



**Center for Geopolitics of Energy and Raw Materials
(CGEMP)**



In partnership with:



French Association of Energy Economists

Power in Germany: The turning point of 2011

One year later, lessons for neighbouring countries

New players for a new power system

Mr. Antonin GUEZ, Head of Strategy for Germany, Schneider Electric

Power in Germany: the turning point in 2011

New players for a new power system

Antonin Guez
VP Strategy Germany



Schneider Electric – the global specialist in energy management

22.4

billion € sales

39%

of sales in new economies
(last twelve months)

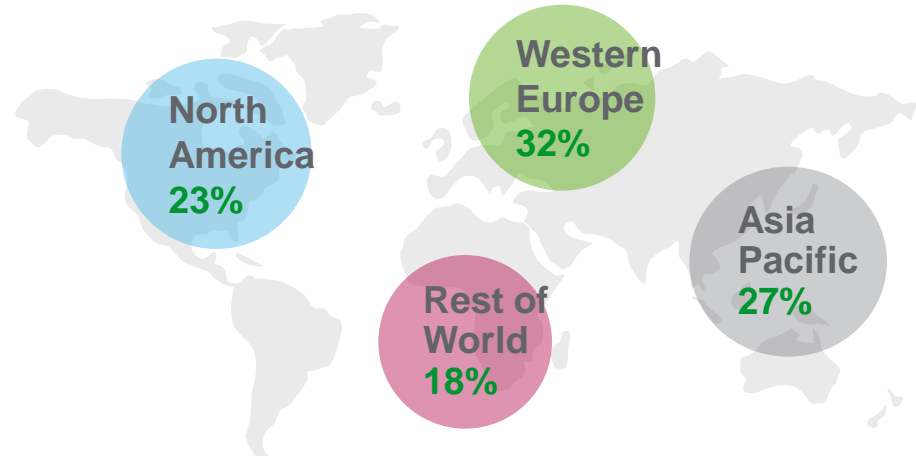
130 000+

people in 100+ countries

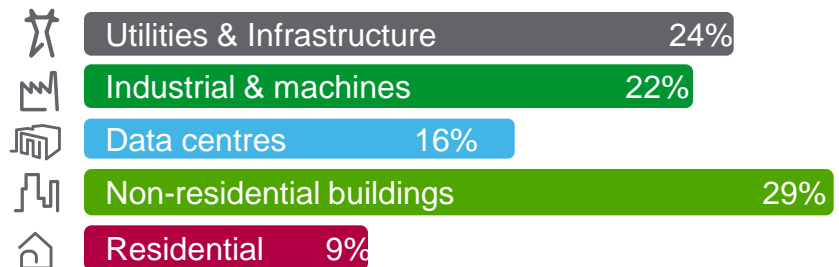
4-5%

of sales devoted to R&D

Balanced geographies – FY 2011 sales



Diversified end markets – FY 2011 sales



For Schneider Electric, this translates into 2 major opportunities

Infrastructure

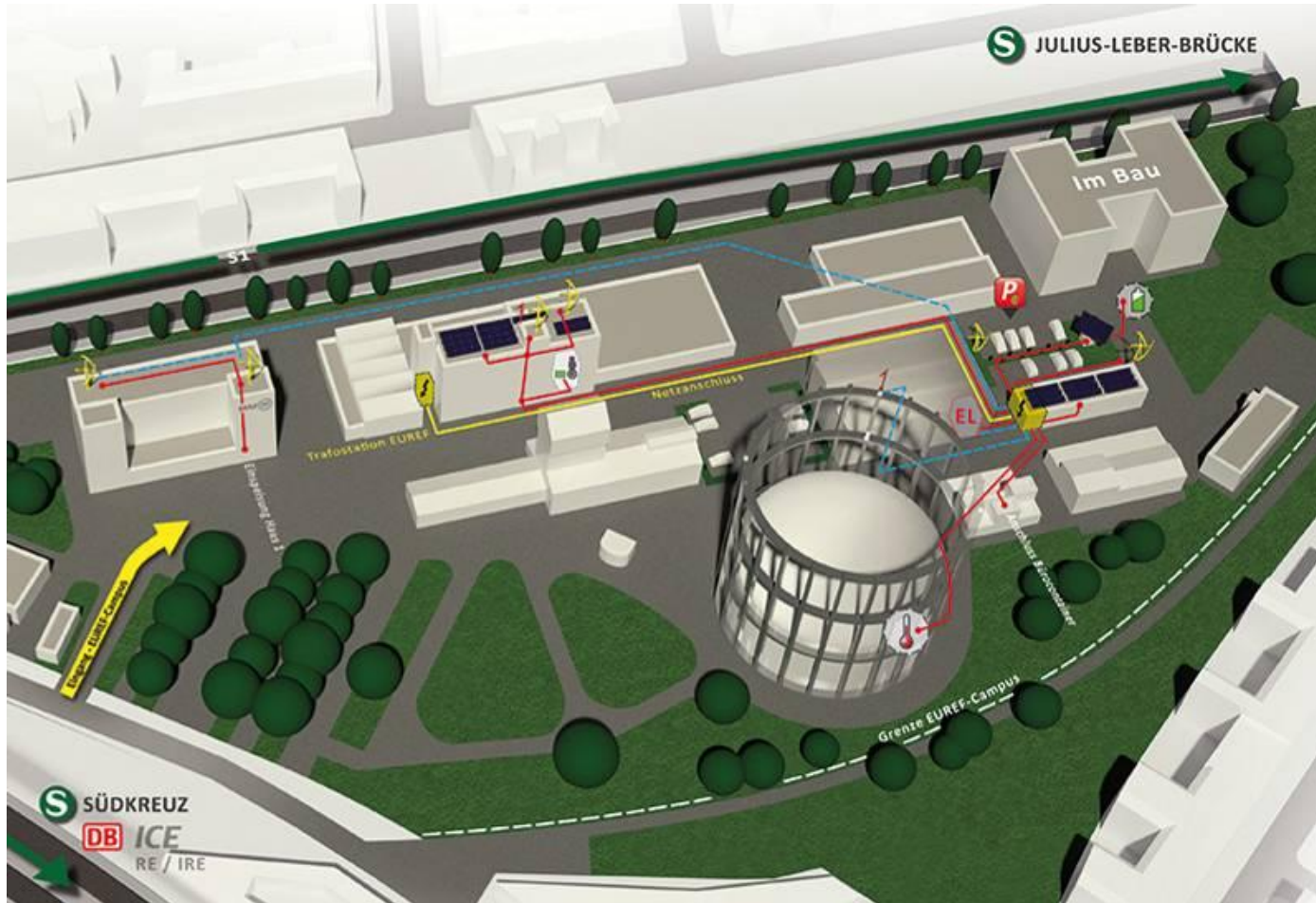
Large scale investments: retrofit of the distribution network

- Management of the feed in of renewables
- Enable the smart grid

Energy Efficiency

Reduction by 50% of primary energy consumption by 2050
(vs 2008)

A concrete example of what it means through a pilot project: the Euref campus in Berlin



It sets a high requirement for innovation

- Technical innovation

- Storage
- Grid Management and grid retrofit solutions
- Demand Response
- E-mobility

- Business Models

- Introduction of capacity markets
- Virtual Power Plants
- Everything as a service

Which challenges the energy landscape

- Existing players

- Utilities (cash strapped, « Rekommunalisierung », business model)
- Manufacturers
- Electricians and installers

- New entrants

- Telecommunication companies
- IT companies

- End users

As a conclusion, the challenges for us

- Large opportunity, « once in a lifetime »?
 - High scale of investment
 - Germany as a trend setter
- A rapidly changing environment
 - What will be the role of the utilities?
- What value is created and how is it shared?
 - Benefits: CO2 reduction, creation of a competitive advantage, reduced reliance on fossile fuels
 - Legal framework is changing and may be unreliable
- Staffing is an issue