

## Qualifications of MEE

### Statement of Qualifications

**Menlo Energy Economics (MEE)** provides consulting services to the energy clients worldwide, mostly focused on the electric power sector. Our clients include major power companies, energy-intensive customers, regulators, government policymakers, and research institutions coping with the challenges of the rapidly evolving electricity markets.

MEE provides a host of customized services designed to fit the individual needs of the clients. Our approach in assisting clients relies in teaming with a close cadre of affiliates to address the issues of interest. This approach offers flexibility and allows us to adjust to the scope and complexity of the assignments while managing project costs.

### MAIN PRACTICE AREAS

**Menlo Energy Economics'** primary practice areas include:

- Energy efficiency & demand-side management (DSM) programs
- Implementation & integration of demand response (DR) programs
- Climate change, environmental sustainability, low-carbon strategies
- Renewable energy technologies – promotion & integration
- Resource analysis & integrated resource planning (IRP)
- Smart grid, smart metering & smart pricing
- Competitive retail electricity markets
- Market design, market structure & market performance issues
- Managing price volatility, risk management & asset valuation
- Market modeling, simulation, demand & price forecasting
- Regulatory & policy issues on energy efficiency, renewable energy & climate change
- In-house training and customized seminars on above topics

### CUSTOMIZED RESEARCH & MARKET INTELLIGENCE SERVICES

**Menlo Energy Economics** offers customized research and market intelligence services. Many of MEE's clients subscribe to ***EEnergy Informer***, a monthly newsletter covering significant developments in the electric power sector with international circulation.

### BOOKS

- **Evolution of Global Electricity Markets, New Paradigms, New Challenges, New Approaches** forthcoming in March 2013;
- **Energy Efficiency: Towards the End of Electricity Demand Growth**, forthcoming Feb 2013;
- **Smart Grid: Integrating Renewable, Distributed & Efficient Energy** 2011;

- *Energy Sustainability and the Environment: Technology, Incentives, Behavior*, 2011
- *Carbon Constrained: Future of Electricity*, 2009
- *Competitive Electricity Markets: Design, Implementation, Performance*, 2008
- *Electricity Market Reform: An International Perspective*, 2006 (with Wolfgang Pfaffenberger)

## **SAMPLE ASSIGNMENTS**

**Menlo Energy Economics** offers customized consulting services on a wide range of issues to energy clients and government policy makers worldwide. The following is a sample:

- Integrating smart pricing, smart metering & smart grid technologies
- Implementation of energy efficiency & demand-side management programs
- Integration issues in demand response & smart pricing
- Regulatory & policy options to promote renewable energy generation & integration
- Assessment of competitive retail electricity markets
- Assessment of investment opportunities in GreenTech
- Scenario analysis, corporate strategy, resource adequacy & integrated resource planning
- Customized capacity building, technology transfer & executive education
- Developing corporate strategies on climate change & sustainability
- Assessment of carbon footprint & carbon neutrality

## **OUR CLIENTS**

**Menlo Energy Economics'** clients include major utilities, energy intensive industry as well as regulators, research institutions, and policymakers. The following is a partial list in alphabetical order. The scope and nature of assignments varies including in-house customized training, workshops and executive briefings:

- **Australian Institute of Energy (AIE)** • Melbourne & Perth, Australia
- **Australian Power Institute (API)** • Queensland, Australia
- **Air Liquide** • Paris, France & Houston, TX
- **California Energy Commission (CEC)** • Sacramento, CA
- **Chevron** • San Ramon, CA & Houston, TX
- **China Light & Power Company (CLP)** • Hong Kong
- **Economic Regulatory Authority (ERA)** • Perth, Western Australia
- **Electric Power Research Institute (EPRI)** • Palo Alto, CA
- **Electricite de France (EdF)** • Paris, France
- **Electricity Generating Authority of Thailand (EGAT)** • Bangkok, Thailand
- **EMGESA** • Bogota, Colombia
- **Energy Australia** • Sydney, Australia
- **Energy Users Association of Australia (EUAA)** • Melbourne, Australia
- **Energex** • Brisbane, Australia

- **Electric Energy Society of Australia (EESA)** • *Sydney, Australia*
- **ESKOM** • *Johannesburg, South Africa*
- **European University International (EUI)** • *Florence, Italy*
- **General Electric Training Center** • *Florence, Italy*
- **Global Business Network (GBN)** • *Emeryville, CA*
- **Global Energy Decisions (GED)** • *Sacramento, CA*
- **IBM** • *San Francisco, CA*
- **Institute Francaise Petrole (IFP)** • *Paris, France*
- **Institute for Public Affairs (IPA)** • *Melbourne, Australia*
- **International Energy Agency** • *Paris, France*
- **Intensive Energy Users Association** • *Johannesburg, South Africa*
- **Integral Energy** • *Sydney, Australia*
- **ISA** • *Medellin, Colombia*
- **Jacobs University** • *Bremen, Germany*
- **Korea Energy Economics Institute (KEEI)** • *Seoul, Korea*
- **Korea Power Exchange (KPX)** • *Seoul, Korea*
- **Korea Electrotechnology Research Institute (KERI)** • *Seoul, Korea*
- **Ministry of Energy (TAVANIR)** • *Tehran, Iran*
- **National Energy Regulator of South Africa (NERSA)** • *Pretoria, South Africa*
- **Office of Energy** • *Perth, Western Australia*
- **Port of San Diego** • *San Diego, CA*
- **Reliant Energy** • *Houston, TX*
- **RWE** • *Essen, Germany*
- **Tenaga Nasional Berhad (TNB)** • *Kuala Lumpur, Malaysia*
- **University of New South Wales** • *Sydney, Australia*
- **US Agency for International Development (US AID)** • *Bogota, Colombia*
- **Western Electricity Coordination Council (WECC)** • *Salt Lake City, UT*
- **World Bank** • *Washington, DC*