Mexico Electric Power Market Conference

A One-Day Conference on Tuesday, April 18, 2017
(This conference precedes the GCPA Spring Conference on April 19–20 at the Hilton Americas)

The Hilton Americas
1600 Lamar Street
Houston, Texas 77010

Cocktail Reception for all Attendees following the Conference

Note: Translation service will be available at the conference

REGISTER NOW - CLICK HERE
INTERESTED IN A SPONSORSHIP? Sponsorship packages are available starting at only $2500 for Gold Level. Plus our packages include FREE CONFERENCE REGISTRATIONS! To learn more about sponsorships, please review our Sponsor Brochure and contact Mary Armstrong, Director of Member Services & Marketing, at 281.460.3054 or marmstrong@gulfcoastpower.org.
ABOUT THIS CONFERENCE

GCPA members continue to show strong interest in what is happening with the electric power market reforms in Mexico. GCPA held a conference on the Mexico electric market in Mexico City in June 2016. This conference will be in Houston this year with the goal of returning to Mexico in 2018. We look forward to an exciting conference and to continued long-term relationships with many new friends and business colleagues in Mexico.

This conference was planned by a committee of subject matter experts currently working in Mexico. They brought a wealth of knowledge and business contacts to the table and generously volunteered their time to assemble this terrific agenda. GCPA is grateful for their contributions, and you as conference attendees will benefit from their efforts.

What would a GCPA event be without networking? You will have the opportunity to meet and interact with many of your peers in the electric power and industrial sector throughout the day. In addition, please plan on staying for the reception immediately following the last conference session. Mix and mingle, establish new contacts, re-connect with former contacts, and make post-event dinner plans to continue the conversations. As a benefit, the post conference reception will also include those who will be attending the GCPA Spring Conference the next day. What a terrific way to increase your networking opportunities.

GCPA is firmly committed to the Mexican market and looks forward to this conference and future events. We hope that many of you will consider joining GCPA as corporate or individual members and will volunteer to assist us in planning future events.

Tom Foreman
Executive Director, Gulf Coast Power Association

THANKS TO OUR PLANNING TEAM

Jessica Adkins, Bracewell LLP
Rebecca Bollenbach, Essentia Advisory Partners LLP
Mary Rose Brusewitz, Strasburger & Price LLP
James Fowler, ICIS
Jose Maria Lujambio, Cacheaux, Cavazos & Newton

Julie McLaughlin, Abalon
Monte Mickle, Enerlogix Solutions
Shailesh Mishra, Power Costs Inc.
Geoff Street, Tenaska Gas de Mexico

ABOUT GCPA

GCPA’s focus on providing superior educational and networking opportunities for its members and event attendees has contributed to its strong reputation as a premier and precedent-setting educator within the region’s competitive power market. Our popular Spring and Fall Conferences are the largest gatherings of electric power professionals in the region and attract over 1,300 total registrants annually. Additional educational and networking opportunities include MISO and SPP Regional Conferences, our GCPA emPOWERing Women Leadership Conference and monthly luncheon meetings in Houston and Austin. Please contact Mary Armstrong if you are interested in joining GCPA as a corporate or individual member.

Please visit our website at www.gulfcoastpower.org.

CLICK HERE to view a listing of our current Corporate Members
REGISTER NOW!

To visit our website and register for this conference - CLICK HERE
Please see page 7 of this brochure for registration instructions.
Questions? Contact Penny Sullivan for assistance.

PRICING INFORMATION

<table>
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<tr>
<th>Registrant Type</th>
<th>Early Bird Registration through 3/28/17</th>
<th>Regular Registration 3/29/17-4/14/17</th>
<th>Onsite Reg. 4/18/17</th>
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- Discounted early bird pricing is available for: 1) all GCPA Members and Non-Members through March 28; and 2) all Government and State employees through April 14.
- On-Line Registration closes on Friday, April 14 at 5:00 PM.
- IMPORTANT: All online registrations should be paid by credit card at the time of registration. Please note that any unpaid registrations will be considered unconfirmed reservations and will be cancelled if not paid by Friday, April 14. If your registration is cancelled due to non-payment, you are still welcome to register at the Hilton on April 18 at the onsite registration rate shown in the above table.
- Onsite Registration at the Hilton opens at 8:30 AM on April 18.
- Requests for refunds must be received by 5:00 PM on March 31. A 10% processing fee (USD) will be deducted from all refunds.

VENUE, HOTEL ROOM & PARKING INFORMATION

**Venue:** The conference will be held at the Hilton Americas located at 1600 Lamar Street, Houston, Texas 77010. Visit the HOTEL WEBSITE here. Go to the HOTEL MAP page for directions to this location.

**Hotel Rooms:** GCPA has a room block at the Hilton Americas with a limited number of rooms available for the nights of 4/17 - 4/19. The single or double occupancy rate is $219 USD per night. You can make your reservation by calling 1-800-HILTONS along with the call-in code 1GC or CLICK HERE to reserve your room online. The room block expires on Tuesday, March 28. You are encouraged to make your room reservation early - the room block may sell out before the March 28th expiration date.

**Parking:** Parking is available for $24 per day in the attached garage. Valet parking is also available for $34 per day.

Visit THE HILTON AMERICAS HOUSTON WEBSITE
AGENDA - TUESDAY, APRIL 18

Please note that translation service will be available at the conference

8:30 AM  REGISTRATION & CONTINENTAL BREAKFAST

9:00 AM  OPENING KEYNOTE

Jeff Pavlovic
Managing Director of Electric Industry Coordination
Ministry of Energy, Secretaría de Energía (SENER)

9:30 AM  Session I - Basic Service Tariff & Market Competition
The basic service tariff to be approved by the CRE is one of the most important pieces of the new regulatory puzzle, setting a critical benchmark for effective competition. Key stakeholders will discuss the CRE's cost-of-service criteria, the role of the SHCP, potential subsidies, and the existing appetite from qualified suppliers and end users.

Session Moderator: Monte Mickle, President, Enerlogix Solutions
Panelists:
Enrique Giménez, Managing Director, Mexico, Fisterra – Buenavista
Juan Guichard, Director, Ammper Energía
Katya Somohano, CEO, CFE Calificados
Guillermo Zuñiga, Commissioner, CRE

10:30 AM  NETWORKING COFFEE BREAK

11:00 AM  MORNING KEYNOTE

Eduardo Prud’Homme
Head of the Technical System Operations & Planning Division, CENAGAS

11:30 AM  Session II - Gas & Power Integration
This panel will discuss the current and planned natural gas infrastructure in Mexico, the progress of the natural gas market liberalization, and the options and challenges related to natural gas supply for power generation and other end users.

Session Moderator: James Fowler, Editor, ICIS Mexico, ICIS
Panelists:
Rodrigo Bernal, Commercial Director, Fermaca
Steve Bruns, Vice President – Natural Gas Marketing, Tenaska Marketing Ventures
Eduardo Prud’Homme, Head of the Technical System Operations & Planning Division, CENAGAS

12:30 PM  LUNCHEON
1:30 PM

AFTERNOON KEYNOTE

Adrian Katzew
CEO, Zuma Energía

2:00 PM  

Session III - Enablement for Retailers and Traders

In its emerging power market, Mexico’s regulators must balance the desire for a fast and efficient market participant registration process with the need to ensure that candidates have the required skills and financial soundness to operate effectively. Many questions continue to arise from both Mexican and global companies about the registration process to participate in Mexico’s power markets. In this session, our panel experts review Mexico’s power registration for retail marketing and wholesale trading, as well as address the challenges that many companies have faced in navigating the process.

Session Moderator: Rebecca Bollenbach, Partner, Essentia Advisory Partners LLC
Panelists:
Jose Luis Chavez, Coordinator of Electricity Markets, Energy Regulatory Commission (CRE)
Brian Leeke, Trader, Vitol
Jose Maria Lujambio, Energy Practice Director, Cacheaux, Cavazos & Newton
Margarito Sánchez Bautista, Head of Conciliation and Billing Unit, CENACE

3:00 PM  

NETWORKING BREAK

3:30 PM  

Session IV - Project Development

There are many risks to expanding and changing the electric power market in Mexico. How will developers deal with developing a generation project? How are the social, environmental, land acquisition, security and infrastructure issues dealt with in regulations and with lenders?

Session Moderator: Mary Rose Brusewitz, Partner, Strasburger & Price LLP
Panelists:
Fernando Alonso de Florida, Partner, Elias-Calles y Alonso de Florida, SC
Imanol Ariztegui, Commercial Manager, Grupo Mexico Energía
Nick Panes, Sr. Partner, Control Risks

4:30 PM  

Session V - Mexico’s Electric Markets: A Look Back and a Look Forward

This session starts with an independent & fundamental review of the first year of Mexico’s new power market. Our speakers will break down the market drivers, price trends and auction results. They will highlight successes and failures of the market, assessing the liquidity, participation levels and transparency of the market. Next, they will look to the future. What is the timeline for the next phases of market reforms and how do they expect the market to evolve?

Speakers:
Javier Martin, Vice President, Product, Power Costs Inc.
Sam Johnson, Director of Mexico Market Intelligence, Genscape, Inc.

5:30 - 7:30 PM  

COCKTAIL RECEPTION
REGISTRATION INSTRUCTIONS - All registrations should be completed online
If you intend to register more than one person using the same credit card, go to instructions at bottom of page

TO REGISTER: LOG INTO OR CREATE YOUR ACCOUNT ON GCPA’S WEBSITE USING THESE INSTRUCTIONS

• IF YOU HAVE LOGGED INTO YOUR ACCOUNT BEFORE AND KNOW YOUR PASSWORD - Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to log in to your account and then click on Manage My Events once you have logged in. Scroll through the calendar to choose the Mexico Conference in April and register.

• IF YOU ARE CURRENTLY ON OUR MAILING LIST BUT HAVE 1) NEVER SIGNED INTO YOUR ACCOUNT AND SET UP A PASSWORD; OR 2) HAVE SIGNED INTO YOUR ACCOUNT PREVIOUSLY BUT DO NOT REMEMBER YOUR PASSWORD - Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to reach the login page, click on Forgotten Password in the left bottom corner of the page and enter your email address as prompted. You will receive an email with a link. Follow the instructions to set your password and then login using your new password when you return to the login page. Once you have logged in, scroll through the calendar to choose the Mexico Conference in April and register.

• IF YOU ARE NEW TO OUR SITE, DON'T HAVE AN ACCOUNT OR ARE NOT SURE IF YOU HAVE AN ACCOUNT -
• First, test the system to see if you already have an account -
  • Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to reach the login page, click on Forgotten Password in the left bottom corner of the page and enter your email address as prompted.
  • If you do not have an account, you will see a message saying “No User Found”. If this is the case, CLICK HERE to go directly to the conference event page.
    • Select the appropriate priced conference registration option and then click on the blue Check Out button in Step 1 of the registration process.
    • You will next proceed to Step 2 where you should choose the Create a New Account option. Fill in the required information. When you begin entering your Company Name under the Company Information section, type in the first three letters of the company name and then pause.
      • If information re your company is already in our system OR if your company has a corporate membership with GCPA, your company name will appear in the dropdown menu. Select the company name from this menu if this occurs.
      • If your company name is not listed in the dropdown or the dropdown does not appear after pausing, then continue entering your company name.
        • NOTE: If you have chosen a company that is a corporate member and had previously chosen a non-member conference rate, you will be prompted to change your conference registration choice to the member rate. To view a list of current corporate members to see if you are already a member - CLICK HERE.
    • Proceed through the remaining registration process.
  • If you do have an account, you will see a message that an email has been sent and you will receive an email with a link. Follow the instructions to set your password and then login using your new password when you return to the login page. Once you have logged in, scroll through the calendar to choose the Mexico Conference in June and register.

OTHER INFORMATION
Update your profile account! While you are logged into your account or after you have created your account, you can complete or revise the information contained in your profile (choose My Profile from the dropdown menu under Member Center - Download Instructions Here.)

TO REGISTER MORE THAN ONE PERSON USING THE SAME CREDIT CARD:
Step 1: First using the instructions above, register each individual separately by logging in to each individual’s account or by creating an account if the individual does not have an existing account. If one person is registering multiple people, please remember to click on logout at the right top of the screen in the black menu bar after completing each registration and then click on login to sign in to the next individual’s account to create the next registration.
Step 2: When you check out each person, select the Invoice Me payment method.
Step 3: Contact Penny Sullivan at psullivan@gulfcoastpower.org or 281.974.0624. Your orders will all be processed in a single credit card transaction.

PROBLEMS REGISTERING? CONTACT PENNY SULLIVAN AT psullivan@gulfcoastpower.org or 281.974.0624