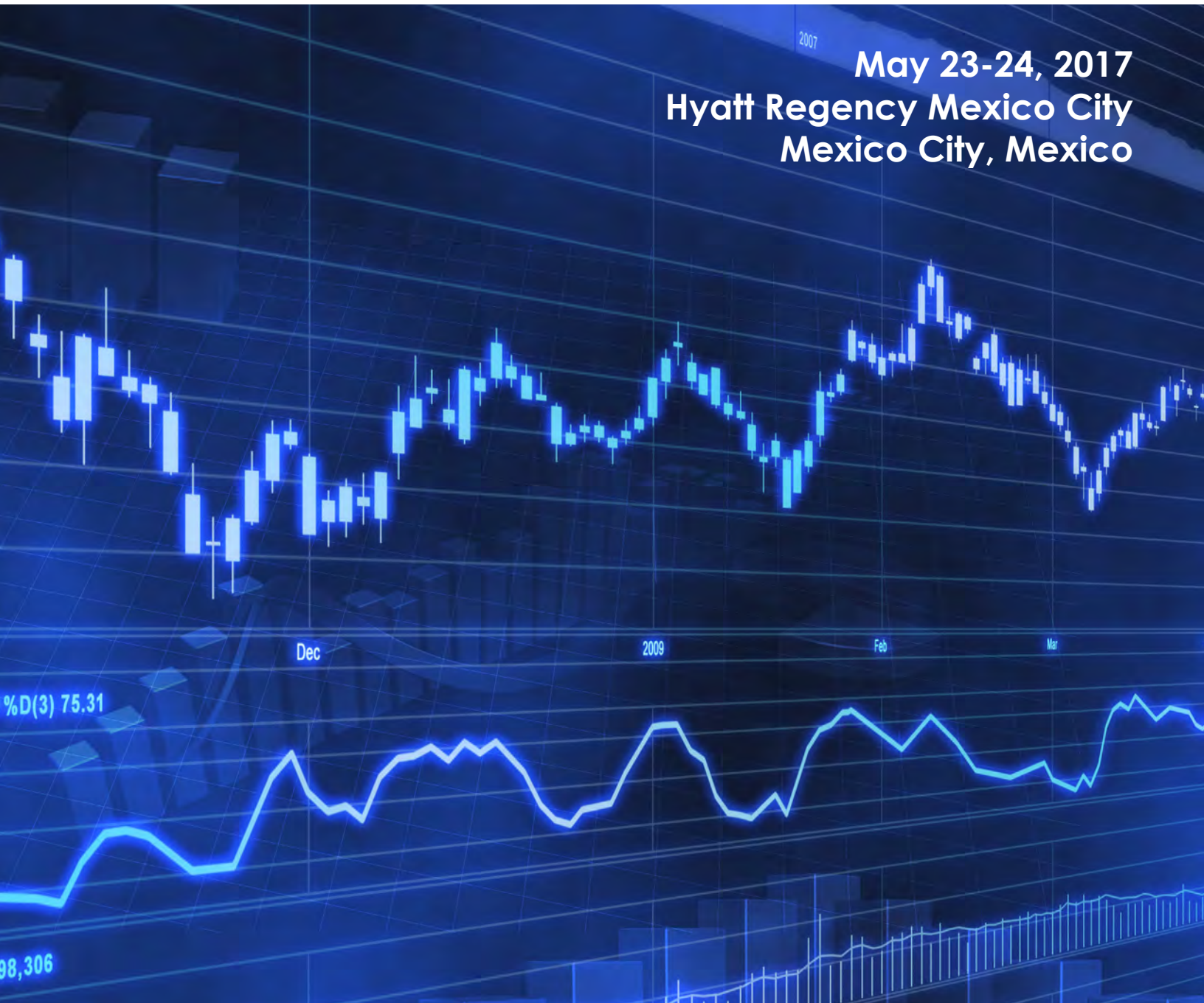


# INTRODUCTION TO ELECTRICITY MARKETS - MEXICO

2007  
May 23-24, 2017  
Hyatt Regency Mexico City  
Mexico City, Mexico



EUCI is authorized by IACET to offer 1.2 CEUs for this course

# OVERVIEW

---

The expedient shift in the Mexican electricity market has left a major gap for energy professionals who previously worked for and dealt solely with CFE on all sides of the market monopoly. These major market changes have created a new opening for foreign investment into the energy infrastructure of Mexico, a competitive market structure incentivizing efficiency, and auctions allowing for the private right to generate. Structural developments in the market and in the regulations have entirely changed strategies, clients, and contacts on all sides of the industry.

This classroom-style program will give comprehensive information on how the markets run with these new regulations, a full overview of who the players are on all sides of the market, and look into how this shift will continue to progress. The last few years have led to major growing pains for an energy industry flipped entirely on its head, but as it continues to take shape, understanding the fundamentals will be critical for continued involvement in the industry for all sources of generation, T&D professionals, traders and analysts, service providers, and energy consultants alike.

*NOTE: The course will be presented in English*

# LEARNING OUTCOMES

---

- Analyze the building blocks of power systems and how they interact in the market structure
- Define the entirety of market participants in the Mexican electricity market
- Assess the structure of the spot, capacity, and wholesale markets, and the intricacies and requirements for participation in each
- Evaluate the complex processes of generation auctions per each generation source, bidding into the wholesale market, and the functions and applications for FTR and ancillary services
- Compare the processes for determining industry rates vs. demand-response pricing as it relates to grid reliability
- Examine Locational Marginal Pricing (LMP) and day-ahead and real-time market structure
- Discuss the full market process structure from generation through to the end-user
- Explain the varying roles of governmental operators in this new structure, the responsibility of the ISO, and the resultant participation of CFE
- Discern continued developments in the Mexican electricity markets, the international interconnection of the grid, and cross-border energy transactions

# WHO SHOULD ATTEND

---

- Employees in generating companies newly active in the electricity market
- Professionals in T&D requiring an understanding of market pricing and compliance
- Directors, project leaders, and upper level management in need of an understanding of the markets to strategize and stay competitive in the open market
- Attorneys and accountants advising companies in the electricity market
- Material and equipment providers in need of an understanding of the shift in the electricity markets to reach their clients
- Power traders and financial analysts getting involved in the open market structure
- Energy consultants in need of a full understanding of the market to better serve their clients

## INSTRUCTOR

---



### Alejandro Tovar Garza

**Electricity Markets and Clean Energy Consultant, SENER**

Alejandro Tovar-Garza has been involved in the regulatory reform of the Mexican electricity markets both before and after the shift. He is currently acting as a consultant with SENER, and as a facilitator of international cooperation projects, leading and supporting both the public and private sector. He has had a major hand in the energy transition strategies for many of the public institutions, and has helped develop public policy for distributed generation and energy efficiency in Mexico. Over the last several years, his extensive experience in global power systems from Latin America, the US, Europe, and Africa has provided a global perspective on legislation and regulations as a part of the new Mexican system. Alejandro has his Bachelor's degree in Industrial Engineering and Systems Engineering, and a Masters in Management and Engineering of Environment and Energy.

## COURSE TIMING

---

TUESDAY, MAY 23, 2017

**12:30 – 1:00 pm**

**Registration**

**1:00 – 5:00 pm**

**Course Timing**

## PROGRAM AGENDA

---

### **Electrical Power Systems and Interconnection**

- Controllable demand
- Supply and demand, and bilateral transactions
- Opportunity costs for limited energy sources
- Resource sharing
- Generation resources, costs, and capabilities
- Load duration, growth, and customer classes
- Efficiency and system losses through transmission and distribution

### **The Electricity Market and the Players**

- Outline of market participants
- Structure of the wholesale market
- Open paradigm and the competitive market in real-time and day-ahead market pricing
- Power traders and other market players
- Auction commitment to generating capacity
- Financial transmission rights and associated auctions
- Transmission congestion
- Locational Marginal Pricing calculations (LMPs)

*Continued on page 4*

# COURSE TIMING

---

WEDNESDAY, MAY 24, 2017

**7:30 – 8:00 am**            **Continental Breakfast**

**8:00 am – 5:00 pm**        **Course Timing**

**12:00 – 1:00 pm**         **Group Luncheon**

# PROGRAM AGENDA

---

## **Determining Industry Rates and the Role of the Government**

- Demand-response
- Capacity markets
- Ancillary services markets
- Bidding strategies into the wholesale market
- Price forecasting
- The role of the ISO
- Risk management

## **Suppliers to End-Users**

- Following the process from generation through T&D
- Putting it all together – PPAs, auctions and the right to generate
- Qualified users buying into the market
- Renewable market treatment

## **Breaking Down the Energy Reform**

- The role of governmental operators (SENER, CRE, and CENACE)
- CFE and its subsidiaries
- Necessary permits and licenses
- Understanding technical and business practice regulations
- New and upcoming regulations that will continue to impact the market

## **The Future of the Mexican Energy Markets**

- Cooperative emergency response through an interconnected grid system
- The role of balancing authorities to preserve reliability
- Looking at the US and Canadian markets, and the future of cross-border interconnection throughout North America
- Importing and exporting generational resources

## REQUIREMENTS FOR SUCCESSFUL COMPLETION OF PROGRAM

---

Participants must sign in/out each day and be in attendance for the entirety of the course to be eligible for continuing education credit.

## INSTRUCTIONAL METHODS

---

PowerPoint presentation and group discussion will be used in this program.

## PROCEEDINGS

---

The proceedings of the course will be published, and one copy will be distributed to each registrant at the course.

## EVENT LOCATION

---

A room block has been reserved at the Sheraton Santa Fe Hotel, Mexico City, Guillermo González Camarena 200, Zedec Santa Fe, Álvaro Obregón 01210, for the nights of May 21-23, 2017. Room rates are \$190 USD, plus applicable tax. Call **+52 55 5258 8500** for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is April 23, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner. ***Please make your reservations early.***

## IACET CREDITS

---



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**EUCI is authorized by IACET to offer 1.2 CEUs for this course**

**REGISTRATION**  
*to register [CLICK HERE](#) or*

**Call: 201 871 0474**  
**fax: 253 663 7224**  
**email: [register@pmaconference.com](mailto:register@pmaconference.com)**  
**web: <http://pmaconference.com/>**  
**Mail: POB 2303 Falls Church Va 22042**



**REGISTRATION**  
*to register [CLICK HERE](#) or*

**Call: 201 871 0474**  
**fax: 253 663 7224**  
**email: [register@pmaconference.com](mailto:register@pmaconference.com)**  
**web: <http://pmaconference.com/>**  
**Mail: POB 2303 Falls Church Va 22042**

Please make checks payable to: "PMA"

## EVENT LOCATION

A room block has been reserved at the Sheraton Santa Fe Hotel, Mexico City, Guillermo González Camarena 200, Zedec Santa Fe, Álvaro Obregón 01210, for the nights of May 21-23, 2017. Room rates are \$190 USD, plus applicable tax. Call **+52 55 5258 8500** for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is April 23, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner. **Please make your reservations early.**

## PLEASE REGISTER

**BOTH ELECTRIC UTILITY SYSTEMS 101 AND INTRODUCTION TO MARKETS COURSES**

May 22-24, 2017: US \$2095  
 Early bird on or before May 5, 2017: US \$1895

**INTRODUCTION TO ELECTRICITY MARKETS - MEXICO COURSE**

May 23-24, 2017: US \$1195  
 Early bird on or before May 5, 2017: US \$995

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name Job Title

Company

What name do you prefer on your name badge?

Address

City State/Province Zip/Postal Code Country

Phone Email

List any dietary or accessibility needs here

**CREDIT CARD INFORMATION**

Name on Card Account Number

Billing Address Billing City Billing State

Billing Zip Code/Postal Code Exp. Date Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

**OR** Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ registrations.

**Substitutions & Cancellations**

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before April 21, 2017 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.