

## PRACTICAL INFORMATION

The book will be published by Nord Pool Spot and Nasdaq OMX Commodities, and will be available for sale to individuals and organizations.

The book will be ideal as a company gift to clients and customers. For newcomers to the energy market it will be a good introduction to the history of the Nordic power market.

The book will consist of approximately 300 pages, written in English and supported by high-quality photographs.

### BOOK PRICE

**The unit price of a book is NOK 500,-**

It is possible to have individual sponsor packages where you could have either a logo printed in the book or have a specialized version of the book with a two-page inlay with a company presentation.

There are also other possibilities for tailor-made solutions that can be discussed.

### DISTRIBUTION

The book will be ready for distribution in Q4 2013. Actual dates will be agreed with the individual buyers.

### CONTACT PERSONS

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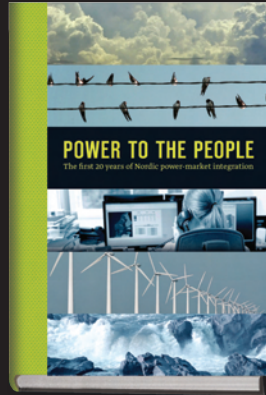
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### DISCLAIMER

This brochure is based on work in progress and minor changes to layout and content are expected.



# POWER TO THE PEOPLE

The first 20 years of Nordic power-market integration



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## The first 20 years of Nordic power-market integration

JANUARY 1 2013 marked the official 20th anniversary of the first step towards the Nordic Power market as we know it today. In 1993, Statnett Marked started its power market, based on the new Energy Act in Norway. History has shown that the Nordic power market model has been and still is the most successful power market in the world.

This book is about some of the important processes in the various Nordic countries during the first 20 years and it documents the history of the market's development. This book will give readers an insight into this important part of Nordic industrial history.

The content is based upon accounts from employees, management, owners, market participants and other involved stakeholders. The book also contains interviews with some of the key people from all the Nordic countries and also features the political process that was vital to launch the market. It further includes the experiences of key players in the development and use of the market.

The book will have a professional design and layout, and will focus on the important events and decisions. The history will be presented in a reader-friendly format with photos and quotes.

This brochure gives an outline of the structure and the content of the book.

## CONTENT

- ★ Introduction by the management of Nord Pool Spot and NASDAQ OMX Commodities
- ★ Author's summary
- ★ Background
- ★ The process in each of the four countries before joining the market
- ★ Year-by-year facts
- ★ From 1993-2012
- ★ Future outlook
- ★ Statements and quotes from people in the business



- ★ In between the actual years, five separate stories will be presented (working titles):
  - Nordic identities
  - «Kings of power»
  - What is a price?
  - A new industry arises
  - What is power?

## SOME HIGHLIGHTS FROM THE BOOK

**1991** The basic objective of the Norwegian Energy Act was: «To ensure social economical rational utilization of energy resources, facilitating secure electricity supply and reduced prices to the consumers.»

**1993** There was initial resistance in Sweden to creating an open market: «It is not possible to combine ex-



change trade and the existing method for production optimization under the same time horizon.» Statement from «KGS Gruppen».

**1997** The establishment of Fingrid was one of the biggest cash buyouts in Finnish industry but it was a prerequisite for Finland to become part of Nord Pool.

**2000** «An efficient power exchange with well-established liquidity, numerous participants, and large trading volumes are essential for a credible power market, as regards

both to physical delivery and financially settled contracts. Nord Pool's daily spot market system price has developed into a good indicator and an essential reference price for energy trade throughout the Nordic countries.»

Georg Styrbro, President and CEO, Eltra Denmark, NordEL Chairman ending the long process for the inclusion of Denmark

**2001-2002** The market passes two tough tests; the default of Enron as well as the extreme winter of 2002/3

**2002-2003** The physical Day-ahead market has been split into a separate company with a different ownership structure than the Financial market. What will be the consequences?

**2008** Nord Pool ASA is sold to NASDAQ OMX - what was the rationale and what was the effects of this?

**2012** The Nordic market operators are key players in the European market integration.

