

Integrated Single Electricity Market (I-SEM)

**High Level Design for Ireland and Northern
Ireland from 2016**

Consultation Response From Electron Energy Ltd

5 February 2014

1 CONSULTATION RESPONSE

1.1 RESPONDENT DETAILS

COMPANY	Electron Energy Ltd
CONTACT DETAILS	John Kennedy
MAIN INTEREST IN CONSULTATION	Small Independent Supplier

1.2 RESPONSE

Electron Energy welcomes the opportunity to comment on this development and hopes that this can facilitate a significant increase in competition in the future ISEM. We believe that the SEM has provided well for the Irish Market and with small modifications can continue to do so while also complying with the Target Model.

From the perspective of a small independent non-vertically integrated supplier we believe that:

- Not enough information has been provided regarding transparency in forward markets.
- Other bilateral arrangements would also lead to a lack of transparency, a reduction in liquidity and act as a barrier to new entrants.
- Net Portfolio bidding would be a disadvantage to those who are not bilateral participants.
- A strong and representative day ahead market signal would provide a suitable entry mechanism for new entrants.
- The MANDATORY CENTRALISED MARKET offers the best balance for all participants and is particularly suited to smaller independent market participants.