

Full Retail Competition: What Consumers Can Expect and How Will the Industry Evolve?

Mr. Julius Tan
Co-Founder and CEO
Electrify.Sg

Friday, 18 August 2017
3.00 pm to 4.30pm
ESI Conference Room
29 Heng Mui Keng Terrace
Block A, #10-01, Singapore 119620

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Synopsis

With the upcoming full deregulation of the energy market, led by the Energy Market Authority (EMA), Singaporean consumers will experience changes in the way they purchase and consume energy. As the industry evolves through various stages of maturity, it will be useful to consider how consumers may eventually benefit from this deregulatory effort. With an additional 1.3 million consumers being given contestability or freedom to choose their electricity retailer by end 2018, competition in the electricity market is heating up with more electricity retailers entering the market with new power plans and benefits. The role of ELECTRIFY.SG as Singapore's first e-commerce site will be discussed, as it plans to be more than just a marketplace but also as an educator and thought leader in the energy realm.

About the Speaker



Julius Tan spent the past three years in the Singapore energy market as, first, a Research Engineer at the Solar Energy Research Institute of Singapore (NUS), thereafter moving on as a trader and Head of Energy at Sunseap Group. Over the course of 24 months, he operationalised and grew Sunseap Energy into one of the largest independent electricity retailers in Singapore. Identifying a gap in the market Julius, and his business partner Martin Lim developed ELECTRIFY.SG with the aim of bringing e-commerce to the retail electricity market providing greater efficiency and sharing of intelligence. Julius has a Bachelor's degree in

Mechanical Engineering from the University of Cambridge.