

ENERGY IRELAND®

energy users seminar

prices • reducing costs • market developments

Thursday 6th October 2011

crowne plaza hotel

santry, dublin



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energy users seminar

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.

Understanding energy prices

The price of energy is an important consideration for businesses at all levels, impacting on the country's rate of inflation and on overall competitiveness. Final energy prices in Ireland have been subject to fluctuations over the past couple of years in global oil prices: from a low of \$34/barrel in late December 2008 to a peak of \$127/barrel at the start of May 2011. With electricity generation in Ireland reliant on internationally traded fuels such as gas and oil (as well as coal), these fluctuations in fuel prices have a significant impact on final energy prices paid by customers.

SEAI's research has shown that in the 12 month period to the end of 2010 electricity prices fell for large business customers, with decreases ranging from over 10% for large consumers to around 3.6% for medium to small consumers. Prices did, however, face upward pressure in the second half of the year, and rose slightly faster than in the rest of the EU. Gas prices also rose, particularly during the second half of 2010, with price increases ranging from around 8% for large consumers to 27% for medium to small consumers. These price rises were higher than those experienced across the EU but prices in Ireland remained below the EU average for all business customer levels.

A key feature of the energy users seminar will be an exploration of the factors impacting upon final energy prices paid by customers. By understanding the drivers in energy prices, companies and organisations can be better placed to develop appropriate responses and strategies to mitigate against the effects of fluctuating prices on their business operations.

Gas market developments

One of the most significant factors in final electricity prices is developments in the global gas market. Gas prices are expected to be driven by determinants such as world economic growth, shale extraction, LNG developments and carbon policies. Understanding the changes in the international gas market will help provide some insight into the future direction for final energy prices. The seminar will be addressed by Graham Freedman from Wood Mackenzie who will explore many of these issues and examine their commercial implications. A key development in the Irish gas market is the Common Arrangements for Gas project and delegates will hear an update on the programme for implementation of the project.

European Energy Efficiency Directive

The European Commission has recently agreed to a new set of proposals, under the Energy Efficiency Directive, to step up member states' efforts to use energy more efficiently at all stages of the energy chain, from the transformation of energy and its distribution to its final consumption. There will be a dedicated session at the seminar, examining the proposals contained in the Energy Efficiency Directive and particularly how they will impact upon the large energy user sector.

Key issues examined in the seminar programme will include:

- ✓ Overview of gas and electricity prices in Ireland
- ✓ Drivers and effects of high oil prices
- ✓ The outlook for the oil and gas market
- ✓ Developments in the international gas market
- ✓ Looking ahead to Phase III of the EU Emissions Trading Scheme
- ✓ Preparing for the Energy Efficiency Directive.

Energy Ireland Yearbook

Each delegate will receive a copy of the Energy Ireland Yearbook 2011 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 also has 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 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

Oil and gas market outlook

Dr Leo Drollas, Centre for Global Energy Studies

Taking an innovative approach to energy procurement

Ger Fullam, Managing Director, KORE Energy

Questions & answers / Panel discussion

10.30 Morning coffee / networking break

Session two:

Energy market developments

11.00 *Irish gas market developments*
Keelin O'Brien, Manager, Gas Networks Operations
Commission for Energy Regulation

*The evolving global gas market and the future of gas supply:
Examining the commercial implications*

Graham Freedman, Senior Analyst, European Gas & Power
Research Team, Wood Mackenzie

EU Emissions Trading Scheme: Overview of Phase III

Dr Ken Macken, Programme Manager
Environmental Protection Agency (*invited*)

*Operating within the EU ETS: The large energy user
experience*

Dermot Doran, Energy Manager, Pfizer Ireland

Questions & answers / Panel discussion

12.45 Seminar lunch

Session three:

Examining the impact of the European Energy Efficiency Directive for energy users

14.00 **PUBLIC SECTOR BUILDINGS OBLIGATION** *Cutting energy use in commercial and public buildings*
Kevin O'Rourke, Head of Energy Demand Management, Sustainable Energy Authority of Ireland

ESCOs *The role of Energy Services Companies (ESCOs) in increasing energy efficiency*

Mark Coyne, Technical Director, Dalkia

CHP *Achieving energy efficiency savings in industry through Combined Heat and Power (CHP)*

John Curley, General Manager, Clarke Energy

SMART METERS *Cutting energy use: The smart metering initiative*

Denis O'Leary, Head of Sustainability & Systems, ESB Networks

Questions & answers / Panel discussion

16.00 Chairman's summary and conference close

expert speaker panel



Mark Coyne joined Dalkia Ireland as Technical Director in May 2006 with responsibility for energy services, health & safety and helpdesk services. Previous to this, he spent 13 years with ESB International as key account manager and in various project management and commercial roles within the power plant engineering division. He is a chartered electrical engineer with post graduate diplomas in project management and leadership/management.



John Curley is the General Manager of Clarke Energy Ireland a market leader in decentralised power generation, combined heat and power, green energy, waste treatment solutions and distributor of gas engines. John qualified as a Marine Engineer and has over 25 years experience in the international oil & gas and power generation sectors, in positions ranging from field engineering through project management and sales to business management.



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.



Dr Leo Drollas is Director and Chief Economist at the Centre for Global Energy Studies, where much of his research centres on issues around oil prices. Leo read economics at the London School of Economics and subsequently worked in London at the Commodities Research Unit before joining British Petroleum as the company's first econometrician. At BP he managed the energy and economic modelling team and was responsible for many studies on various aspects of the oil market. Whilst at BP, Leo Drollas was seconded for two years to the Confederation of British Industry, where he held the post of Deputy Director of Economics.



Graham Freedman is a Senior Analyst in Wood Mackenzie's Gas and Power research team, providing market insight to many European energy market participants. Graham joined Wood Mackenzie in 2006 as a Senior Managing Consultant within the company's European Gas & Power consulting practice. Graham has worked in the energy business for 30 years; 15 years with BG and 15 years in energy consulting with Wood Mackenzie, Global Insight and Purvin & Gertz. He has broad experience in providing consultancy advice throughout the gas chain and beyond. This includes assignments covering natural gas, LNG, power generation and oil products. He has worked on assignments in Europe, Asia-Pacific, the Middle East and the United States.



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.



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.



Keelin O'Brien is a mechanical engineer with a Masters degree in Business Administration. She has over twenty years experience in the energy industry mostly gained in the ESB before joining the Commission for Energy Regulation nine years ago. Her experience spans all aspects of the electricity business from generation to supply and distribution and she has significant expertise in renewables, energy efficiency and demand management. Since joining the CER she has worked on a range of regulatory issues in the gas and electricity sectors and is currently manager of Gas Networks Operations.



Denis O'Leary has recently taken up the position of Head of Sustainability and Systems with ESB Networks, with specific responsibility for ESB's Smart Networks, Smart Metering, IT and Telecoms strategies. Denis is also ESB's representative on the Eureka Smart Grids Committee, and is a member of EPRI's Distribution Executive Committee on Intelli Grids. Denis graduated with a degree in Electrical Engineering from UCC in 1980, and joined the Electricity Supply Board (ESB). In his time with ESB, Denis has served in a number of positions mostly in distribution and transmission networks planning and construction. Denis was appointed Networks Operations Manager for ESB Networks in 1997 and as Head of Asset Management and Regulation in 2003.



Kevin O'Rourke is head of the Sustainable Energy Authority of Ireland's Energy Demand Management team. He leads a set of programmes centred on implementing key elements in the National Energy Efficiency Action Plan, principally in the business and public sectors, and covering both new build and retrofit actions. Previously he was head of SEAI's Built Environment team, which included the establishment of building energy rating in Ireland. Most of his career has been in the fields of energy efficiency, renewable energy and environmental protection. He previously worked in government technology and development agencies, in industry, academic research and the European Commission, and was formerly chairman of the Energy – Environment Division and member of the Executive of Engineers Ireland.

Sponsorship opportunities available

There are still a small number of available sponsorship opportunities at this seminar. Sponsorship can be an excellent way of raising profile and highlighting products and services to the large energy user and energy sector professionals who attend the seminar each year. For further details contact Sandra Bolan on +353 (0) 1 661 3755 or email sandra@energyireland.ie

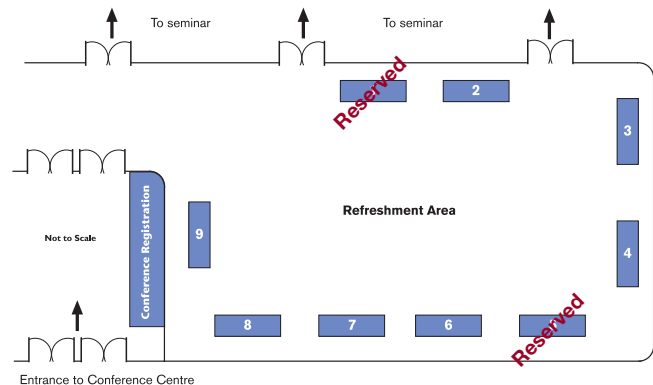
Exhibition opportunities at the seminar

There are a limited number of excellent opportunities to exhibit at the energy users seminar. 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 or email eileen.donaghey@energyireland.ie

Exhibition Plan





Energy Ireland

Clifton House, Lower Fitzwilliam Street, Dublin 2
Tel: +353 (0)1 661 3755 Fax: +353 (0)1 661 3786

www.energyireland.ie