

European
Utility Week

ANIE – Italian Pavilion Meeting
20th May 2016

Agenda

1. Welcome
2. Introduction to EUW
 - i. Audience
 - ii. Products on display
3. European Utility Week “Past, Present and Future”
 - i. Past: EUW15 highlights
 - ii. Testimonials
 - iii. Present: EUW16 features
 - iv. New Launches: Initiate!, Energy Revolution Europe, Intelligent Buildings Europe
4. Partner Country Programme: What does it involve?
5. Marketing Update

Introduction to EUW

European Utility Week (EUW) is the annual premier event for the entire smart energy community in Europe

- Dynamic and energizing **3-day event**
- Focus is on doing business, knowledge transfer and networking
- A business opportunity to meet with **utilities**, network operators, vendors, **municipalities**, ESCOs, consultants, research institutes, associations and system integrators
- A platform to test **innovative** solutions and offer them up as a solution to **drive forward** the digital energy transition
- Part of a Global portfolio of Utility Weeks

Audience departments and responsibilities

Director Asset Management
 Director Clients & Markets
 Director Customer Relations
Director Distribution Services Department
 Director General
 Director of Consumer Affairs Service
Director of IT
 Director of Residential Growth
Director of Smart Infrastructure
 Director of Strategic Planning
 Director of the Department Of Innovation
 Director Procurement & REM
 Emerging Energy Technology Specialist
 Expert of New Technology Strategy
 First Vice President Head of Networks
 Head Metering Services Asset Management
 Head of Asset Strategy
 Head of Central Grid Management
 Head of Commercial
 Head of Commercial Performance Management

Head of Strategy Projects and Technical Development
 Head of the Department for Secondary Systems
Head of the Transmission Network Planning Research Group
 Head of Transmission Line
Senior Vice President of Commercial Planning, Marketing and Innovation
 Thematic Leader of Renewable Energies
 Vice President - Head Regulatory Affairs
 Vice President Head of Innovation Centre Distribution
 Vice President Innovation Portfolio Management
Head of International Operations
 Head of Local Energy Systems
 Head of Meter Data Management
Head of Metering
 Head of Metering and Installations
 VP New Business
 Head of Commercial Strategy & Planning

Head of Metering and Settlement
 Head of Network Control Department
 Head of Network Technology
 Head of Operation Smart Grid Solutions
 Head of Optimization
 Head of Power & Renewables
 Head of Product Management
 Head of Products and Delivery
Head of Program Sustainable Cities
 Head of R&D Department Energy & Advanced Technologies
 Head of Settlements
 Head of Smart Grid Solution Center
Head of Smart Grids
 Head of Smart Grids Development
 Head of Smart Metering and Industry Codes
 VP Smart Energy Standardization

Head of Consumer Strategy
 Head of Controlling
 Head of Corporate Center of Competence Smart Grid
 Head of Customer Solutions Development
 Head of Customer Value Strategy
 Head of Department B2C Clients
 Head of Department
 Head of ECO Consumer Strategy
 Head of Electrical Network
Head of Unit Renewable Energy Sources Energy Efficiency
 Innovation Expert
 Lead Innovation Manager
 Network Technologies & Smart Metering Manager
 Project Manager Renewable Energy
 Renewable Energy Systems Program Mgr.
 Renewable Energy Technology Officer
 Senior Network Solution Manager
Head of End Customer Applications and New Technologies
 Head of Energy Solutions & Services
Head of Energy Storage Innovative Business Opportunities
 Head of ICT
Head of Innovation & Strategy

Products on Display

ENERGY EFFICIENCY & ENERGY SERVICES

- Building Energy Management
- Energy / Property Auditing
- Energy Efficiency Solutions
- EPC - Energy Performance Contracting
- ESCO
- M&V - Measurement and Verification
- HVAC - Heating, ventilation and air conditioning

IT/ICT UTILITY SERVICES

- Cloud Technologies
- Cyber Security
- Data Analytics
- Data Management
- Mobile Workforce Management
- SCADA / RTU systems
- System Integrators

SMART HOME / END USER ENGAGEMENT

- Application Providers
- Chips / Semiconductors
- Data Aggregators
- Demand Response
- Device Developers
- E-Healthcare
- Home Area Network
- Home Automation
- Home Control / Energy Management
- Media / Entertainment integrated systems
- Security Systems
- Smart Appliances
- Smart Plugs
- Thermostat / HVAC control

SMART METERING SOLUTIONS

- AMI / AMR
- Billing
- CRM / CIS
- Gas Metering
- Meter Data Management
- Meter Manufacturers / Components
- Water Metering
- Electricity Metering

SMART WATER

- Smart Water Solutions

T&D OPERATIONS INFRASTRUCTURE

- Asset Management, GIS & Mapping
- Batteries
- Distribution Automation
- Energy Storage Solutions & UPS
- EV Solutions (Charging stations / Infrastructure)
- Infrastructure Security
- Load Management
- Micro-generation / Distributed Energy
- Monitoring & Control Systems
- Outage Management
- Renewables Integration
- Smart Grid Solutions
- Substation Automation
- T&D Hardware / Equipment / Cables
- Transmission Automation

TELECOMS

- M2M
- Communication Infrastructure
- Internet of Things

RENEWABLE

- Bio Mass
- Control systems
- Hydro
- Solar / concentrated Solar Solutions Light
- Wind

OTHER

- Consultants
- Standards
- Utilities
- Financing/Investment
- Smart Cities Solutions

Past: European Utility Week 2015

Highlights

- 9351 Participants
- 1993 Delegates
- 507 Exhibitors
- 9 Country Pavilions, including Austria (Host country) and UK (Partner country)
- 489 Speakers
- 362 Presentations, of which 183 utility projects

Past: European Utility Week 2015

Highlights

▪ Asia Pacific	6%	}	▪ D.A.CH	27%
▪ North America	3%		▪ C.E.E/Russia/Ukraine	17%
▪ Middle East	2%		▪ France	9%
▪ South America	1%		▪ Spain/Portugal/Italy	9%
▪ Europe	87%		▪ BeNeLux	9%
▪ Africa	1%		▪ UK/Ireland	8%
			▪ Scandinavia	6%
			▪ Turkey/Greece	3%

Italian Speakers at EUW 2015

First Name	Last Name	Job Title	Company	Country	
Andrea	Villa	Senior Regulatory Analyst	ENEL	Italy	Panelist
Marco	Baron	Smart Grids Business Developer	ENEL	Italy	Speaker
Gianluigi	Migliavacca	Head of the Transmission Network Planning Research Group	Ricerca sul Sistema Energetico - RSE	Italy	speaker
Roberta	Bigliani	Research Director	IDC Energy Insights	Italy	Chairperson
Maurizio	Bigoloni	Head of Operation Smart Grid Solutions	Siemens	Italy	speaker
Marco	Li Vigni	Global Head of Energy Retailing	Ericsson	Italy	speaker
Anna-Carolina	Tortora	Head of Innovation and Development	Terna	Italy	Speaker
Simone	Diodato Antonelli	Regulatory Affairs Manager	ENEL	Italy	Panelist
Marco	Signa	Connectivity Strategy Senior Manager	Whirlpool	Italy	Speaker
Gaia	Gallotti	Research Manager	IDC	Italy	Chairperson
Robert	Denda	Head of Network Technology	ENEL	Italy	Speaker
Armando	Di Nardo	Chairman, EIP action group on smart water technology	University of Naples	Italy	Chairperson
Piero	Fraternali	Professor of Web Technologies	Politechnic University of Milan	Italy	Speaker
Vincenzo	Severino	Responsible of Smart Meter Technologies Development	F2i Rete Gas	Italy	Speaker
Vito Donato	Bisceglia	General Manager	A.M.GAS	Italy	Speaker
Massimo	Cesaro	Advisor to AMGAS Bari and CTO	MeterLinq	Italy	co - speaker
Angelo	Bovo	Technical Manager	VERITAS SPA	Italy	Speaker
Jon	Stromsather	Head of Smart Grids Development	ENEL	Italy	Speaker
Luigi	Lanuza	Head of Energy Storage Innovative Business Opportunities	ENEL Green Power	Italy	Speaker
Massimo	Bertoncini	Project Leader	INGRID Consortium	Italy	speaker
Jean Francois	Segalotto	Sr. Research Analyst, EMEA	IDC	Italy	Chairperson & speaker
Marina	Lombardi	Head of End Customer Applications and New Technologies	ENEL	Italy	Speaker
Christoph	Larch	Managing Director	Syneco Consulting	Italy	Speaker
Simone	Chiappi	VP Smart Metering & Deputy Chairperson	E.ON & representing Meters and More	Italy	Speaker
Paolo	Bertoldi	Action Leader	European Commission	Italy	Speaker
Antonio	Ciccarelli	Vice President	Assoesco	Italy	Chairperson
Silvio	De Nigris	Head Unit, Renewable Energy Sources Energy Efficiency	Metropolitan City of Turin	Italy	Speaker
Giovanna	Dondossola	Senior Scientist	RSE spa	Italy	Speaker
Andrea	Valcalda	Head of Sustainability	ENEL	Italy	Panelist

Testimonials from EUW 2015

“Regarding the EUW2015 I have been excited to attend the event and to have had the opportunity to show our achievements in smart metering gas and remote management meters as well as listening to other colleagues. Moreover I found very interesting visiting the exhibition floor and keeping in touch with industry player coming from all over the world.”

Vito Donato Bisceglia, General Manager, AMGAS spa

“Congratulations for the excellent organisation of the EUW15”

Armando Di Nardo, Chairman, EIP action group on smart water technology, University of Naples

“European Utility Week is the event to be at if you work in the utilities industry. It was my seventh year attending, and I always learn something new and meet someone new. This year I witnessed a shift in utilities to more eagerly collaborate with the ecosystem, and truly partner up with solution and services providers to thrive in the future.”

Gaia Gallotti, Research Manager, IDC

“An incredibly interesting event, where you can see how fast the utility industry is moving under the thrust of the Internet of Things revolution. The right place to be if you want to understand the future.”

Piero Fraternali, Professor of Web Technologies, Polytechnic University of Milan

Present: European Utility Week 2016

Features

- Host Country: Spain
- Partner Countries: Italy and Denmark
- Over 12,000 international visitors
- Over 600 international exhibitors
- 3-day content programmes with over 350 speakers:
- Summit → brings together C-level experts and innovative thinkers within the utilities industry
- Hub Sessions → Dissemination of projects and demonstrations
- Initiate! - Innovation Programme
 - Initiate! Hub, incl. 100 Start Ups
 - Initiate! Hub Sessions
 - Initiate! Start Up Award
 - Young Talent Programme
- Live interviews @ Engerati Studio
- 2nd Annual European Utility Industry Awards on November 15th
- Co-located with Smart City World Expo Congress
- **2 NEW Branded Features**

Present: European Utility Week 2016

New branded feature



Why: 20% of the energy consumed by Europe's buildings is wasted, mainly due to inefficient maintenance, a lack of basic energy efficiency measures and poor energy efficiency behaviour by occupants. This waste represents a cost of approximately €270 billion every year, a figure that is set to increase to 53% by 2030 if no action is taken to curb it.

How: Intelligent Buildings Europe plays a role in tackling this issue and moreover the real value of a smart grid cannot be unlocked without smart buildings:

- Dedicated Hub Session Programme & Dedicated Zone

Present: European Utility Week 2016

New branded feature



Why: A fast growing market driven by the climate change crisis; The urgency to hit Renewable Energy Directive targets and the positive results of Cop 21 Paris will unleash exponential renewables growth.

How: Energy Revolution Europe is both reflective of the industry's transitional journey and forward looking with specific focus on the role of disruptive technologies, the advent of the prosumer and renewables in the future energy landscape.

- Dedicated Hub Session Programme & Dedicated Zone

Present: European Utility Week 2016 Features

-  • Host Country: Spain
-   • Partner Countries: Italy and Denmark



- Large scale exhibition
- Live interviews @ Engerati Studio
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Italian Partner Country Programme

- Keynote Involvement – Italian C-Level representative (ENEL's CEO Invited)
- Priority for Papers in the Summit programme
- Priority in the Hub Session programme
- Interview with Senior Italian Executives to be promoted on EUW's media channels
- Larger allocation of startups on the Initiate! Hub for Italian companies

Why

- Create an Ideal Environment for Italian Companies to do Business
- Stimulate the National market to come together and show its strengths to an international audience
- Meet International delegations



Italian Partner Country Programme



ANIE as a partner for the Italian Pavilion – logistic support

Advantages to joining the Pavilion:

- Exposure to International business opportunities
- Greater exposure for companies to promote themselves under one flag
- Prime position on the exhibition floor
- Additional marketing support pre and onsite (dedicated Italy campaign)

Current EUW 2016 floorplan

15 - 17 November 2016
Barcelona, Spain



Marketing Goals:

Goals:

- 12.000 attendees (growth 20%)
- Increase C-level (utility) participation with high-level summit
- Extra Focus on North African countries, focus countries Italy & Denmark and host country Spain
- Increase of interest to present EU funded projects on the programme

Update – where are we now:

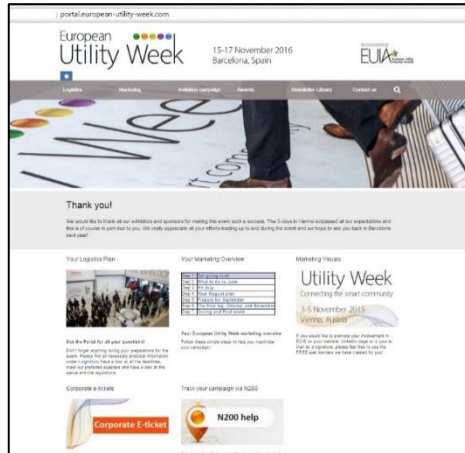
- Creating good traction on launches, and event in general
- Strong involvement from Associations and European Commission
- Creating profile Italy and Denmark

How we help to get even more out of the event:

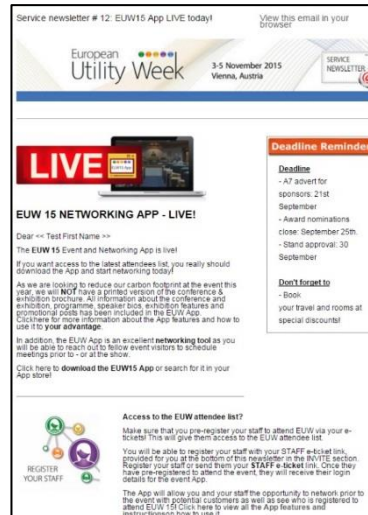
- PR agency Aspectus & increase of press
- Exclusive Italian Media partner: Gruppo Italia Energia
- Engage with partner Engerati to provide a community and online year-round platform
- Invite prospect clients via several tools
- Social Media engagement (Twitter, LinkedIn)

Marketing Tools

1. Exhibitor portal



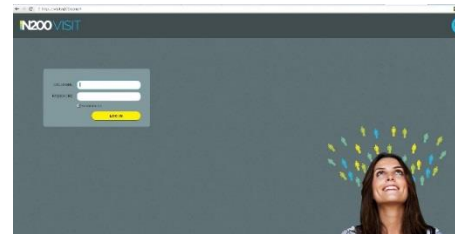
2. Dedicated newsletters



3. Show your involvement



4. Invite colleagues and clients



5. Be active on the app



Hope to see you in Barcelona!

