



# Seminar

Direct marketing of wind power  
A discussion on German experiences

**Thursday, May 4<sup>th</sup>, 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**

*Angela Pietroni, Senior Manager, 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**

*Angela Pietroni, Senior Manager, 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**

*Charles Bourgault, Key Account Manager, 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 and O&M monitoring**

*Tobias Heyen, Head Direct Marketing, EWE Trading*

The role of forecasting for direct electricity trading

Production forecasting: information base, display and reporting, maintenance

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**

*René Kautz, Senior Vice President, 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