Mexico Electric Power Market Conference

A One-Day Conference on Thursday, June 2, 2016

The Hyatt Regency Mexico City
Campos Eliseos No. 204 Polanco Chapultepec
Mexico City, Mexico, 11560

Cocktail Reception for all Attendees following the Conference

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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 have requested that greater attention be paid to what is happening with the electric power market reforms in Mexico. This conference marks the fifth event GCPA has held regarding these reforms, but it’s our first event to be held outside the U.S. We look forward to an exciting conference and to establishing 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.

For many of you, this may be your first exposure to GCPA. Since 1983, Gulf Coast Power Association (GCPA) has served Texas and the Gulf Coast as a non-profit electric power trade organization dedicated to promoting an improved understanding of the issues and opportunities impacting contemporary power markets. Our highly diversified membership base of 120+ corporate members and 300+ individual members represent virtually every segment of the electric power industry. GCPA's primary focus is creating educational and networking opportunities where members and industry professionals can learn and exchange information and ideas.

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.

GCPA looks forward to establishing and maintaining a presence here in Mexico. 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

Gary Ackerman, Western Power Trading Forum
Eduardo Andrade Iturribarria, Iberdrola
Jimena Beristáin, Zenteno-Lira Mora, Abogados
Mary Rose Brusewitz, Strasburger & Price LLP
Andrea Calo, Customized Energy Solutions
Francisco Con Garza, Cemex Energia
Royal Daniel, EIM Capital
Robert Downing, Greenberg Traurig
Keith Emery, Tenaska Power Services
Tom Foreman, GCPA
Toralf Hey, Biosolventus
Glen Hodges, Pattern Energy
Jose Maria Lujambio, Cacheaux, Cavazos & Newton
Andres Martin, Zenteno-Lira Mora, Abogados
Marcelo Mereles, EnergeA
Severo López Mestre Árana, Galo Energy Consulting
Monte Mickle, Enerlogix Solutions
Ricardo Montijo, SWCA Environmental Consultants
Peter Nance, Que Advisors
Rene Ochoa, Enerlogix Solutions
Eduardo Reyes Bravo, PwC
Soll Sussman, S Cubed Studio
Jaime Williams, Cemex Energia

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 5/17/16</th>
<th>Regular Registration 5/18/16-5/31/16</th>
<th>Onsite Reg. 6/2/16</th>
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- Discounted early bird pricing is available for: 1) all GCPA Members and Non-Members through May 17; and 2) all Government and State employees through May 31.
- On-Line Registration closes on Tuesday, May 31st at 12:00 Noon.
- 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, May 27. If your registration is cancelled due to non-payment, you are still welcome to register at the Hyatt on June 2 at the onsite registration rate shown in the above table.
- Onsite Registration at the Hyatt opens at 9:00 AM on June 2.
- Requests for refunds must be received by 5:00 PM on May 18. A 10% processing fee (USD) will be deducted from all refunds.

VENUE, HOTEL ROOM & PARKING INFORMATION

Venue: The conference will be held in Ballroom A-B at the Hyatt Regency Mexico City located at Campos Eliseos No. 204 Polanco Chapultepec in Mexico City. 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 Hyatt Regency with a limited number of rooms available for the nights of 6/1 and 6/2. The single or double occupancy rate is $219 USD per night. You can make your reservation by calling 1-800-233-1234 or CLICK HERE to reserve online. The room block expires on Thursday, May 19. You are encouraged to make your room reservation early - the room block may sell out before the May 19th expiration date.

Parking: To view parking information - CLICK HERE.

Visit THE HYATT REGENCY MEXICO CITY WEBSITE
AGENDA - THURSDAY, JUNE 2

8:30 AM  REGISTRATION & CONTINENTAL BREAKFAST

9:45 AM  WELCOME & EVENT OPENING
         César Hernández
         Undersecretary of Electricity
         Ministry of Energy, Secretaría de Energía (SENER)

9:55 AM  MORNING KEYNOTE
         Jeff Pavlovic
         Managing Director of Electric Industry Coordination
         Ministry of Energy, Secretaría de Energía (SENER)

10:30 AM  Session I - Implementing the Market
          How has implementation of the energy market progressed during the first few months? What did / did not work as planned, what were the surprises, what was the experience with the Comisión Federal de Electricidad (CFE) long term auctions? The evolving legal/regulatory landscape, further restructuring, infrastructure constraints, and the impact of market design issues on market operations and asset investment will be emphasized. Lessons learned will include both Mexican and alternative international perspectives.
          Session Moderator: Severo López Mestre Arana, Partner, Galo Energy Consulting
          Panelists:
          José Pablo Fernández Velasco, General Director, Grupo Dragón
          Javier Gutiérrez Becerril, Director of Modernization, Comisión Federal de Electricidad
          Peter K. Nance, Managing Director, Que Advisors

11:30 AM  NETWORKING COFFEE BREAK

12:00 PM  Session II - Buying and Selling Power by Large Users/Consumers
          What are the challenges this unique group faces as they sell their excess generation in the wholesale market and/or to other consumers? In view of the recent reduction in regulated tariffs and start of the wholesale market, do they envisage changing their power purchasing strategy? Will the new market structure make it easier or more difficult? What market changes would they find beneficial?
          Session Moderator: Jaime Williams, Commercial Director, Cemex Energía
          Panelists:
          Eduardo Isla, Energy Manager, Autlan
          Victor Treviño, Director, Energy & Environment, FEMSA
          Arturo Vaca, Director, Energy & Technology, Industrias Peñoles, S.A.B. de C.V.
1:00 PM  **Session III - Actions Taken and Changes Desired by Wholesale & Retail Providers**

An interactive discussion between the panelists and the audience. This is a session for businesses that want to buy and sell power. What are the barriers to entry? Are there examples elsewhere in the world that this group would like to see implemented in Mexico? What market structure changes have worked thus far?

Session Moderator: **Bob Anderson**, Vice President, Business Development, Tenaska Power Services Co.

Panelists:
- **Rebecca Bollenbach**, Managing Director, Commodity Services, WG Consulting
- **Erith Hernandez**, Assistant Director of Market Operations, CENACE
- **Carlos Miguel Jaime**, General Coordinator of Electricity Market, Comisión Reguladora de Energía
- **Bob Leech**, Head of Power Mid-Marketing, Cargill

2:00 PM  **AFTERNOON KEYNOTE**

**Eduardo Meraz**
Director General, CENACE

2:30 PM  **LUNCHEON**

3:30 PM  **Session IV - Developing Generation Supply**

What fuel sources will be used to create new generation? Will it be natural gas only? Is the fuel supply, fuel delivery and infrastructure in place to support new generation? Will there be imports or exports to the US? What are the challenges to developing clean energy?

Session Moderator: **Shaheer Hussam**, Advisor, EnergeA

Panelists:
- **Mannti Cummins**, Director, Energía Veleta
- **Juan Pablo Jimeno**, Director of Business Development, Power & Gas, AES Mexico
- **Max Yzaguirre**, CEO, The Yzaguirre Group

4:30 PM  **NETWORKING BREAK**

5:00 PM  **Session V - Managing the Environmental and Social Risks**

There are many risks to expanding and changing the electric power market in Mexico. How will developers deal with the social, environmental, land acquisition and security issues involved with adding new supply, changing how the market operates and securing investment?

Session Moderator: **Francisco Javier Zenteno Barrios**, Sr. Lawyer, Zenteno-Lira Mora Abogados

Panelists:
- **Nick Panes**, Sr. Managing Director, Control Risk
- **Katya Puga**, General Director of Social Impact and Surface Use, Secretaría de Energía (SENER)
- **María José Treviño**, Sr. Partner, Mexico Green Energy Solutions
- **Diana Vasquez**, Hydropower Strategy Manager, Mexico & N. Central America, The Nature Conservancy

6:00 - 8:00 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 June 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 June 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