Office franco-allemand pour
la transition énergétique (OFATE)

# Seminar

Direct marketing of wind power:
A discussion on German experiences

## Thursday, June 15th, 2017

EPEXSPOT
5 Boulevard Montmartre
75002 Paris

The seminar is organized with the kind support of EPEX SPOT and takes place in its offices.

**The seminar will be held entirely in English.**

## SEMINAR PROGRAM

9:15: Introductions & welcome

9:45: Beginning of the seminar

18:00: End of the seminar

The program includes coffee breaks as well as a lunch break at EPEX SPOT's offices.

## SEMINAR CONTENT

### 9:45: Beginning of the seminar

**Custom-made background knowledge on electricity market and trading**
*Simon Göß, Expert Market Intelligence Energy Brainpool*
Framework in a liberalised market
Intraday, Day-Ahead and Futures Market (OTC or energy exchange)
Factors influencing the electricity price

**Direct marketing with the market premium model in the EEG Law 2017**
*Simon Göß, Expert Market Intelligence Energy Brainpool*
The market premium model
Other direct marketing schemes
Specific price effects linked to wind power
The market for direct marketing at a glance (market leaders, market structure, typical offer, competitive advantage)
The opportunities and risks of direct marketing
Particularities of wind power direct marketing
Revenue opportunities at different levels of the value creation chain

### 13:00 – 14:00: Lunch break

**Marketing renewables on EPEX SPOT**
*Kora Toepfer, Regulatory & Public Affairs Officer, EPEX SPOT*
The European Power Exchange: role of EPEX SPOT
Participating in the Day-Ahead coupled auction
Adjusting on the continuous Intraday market
A new challenge: direct marketing of renewables
Experience with integration of RES into the market

**Wind energy production forecast, online data and remote control**
*Dr. Ulrich Focken, Managing Director, energy & meteo systems*
The role of forecasting for direct electricity trading
Production forecasting: information base, online data and remote control
Monitoring of wind power generation

**Discussion with a European energy aggregator**
*Tobias Heyen, Head Direct Marketing, EWE Trading*
Tasks and responsibilities of an aggregator in Germany
Type of contracts and marketing models
Risk allocation between contract partners
Typical day in renewables optimisation

**From feed-in tariffs to market premia : impacts on project financing**
*Nils Driemeyer, Head of Origination International, HSH Nordbank*
Transition between FIT and market premium schemes in Germany
Risk and cost analysis in the context of direct marketing
Impact on project financing

### 18:00: End of the seminar