

## **ENEL ENERGIA TO SUPPLY ELECTRICITY TO THE CAEM CONSORTIUM, ONE OF THE LARGEST IN THE TRIVENETO REGION**

*The Enel division that serves companies that consume up to 100 million KWh wins its first important client, following the recent step forward in the liberalization of the electricity market.*

*The Caem consortium, supported by industry organization Confartigianato of Vicenza, on behalf of the associations of the Veneto, Trentino and Friuli regions, will have 1000 associates with a total consumption of 200 million KWh by the end of the year.*

*Enel Energia has launched a substantial communication campaign to present its “made to order” offer to the more than 150,000 companies that have recently joined the ranks of eligible clients.*

**Rome, May 2, 2003** – One day after the free market was opened to clients with a consumption of more than 100,000 KWh, Enel Energia, the division that supplies energy and services to eligible small-to-medium size companies, won a supply contract with the Caem consortium which includes 300 companies of the Triveneto region with annual consumption between 100,000 and one million KWh. It is one of the most important contracts so far assigned in the free electricity market, both in terms of the number of customers served and volume handled.

Constituted in 2001 by the Confartigianato of Vicenza on behalf of the industrial associations of the Veneto, Trentino and Friuli regions, Caem includes industries typical of the northeast such as the working of gold, metalwork, furniture production, ceramics and plastics.

The majority of companies already belonging to the Caem consortium will be able to participate in the free market beginning next June-July, it is estimated that the number of associates will reach over 1,000 by the end of the year with a total consumption of about 200 million KWh.

To compete in an ever freer market, Enel Energia will launch an advertising campaign in all the major newspapers with the slogan “*We sell energy, but for you we will be tailors*” . The aim is to highlight how Enel Energia’s offer is “made to measure” to fit all a customers needs, both in terms of electricity supply and

protection against fluctuations in energy prices which, once the electricity pool is launched, will be determined by the dynamics of demand and offer.

Enel Energia offers its clients a package of risk management services aimed at reducing or eliminating the unpredictability of price movements; it also offers an online energy consumption monitoring service (*Web Data Management*) which enables a customer to find the contract that best suits their needs.

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