European Utility Week

Connecting the smart community

3-5 October 2017 | Amsterdam, The Netherlands

www.european-utility-week.com
Going beyond best practice

Shaping the future we need and want, lies in an integrated approach to our energy infrastructure - a fully integrated and interconnected electricity system and market in Europe. A vision that goes beyond regional efforts and spans to include all key players in the smart energy ecosystem.

European strategy to achieve a smooth transition towards a low carbon energy supply is at the heart of everything we do at European Utility Week. This is reflected throughout the event from the exhibition; where we work with the most valuable solution providers; to addressing the key business challenges in the Summit programme.

The event is a business, innovation, networking and information platform and is seen by the industry as their terrain. They use the event as their annual meeting place to thrash out strategies and do business to help drive efficiencies in meeting their sustainable development goals.

They even help identify the themes reflected in the Summit programme and the key enablers from the industry who can help orchestrate this change. It is the strategic hub for key industry leaders to speak about industry challenges and determine the right policy, technology and business models to achieve a more sustainable future for all.

Place yourself at the forefront of the energy revolution and mark your agenda for an essential and inspiring 3 days of strategy, innovation and knowledge exchange.

"European Utility Week is THE meeting place for the entire smart energy community from utilities, network operators, vendors, large energy consumers, consultants, startups and system integrators covering every facet of the smart energy value chain."

Paddy Young, Group Director, European Utility Week
This is why you need to be at EUW

**NETWORKING & BUSINESS EVENT:**
- Meet over 480 utilities who come to do business
- Gain exposure to the experts and decision makers from within the industry
- Take advantage of the many business opportunities during the event from referrals to partnerships or demo requests for your service or product
- Expand your industry knowledge and talk to your utility peers who may have a different perspective on the industry
- Maximise the opportunity to learn from your peers and their experiences within the industry
- Get noticed and build upon your own reputation within the industry

**WHO YOU CAN EXPECT TO MEET:**
Decision makers and experts from utilities, network operators, vendors, consultants, startups and system integrators covering the entire smart energy value chain including:*  
- International smart utility delegations  
- European and international governmental bodies  
- European and international associations  
- (Renewable) Energy producers, transmitters, retailers, traders, and aggregators  
- Commercial & large energy users  
- Press, analysts, startups, students

*FOR A FULL LIST PLEASE CLICK HERE

A global network of 150,000 smart energy professionals

**Utility delegations attending EUW include:**
- Tokyo Electric Power  
- PGE Energia Odnawialna S.A.  
- ENGIE  
- EnBW  
- Wiener Stadtwerke Holding AG  
- Southern California Edison  
- Pacific Gas & Electric  
- Kosovo Electricity Distribution and Supply Company  
- AlbGaz  
- Georgian State Electrosystem  
- GRTgaz  
- Acciona Energy  
- Sharjah Electricity and Water Authority  
- TenneT TSO  
- Thames Water  
- National Grid  
- MARAFIQ Power & Water Utility Company for Jubail & Yanbu  
- Elenia Oy  
- AS Augstsprieguma tikls  
- Neas Energy A/S  

...and many more

*FOR A FULL LIST PLEASE CLICK HERE

“I often wish that there was a possibility of doing the event twice, once for the meetings and once for the presentations!”

Jessica Stromback, Chairman, Joule Assets Europe AB

Follow us: @EUW_live and be part of the discussion by using #EUW17 | www.european-utility-week.com
This is what you can do at EUW

The Summit looks to highlight strategic themes causing shifts in the utility business. Designed with the objectives of our community in mind, this high level knowledge sharing programme features four key themes crucial for your business to achieve a fully integrated and interconnected electricity system.

ATTEND THE SUMMIT:

- C-level strategic programme – strategy and vision from high level industry experts sharing their industry insights
- 3-day key networking and matchmaking moments with industry experts and your utility peers
- Innovative technologies and strategies showcased
- Which business model will prevail? - Different models presented and challenged!
- Policy focused discussions and regulation obstacles – The latest rules of the game
- Industry focused insights & future thinking solutions for and by industry leaders

"The programme looks to champion innovative solutions to key themes and challenges and invites those expert speakers from government, industry and business to share and advocate their solutions."
Florence Coullet, Content Director for European Utility Week

JOIN US! CLICK HERE FOR YOUR 3-DAY SUMMIT PASS

WALK THE EXHIBITION:

- Over 12,000 international smart utility experts visiting
- 600 international companies showcasing solutions
- Key networking and social engagements scheduled
- Innovations and technologies displayed
- Free to attend Hub Session programme highlighting 9 key topics
- 14 country pavilions featuring regional best practice
- 4 free to attend co-located events
- Special programmes, demos, awards, pitches and meetings guaranteed

"The exhibition is where you meet with, network amongst and do business with the right buyers and suppliers from the smart utility sector."
Farid Soebrati, Commercial Director for European Utility Week

JOIN US! CLICK HERE FOR YOUR FREE EXHIBITION PASS
Your guide to surviving the energy transition

The Summit sessions are crucial for your business highlighting 4 key themes, inviting expert speakers to give you insight into the future of the industry and challenging everything you thought you knew about your industry.

The Summit programme includes the following tracks:

**T&D - The Intelligent Grid**
A must attend track looking at flexibility to describe the Smart Grid and the rules and regulations needed to achieve it. Hear from energy sector strategists including: Senior Utility Executives, European Commission Policy Officers, Local Regulators, Aggregators and Academics – talking about: How the new smart and green Energy Grid will evolve and be financed.

**Retail**
A highly relevant track about how retail as we know it, will become obsolete and transform itself into a customer friendly service providing market. Hear from energy sector strategists including: Senior Business Executives, Blockchain Enthusiasts, Senior Level Smart Metering Experts and Prosumer Associations discussing the uncertain future of this sector.

**Sustainable & Smart City**
A compelling track looking to expose 3 main trends changing the Sustainable City landscape including: Changing business models; the Impacts of IoT, E-mobility and Managing a Data Economy, and exploring how the future Smart City is transforming and the strategic decisions needed to lead us there. Hear from leading market strategists including: City Leaders, Decision Makers, City Energy Managers and Senior Utility Executives highlighting all angles relevant to this transformation.

**Digitalisation**
Here's your chance at a glimpse into the future of what the energy sector could look like! How the flow of data through smart devices and with the help of IoT, will transform the energy market in ways we can only imagine. Hear from energy sector strategists including: Senior Utility Executives, IT Architects, Data Analysts and Digital Transformation Officers - talking about: The impact of data shaking up the energy industry.

Expert speaker list:

- **Christian Buchel**
  Deputy CEO of ENEDIS and Chairman of EDSO

- **Blanca Losada**
  CTO of Gas Natural Fenosa and CEO of Gas Natural Fenosa Engineering

- **Olivier Grabette**
  Vice CEO RTE

- **Patrick Lammers**
  CEO Essent

- **Dolf Gielen**
  Director Innovation and Technology IRENA

- **Annika Viklund**
  Senior Vice President Vattenfall Distribution

- **António Aires Messias**
  Head of Inovgrid European Agenda Office and Board of Directors Adviser, EDP Distribuição

- **Robert Grüneis**
  Managing Director Wiener Stadtwerke Holding AG

- **António Coutinho**
  Executive Board Member EDP Commercial

- **Timothy Unruh**
  Deputy Assistant Secretary of Renewable Power US Department of Energy
Next level thinking, for next level influencers!

How to position yourself best as a Utility in the new Data Economy?

“Utilities will need to transform into data driven & agile development organizations to be able to take advantage of the emerging opportunities in the current business environment. This year more than ever the EUW Summit showcases some of the best in breed in the industry and the results of their hard work.”
Kaspar Kaarlep, CTO, Elektrilevi. Speaking during the Summit in the Digitalisation track.

Flexibility to allow the New Grid to be more Resilient and business models to grow

“The traditional model of an inflexible energy system with unidirectional electricity flows from power stations to consumers, is giving way to a whole new paradigm. Thanks to digitalisation and new services, a consumer-driven market participation of distributed, flexible and decarbonised energy solutions is picking up speed. We are moving to a smart energy system where demand and supply fully interact.”
Frauke Thies, Executive Director Smart Energy Demand Coalition. Speaking during the Summit in the Retail track.

What are the key players in the Energy Sector doing right now with blockchain? And why does it matter?

“It matters because it will bring enormous efficiency increases and promises to be the grid management solution for a 100% renewables driven world. There is no other technology available that has similar promises and no other event than EUW’17 where so many of the key players are discussing the industry developments.”
Ewald Hesse, CEO & Founder, GridSingularity. Speaking during the Summit in the Digitalisation track.

Is E-mobility a challenge or an opportunity?

“It’s time for the smart new Urban Solutions Providers! I look forward to the discussions at EUW how decarbonisation and digitization can help to meet Cities needs and which role Utilities can play, especially when it comes to e-mobility and how much an opportunity it really is.”
Marie-Theres Thiell, CEO, Innogy Hungary & Senior Vice President Grid Management East/Urban Solution, innogy SE. Speaking during the Summit in the Sustainable & Smart City track.

The Summit programme - discussing key industry challenges

CLICK HERE FOR MORE INFORMATION
Assembly of the minds

Sharing strategy and vision

It is no secret that utilities are currently dealing with immense challenges. European strategy and goals for 2030 and 2050 will enable the transition towards a low carbon energy supply, however with this comes challenges. Emergent new players and distributed generation as well as changing demand patterns are all impacting business models tremendously.

The Opening Keynote during the Summit, on day one of the event, will examine those key strategic themes causing shifts in the utility business model. It will also feature those key enablers from the industry who have been appointed to help orchestrate this change and guide the industry forward.

The Opening Keynote will set the stage for what will come during the strategic Summit across the 3-day programme. The high level opening debate will be a true reflection of the choice of the “consumer”, how to empower people by understanding their energy choices and the shift of ownership in the value chain.

Reserve your seat now for the Official Opening Keynote at European Utility Week - 3 October 2017, Amsterdam.

Electrifying format and inspirational conclusions

This will be the first time ever that the Closing Keynote during the Summit will be open to everyone! Taking place on the Energy Revolution Europe Hub on the exhibition floor, keynote speakers will discuss electrification of the EV market in Europe, integrated smart charging home solutions and e-car sharing.

No business or sector can live off their past glories. New ideas and strategies are needed to give us an edge in our respective fields; this is where the involvement of young, dynamic and creative people is vital.

The Closing Keynote will be your key to hearing the latest solutions happening in the energy landscape by the most influential experts conversing with policy makers from the European Commission on climate change and those students eager to make their mark on the industry.


“The global electricity system stands at a critical juncture in the midst of transition. Whether consumers become empowered to expedite this transition, or resist it, remains an open-ended question. I am excited to take part in the opening keynote of EUW17 to help explore industry perspectives on both transitions and the topic of consumers and prosumers.”

Benjamin Sovacool, Professor of Energy Policy, University of Sussex, Brighton, United Kingdom; Professor of Business and Social Sciences, Aarhus University, Herning, Denmark

“As central players driving forward the energy transition process, DSOs must be in touch with all those that really matter. EUW is definitely one of the best places to do it.”

João Torres, CEO of EDP Distribuição
Agility in energy –
Managing the 4D grid

Our energy system today is completely different from how it was 20 years ago. There have been staggering advances in generation and distribution technology, in the economic viability of renewables and storage, and in energy efficiency. The market is also driven by constantly changing political regulations. New market models and players are entering the scene, and in addition there is a strong desire to keep our planet clean and safe.

Transformation has reached all global markets in varying manifestations. Nevertheless, four core characteristics have emerged as focal points of change: The energy systems of the future will be highly digital, distributed, democratized, and decarbonized. These “4D grids” are testing the capabilities of the traditional players, but they also offer a wealth of new opportunities on the technology and business fronts.

Agility is the key quality required of all participants in the energy ecosystem on a proactive journey towards 4D grids to capitalize on the multitude of opportunities. Agility in energy means openness to business and technology, transparency in all areas of operation, and the right degree of foresight to anticipate future developments. This is the foundation for creating appropriate business models, investing in the best solutions, and finding the right business partners.

A joint new approach is required for technology and energy suppliers to become strong business allies. Cooperation and innovation in future business fields will be essential for executing all action in the 4D grids with a clear focus on the end customer. Software and intelligent grid technology provide significant potential for new consumer-centric offerings in the demand for more advanced and digital services and for a cleaner and more sustainable energy supply.

Ralf Christian
CEO Energy Management Division
Siemens AG

“Let’s take the opportunity at this year’s EUW to identify the most promising approaches together.”

Ralf Christian, CEO Energy Management Division, Siemens AG

Diamond sponsor:
CIED Approved Programme

Commercial and Industrial Energy (user) Days, CIED is a 3-day approved programme to guide commercial and industrial energy users through the most relevant discussions and best practice. The programme offers you the opportunity to meet with all sectors and facilitates discussion towards a new market design.

4 Co-located events

**Energy Revolution Europe Hub Theatre**
- E-mobility taking off
- The prosumer effect
- March of the Renewables

**Intelligent Buildings Europe Hub Theatre**
- Energy in Empowered Buildings
- Financing & Risk Sharing in the Build Sector
- Lightning talks – Commercial Buildings
- Building for People

**Initiate! Hub Theatre**
- Closing session on Electrification

**EMART Energy Conference Area**
- Gas & Power markets in an era of Decentralisation
- Exploring the trends and underlying fundamentals of wholesale energy price formation
- Power price drivers
- Best practices for Commercial & Industrial Energy Users

“The greatest potential for the energy transition remains underexposed in the energy agenda: making the Dutch industry more sustainable. Our factories will have to adapt to a new reality. The energy transition can be the trigger for industrial transition and vice versa.”

Marcel Galjee, Director Energy, AkzoNobel (source: Trouw 17 May 2017)
Our promise to the community

At the heart of European Utility Week lie our utilities and grid operators

We have developed the Summit and Hub Session content collectively with you, our community. The key topics in the programme are all aligned in order to help you facilitate progress within the industry.

It is a collaboration between our utility executives, partners, technology giants, startups and young talent to share, discuss and inspire others with the latest insights from and for the industry.

Utility Programme offers utilities more, for less!

The Smart Utility Plan offers utilities the opportunity to attend European Utility Week for a special rate and bring multiple colleagues, from every department, with them. The plan enables greater networking and business opportunities for every department to engage in 3 days of solution sourcing from the supplier market.

Book a Smart Utility Plan for yourself and 3 colleagues, and bring up to 8 colleagues from different departments to the event for free!

Included in the Smart Utility Plan:
- Up to 12 all access passes to the 3-day Summit area and all the sessions
- Access to over 130 industry recognised speakers
- Access to the exclusive Premium lounge for key peer-to-peer networking moments
- Coffee and lunch breaks
- Access to the exhibition including all the Hub Sessions
- Networking and entertainment receptions and organized special event programmes
- Access to all presentations post event

Rogier Kuttschreuter
Utility & Partner Liaison for European Utility Week

CLICK HERE FOR INFORMATION
Partnering with our community

25,000 utility professionals attend our global events annually to network, collaborate, learn and share best practice. It’s the focus on inclusion and partnerships across every level of the industry that will help to achieve a successful energy transition.

US partner country

Our European utilities have indicated interest in meeting their US counterparts and discussing cleaner and smarter energy, investment and affordability, and the changing role of a customer. As part of our partner country programme and in co-operation with GTM, we will host a delegation of EU utilities to visit the US in June, and will welcome delegations from SEPA and GTM to Amsterdam in October!

To facilitate greater business, networking and knowledge sharing opportunities numerous US companies, US expert speakers and US innovations will be showcased during this year’s event offering solutions to a smooth energy transition.

In partnership with:

Host country

Powered by
Dutch Power: share your Energy Future


“By providing a joined platform we invite all utilities to unite and start forward leaning discussions about new innovations and new technologies to achieve our vision: Sharing knowledge for a brighter future.”

Marko Kruithof, Chairman Dutch Power and Manager Sustainable,Renewing & Innovation at Stedin

“The European utility market is facing massive changes as additional renewable and intertie capacity within and between national electricity markets. As returns at the wholesale level become increasingly uncertain, utilities have refocused investment and resources toward energy services for end-customers.”

Ben Kellinson, Director, Grid Research, GTM Research

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Inspiring the industry with new talent, new talk, new tech

It is impossible to capture in words, the energy and buzz that visitors experience on the exhibition floor. An exhilarating marketplace where over 12,000 visitors seek innovative solutions and business opportunities. The exhibition houses over 600 international exhibitors including startups eager to showcase their unique and technologically advanced products and services. Complementing the extensive range of solutions and pavilions on the exhibition floor, is a 3-day dynamic and engaging Hub Session Programme. The presentations in the sessions offer practical topic-led content involving utility projects and are free to attend for all visitors.

What to expect on the exhibition floor:

**THE EXHIBITION FEATURES:**
- International delegations
- Networking and drinks receptions
- Free Hub Sessions
- Industry specific zones
- Country pavilions
- Live interview sessions
- Demos & Pitches
- Co-located events
- Initiate! Young Talent & Startup award ceremonies
- Initiate! Startup pavilion

**INNOVATIVE SOLUTIONS EXHIBITED DURING THE EVENT INCLUDE:**
- Energy efficiency & Energy services
- Energy trading services
- Energy storage solutions
- Intelligent building solutions
- IT/ICT utility services
- Renewable energy solutions
- Smart grid solutions
- Smart homes/ End user engagement
- Smart metering solutions
- Smart water solutions
- T&D operations infrastructure
- Smart grid solutions
- EV infrastructure

CLICK HERE TO VIEW OUR INTERNATIONAL EXHIBITOR LIST

CLICK HERE FOR MORE INFORMATION
Join us at EUW

YOUR SUMMIT PASS
The Summit pass grants you access to the executive Summit area, access to all strategic sessions as well as 1,000 other C-level delegates and strategic speakers.

YOUR SUMMIT PASS INCLUDES:
- Access to the executive Summit area serving refreshments
- Access to the Summit sessions including the Keynote Opening and Closing
- Access to the exclusive Premium Lounge for your main networking moments serving refreshments and lunch
- Access to over 130 industry recognised Summit speakers
- Access to all peer-to-peer networking and entertainment areas
- Access to all the exhibition including all the Hub Sessions

RESERVE A BOOTH AT THE EXHIBITION
As a businesses looking to forge new partnerships and collaborations within Europe and beyond, your company can not afford not to exhibit at the event. This is the place where the entire community of smart energy professionals meets to seek out solutions, sign new partnerships and build on relationships that will effect business models for the better.

JOIN THE EXTENSIVE COMMUNITY
The event goes beyond a 3-day event. We are constantly communicating with our 70 strong Advisory Committee, Brand Ambassadors, contributors, associations and partners looking to help us in our efforts to bring you the right content needed to help achieve a smooth transition towards a low carbon energy supply.

If you are passionate about this industry changing for the better, we need you. Contact us to find out how!

YOUR VISITOR PASS
The Visitor pass grants you FREE access to the exhibition area

YOUR VISITOR PASS INCLUDES:
- Access to over 600 international exhibitors
- Access to over 9 topic led Hub Session programmes
- Access to 270 expert Hub Session speakers
- Access to the 4 co-located events
- Access to the networking and entertainment sessions

MORE INFORMATION AND OPTIONS AVAILABLE, SO CONTACT US HERE

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BOOK YOUR VISITOR PASS CLICK HERE

BOOK YOUR SUMMIT PASS CLICK HERE

“EUW is the optimum meeting place for networking as it brings together diverse participants from the energy sector.”

Dr. Fridrik Larsen, CEO, LarsEn Energy Branding

MEET HIM AT EUROPEAN UTILITY WEEK

PREMIUM

<table>
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<tr>
<th>Package Price</th>
<th>Premium</th>
<th>Shell Scheme</th>
<th>Raw Space</th>
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Please note all prices are excluding VAT

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Our valued partners

We work with the most innovative and established companies in the smart energy sector to showcase technological and solution based systems needed to achieve a smooth transition towards a low carbon energy supply.

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