ireland. Michael has held a number of senior management roles in National Grid including Head of System Control and Head of Emergency Planning. He has developed the Natural Gas Emergency Plan for the Republic of Ireland with Bord Gáis Networks and the National Emergency Plan - Gas & Electricity for Great Britain with DECC.



Marie Hayden assumed the position of Manager of Power System Operational Planning in EirGrid in May 2008, having previously held a number of roles in EirGrid and ESB National Grid. She has over 15 years experience in power system operation, planning, construction and market design, and spent five years as a shift controller in the National Control Centre. Her current responsibilities include generation and transmission outage scheduling and emergency planning. She is an engineering graduate of University College Dublin, where she is currently studying a Masters in Engineering Management.



Liam Hearne has extensive experience in the natural gas industry. His experience, spanning some 25 years, encompasses pipeline stress analysis; project management; distribution operations; design of transmission pipelines and Above Ground Installations; materials specification; pipeline integrity and safety. Liam is the Gaslink representative on technical related industry committees both at a national and European level.



Martin Howley manages the Sustainable Energy Authority of Ireland's Energy Policy Statistical Support Unit. Based in Cork, the Unit has a lead role in developing and maintaining comprehensive national and sectoral statistics for energy production, transformation and end use, including energy prices. He has worked for 30 years in various energy related roles in the antecedents of SEAI from IIRS through Eolas, Forbairt, Enterprise Ireland and the Irish Energy Centre.



Dr Andrew Kelly is Managing Director of AP EnvEcon Limited, a specialised research consultancy offering integrated decision support services in relation to economic and environmental policy. AP EnvEcon draws on the expertise and professionalism of a core team and network operating at the leading edge of international research and policy development. Andrew has over 10 years experience in the field with particular focus on climate, air and transport modelling and policy.



Cathy Mannion is Director of the Electricity Networks and Retail Division at the Commission for Energy Regulation. This division oversees the economic regulation and development of the electricity networks (transmission and distribution) as well as approving charges for access to the networks and resolving disputes in the area of network connections. She also has responsibility for licensing electricity suppliers and regulating the end user prices charged by the public electricity supplier to end customers.



David Strahan is a Chartered Accountant and joined Phoenix Natural Gas Ltd in 2003, after working for PricewaterhouseCoopers. He was appointed to the Board of Phoenix Supply Ltd in December 2006 and has ultimate responsibility for supplying gas to the company's c.130,000 customers. In addition, he is also Managing Director of Phoenix Energy Ltd, a company supplying natural gas in the Republic of Ireland. David also sits on a number of governmental advisory bodies.



Dr Neil Walker recently moved from the Sustainable Energy Authority of Ireland to take up a position as Head of Energy and Environment Policy within IBEC. He has more than 25 years of senior management, consulting and research experience across a range of industries and regulatory bodies. Neil holds postgraduate degrees in chemical engineering, business studies and environmental economics.

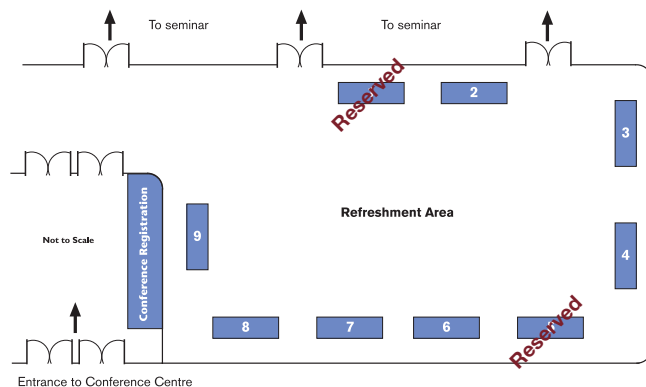
Exhibition opportunities at the seminar

There are a limited number of excellent opportunities to exhibit at the Irish energy market forum. In addition to attendance by many of Ireland's energy buyers and managers the conference attracts delegates from many of the main players in the Irish energy sector, including policy-makers and other key decision-makers.



For further information contact Eileen Donaghey at Energy Ireland Tel: +353 (0)1 661 3755.

Exhibition Plan



Seminar registration form

(please complete in block capitals)

I wish to:

- Reserve** _____ places at the **Irish energy market forum**
Delegate fee **€295**
Fee includes documentation, lunch and other refreshments served during the seminar and is payable in advance. Fee does not include accommodation or travel.
- Concessionary delegate fee €265**
For members of IIPMM
- Receive delegate documentation pack**
Documentation pack **€95**
If you are unable to attend the seminar but wish to receive copies of the documentation, please tick the box, complete the registration form and return it to bmf with your cheque. Documentation will be presented in an attractive ring-binder format and dispatched immediately following the seminar.

Personal details

Name (Mr/Mrs/Miss/Ms/Dr): _____

Job title: _____

Organisation: _____

Address: _____

Contact telephone: _____

Email: _____

Payment options

- I enclose a cheque for € _____
Payable to 'bmf Business Services'
- Please invoice me
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Name of card holder _____

Signature _____

Expiry date _____

(Please provide card billing address if different from company address)

Cancellations / substitutions

For those unable to attend, a substitute delegate may be sent at any time for no additional charge. Alternatively a refund will be given for cancellations received in writing, by fax or letter, up to 14 days prior to the seminar, less an administration charge of 25%. Regrettably no refunds can be made after that date.

Who should attend the Irish energy market forum?

This seminar will be of interest to all those with a role in energy purchasing and/or energy and environmental management across industry and commercial sectors. Also, those supplying goods and services to large energy users. Attendees will include:

- Energy / environment managers
- Purchasing professionals
- Public sector / commercial facilities managers
- Energy supply companies
- Policy-makers and regulatory officials
- Renewable energy sector
- Engineering / technical managers
- Buildings managers
- Equipment suppliers
- Production managers
- Engineering contractors
- Energy consultants
- Legal and financial advisors
- CHP developers

Benefits of attending

Delegates attending the Irish energy market forum will gain an understanding of:

- The key energy price drivers
- The regulatory framework for gas and electricity prices
- Managing carbon price risk
- Developments in the wholesale gas market
- Strategies for effective energy procurement
- How to mitigate against energy supply disruption

Other ways to book...



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