

Houmoller Consulting ApS

**For electricity and gas markets:
Consulting and teaching on unbundling,
how to create well-functioning,
well-regulated, liberalized markets with
substantial contribution from renewables,
how to establish and operate energy exchanges
and how to provide consumers with
competitive energy prices**





For the electricity and gas markets, Houmoller Consulting ApS provides consultancy & teaching for authorities, regulators and Transmission System Operators on how to establish and maintain well-functioning, well-regulated liberalized energy markets.

Further, Houmoller Consulting advises & teaches on how to establish and operate energy exchanges and how to physically and financially integrate renewables in the electricity market.

For market players, Houmoller Consulting advises on how to operate in the energy markets.

Houmoller Consulting was founded in September 2010 by Mr. Anders Plejdrup Houmøller. Mr. Houmøller is the owner and CEO of Houmoller Consulting. Since 2010, Mr. Houmøller has been working as an independent consultant.

Mr. Houmøller has been consulting & teaching in 47 countries in the Middle East, Europe, Africa, Asia, North America and South America.

In the Middle East, Mr. Houmøller has been consulting & teaching in Oman, Abu Dhabi, Bahrain, Egypt, Dubai, Kuwait, Saudi Arabia and Turkey.

Mr. Houmøller has more than 30 years of experience from the electricity supply business. During the nineties, Mr Houmøller participated in the unbundling of the Danish electricity supply system: From 1993 to 1996, Mr Houmøller was Head of the Technology Department at the biggest Danish power utility *Elsam*. During those years, the utility was not unbundled. Hence, the company *Elsam* operated the big fossil-fired power plants in Western Denmark – and the company *Elsam* also operated the transmission grid in Western Denmark.

The unbundling of the electricity supply business in Western Denmark took place at the end of 1996. After the unbundling, Mr Houmøller became project manager at the Transmission System Operator for Western Denmark. Hence, from January 1997 to January 1998, Mr Houmøller worked with the specification of the tasks for a Transmission System Operator (TSO) – and how to introduce a power exchange in Western Denmark.

For more than 12 years – from February 1998 to April 2010 – Mr Houmøller was the head of the Danish office of the Nordic power exchange Nord Pool. In this job, he introduced the power exchange in Denmark.

In the next step, as Nord Pool's Director for Business Development, Mr Houmøller participated extensively in the multinational work aiming at creating a liberalized, well-regulated Single European Electricity Market with a substantial contribution from renewables. Also in this job, Mr. Houmøller participated in the establishment of the Danish gas exchange.

Mr Houmøller is currently travelling the world consulting on how to unbundle the electricity and gas supply systems and how to technically, legally and economically integrate renewables in the electricity supply business – and how to combine this with a well-functioning, liberalized electricity market with efficient cross-border trading systems.

Among other things, this work is based on the Danish experiences. For more than 30 years, Denmark has had the world's highest penetration of wind energy. In Denmark, the electricity production from wind turbines and solar cells corresponds to 65% of the electricity consumption (55% from wind and 10% from solar).

The Danish subsidy system for renewables has developed from feed-in tariffs to auctions to non-subsidized. Simultaneously, Denmark has one of the world's best-functioning, unbundled, liberalized electricity markets, which is well-integrated with the neighbouring countries' markets.

Maintaining the security of supply in an electricity system with many renewables is not a trivial task. Despite the many renewables, the Danish TSO's cost for maintaining the security of supply is moderate – and Denmark has one of the world's highest security of supply for electricity.

While working for the Danish TSO, Mr. Houmøller participated in the design of the system used to maintain the security of supply. Further, as a consultant, Mr. Houmøller has produced a report on how to further improve this system. It is one of the tasks of Houmoller Consulting to promote this system all over the world.



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