



**PÖYRY**

**PÖYRY'S ROLE IN PHASE II  
OF THE REVIEW OF THE SEM HLD**

14 October 2013

Stephen Woodhouse


# Pöyry Management Consulting is Europe's leading energy consultancy

Our unparalleled understanding of energy markets provides impartial advice to both public and private sector parties on energy policy and market design




- Cutting-edge understanding of practical implications of low carbon futures
- Highly respected and influential in both Governmental (EU and national) and private sector circles
- Successful implementation of our market design concepts
- Quantitative and detailed modelling to back our thinking on market design for electricity, gas and carbon
- Understand commercial perspective of investors and participants
- Global reach with offices in Asia-Pacific and the Middle East (with senior resource from our Singapore office included in our project team)

# Pöyry's project team combines international experience with in-depth Irish electricity market understanding



**Stephen Woodhouse;**  
Project Director  
Heads Pöyry's Market Design Focus Group, and has led several high-profile projects in the SEM



**Gary Keane;**  
Project manager  
Expert on development and implementation of European rules for electricity market integration

## Core Team



**Hans-Arild Bredesen**

Extensive practical experience of designing and implementing electricity market arrangements across the world



**Kostas Theodoropoulos**

Experience of analysis and design of markets across Europe, both centralised and decentralised (including the SEM)



**David Cox**

Extensive experience working in the Irish market and on wider regulatory issues, particularly in the UK

## Expert advisors



**Gavin Barfield;**

Leads Pöyry's energy consulting work in Asia-Pacific, and an international market design expert

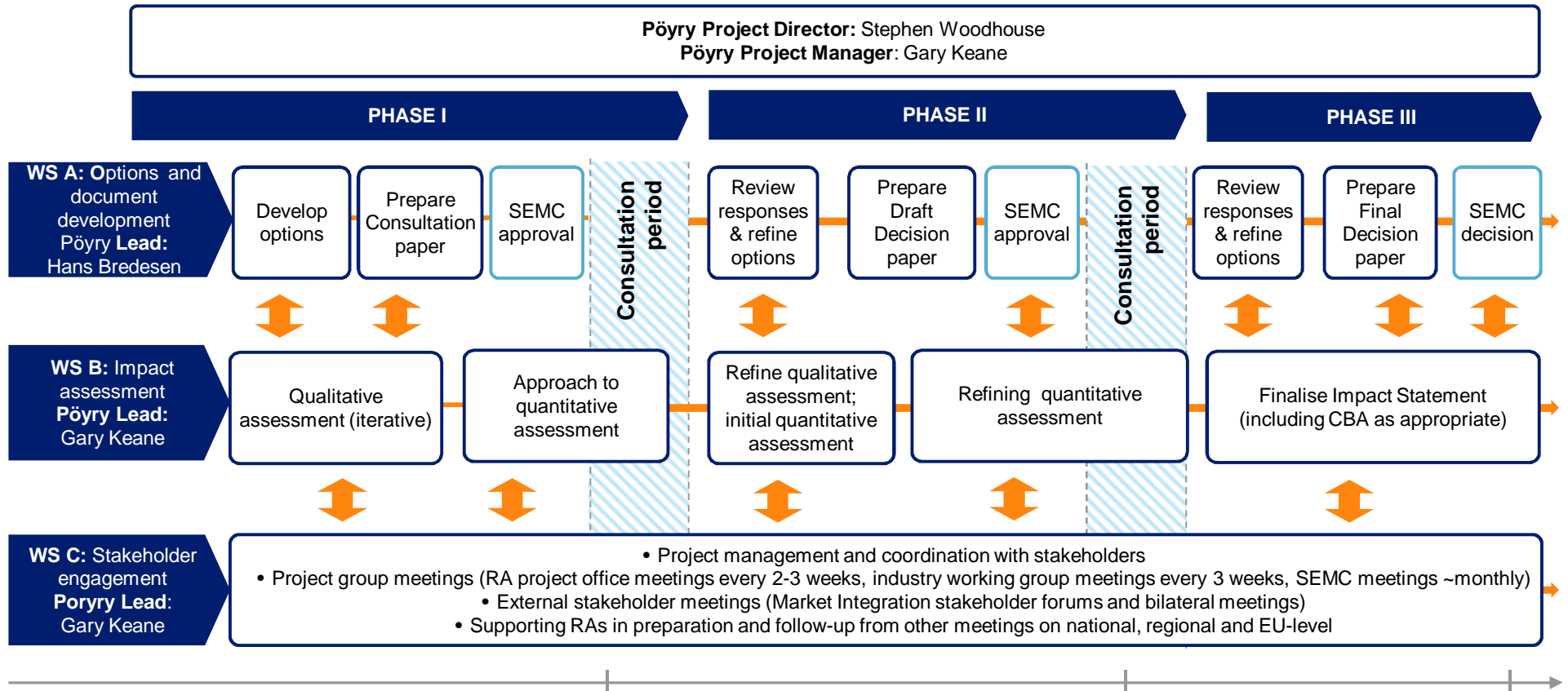


**Julien Cosse;**

Expert on commercial market coupling arrangements, with practical design and implementation experience

# Pöyry is supporting the RAs across a range of activities in developing a revised High Level Design for the SEM

We will be working closely with the RAs who ultimately retain control of the process





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