



COMMON BALTIC END-USER MARKET

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GOALS FOR REAL END-USER MARKET OPENING

- **ESTONIA**

- 100% from 2013
- ~ 0.5 million end-users

- **LATVIA**

- No binding rules, goal 100% from 2014/2015
- ~ 0.9 million end-users

- **LITHUANIA**

- 100% from 2015
- ~ 1.4 million end-users

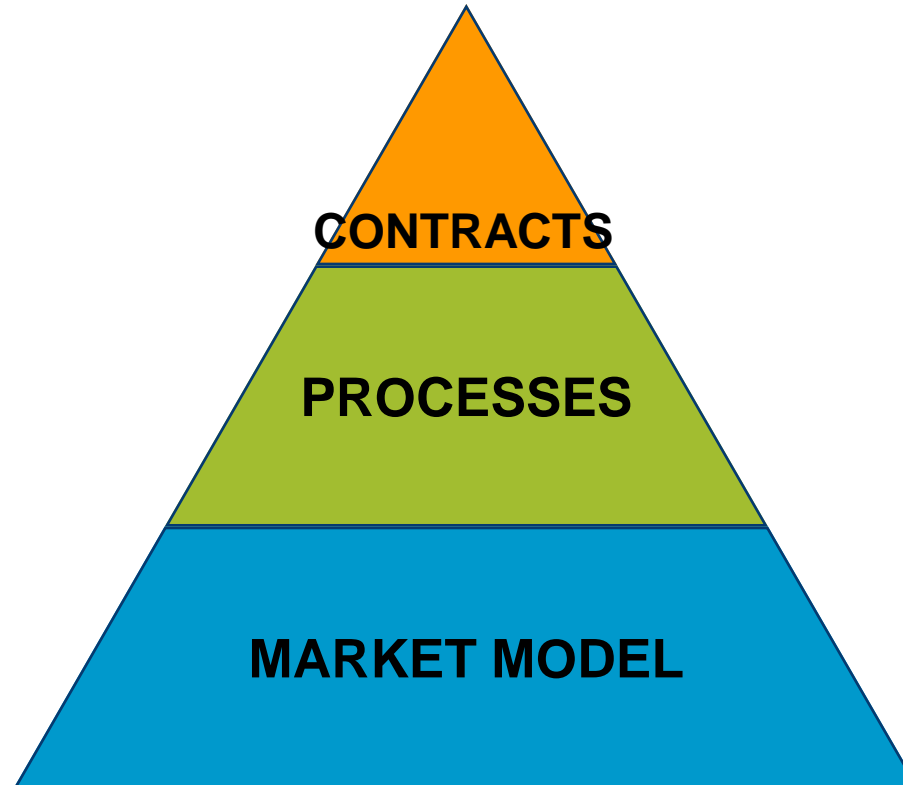
- **BALTICS**

- ~ 2.8 million end-users

CHALLENGES FOR MARKET ACTORS?

- **If the switching rate is only 10%, the DSOs and Retailers will have to cope with 280 000 customer switch annually**
- **At least 34 million metering messages from DSOs to various Retailers annually**
- **Customer service?**

FUTURE MARKET DESIGN



MARKET MODEL

■ TASKS:

- To define the roles and responsibilities of market actors
 - DSOs
 - TSO
 - Suppliers
 - Balance providers
- Who is responsible for customer service?
- Whom to contact in the supplier switching?

■ EUROPEAN VISION:

- SUPPLIER ORIENTED CONTACT POINT

PROCESSES

- **Customer moving**
- **Supplier switching**
- **Meter reading and consumption data sending etc.**
- **Standard market messages and data formats need to be defined**

CONTRACTS

- **No need for extensive regulation but should be defined by marketing rules**
 - **Content of the bills**
 - **Contract conclusion and ending**
- **Customer acquisition should be easy and smooth (distance selling)**

CONCLUSIONS

- **Time is pressing**
- **Need for predefined market processes and message standards**
- **Common Baltic approach – best scenario**
- **Harmonized market design – second best scenario**

ROLE OF BALTIC REGULATORS



NordREG
Nordic Energy Regulators

www.nordicenergyregulators.org



Public consultations:

- **Market design of the common Nordic end user market**
 - **Implementation plan for a common Nordic retail market**
 - **Consideration of alternative billing regimes (one bill instead of two) for the Common Nordic End-User Market**
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- **New WG Baltic Retail Market?**

THANK YOU!

