

MEDIA RELATIONS

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ENEL AND ANIE (CONFINDUSTRIA) IN ROMANIA FOR THE GROWTH OF COMPANIES IN THE ELECTRIC SECTOR

- *During a seminar organized in Bucharest, Italian and Romanian suppliers focused on the business opportunities arising from the improvement of the Romanian distribution network.*
- *Enel will invest approximately 700 million euros during the next 5 years to modernize the power infrastructure in the regions of Muntenia, Banat and Dobrogea.*

Bucharest, January 20th 2009 – Enel and Anie (Confindustria) organized the seminar “*Romania and Italy: Development Opportunities*”, an event targeting specialized companies operating in the supply of services, materials, works and components for the electricity distribution sector. The seminar is aimed at activating synergies between purchasing procedures in Italy and in Romania. Also, it is aimed at setting a platform for the involvement of Romanian and Italian suppliers in the modernization programme that Enel is pursuing for the electricity infrastructure managed by the company in the regions Muntenia Sud, Banat and Dobrogea.

In an ever-increasingly globalised world, one of the corporate strategies is to go beyond the national borders and explore new markets under a reciprocity framework. Enel is today an energy multinational, present in 22 countries, which has expanded its portfolio of activities through a geographical diversification of investments. Towards this aim, also the purchasing sector will have to comply with international and global logics and criteria as well as selecting qualified suppliers that enjoy safety, innovation and customer satisfaction features, in order to address the challenges to be met on a daily basis in every country of the world.

As the most important foreign operator in the Romanian electricity distribution sector, with a market share of approximately 30%, Enel is envisaging for the next years a consistent volume of projects aimed at enhancing the networks in these three regions, thus entailing significant benefits to local clients. The company’s investments for the next five years amount to approximately 700 million euros, which are part of Enel’s investment plan in Romania, already disclosed last year and shared with Romanian regulatory authorities. The projects refer mainly to the introduction of new, highly advanced technology (such as Telecontrol), modernizing electricity substations and replacing outdated equipment, in order to bring the Romanian electricity distribution network in line with European standards of performance.

"Today Enel is a reference investor for the power sector in Romania. The excellent results achieved in the operation of our three distribution companies up to now are enabling us to look confidently at the future and, most of all, they are encouraging us to follow on the steps we have already taken. In line with our strategy, aimed at value creation, we have a significant investment plan to improve quality in services, developing the power

network for the benefit of our customers and, in the medium to long run, achieving an integrated position in the Romanian value chain. Today is a moment for gathering and of constructive comparison that shows Enel's keenness on the efficiency and the opportunities that may arise from a synergic approach with the world of suppliers." Commented Carlo Tamburi, Head of Enel's International Department.

The seminar was attended by the Romanian Secretary of State for Energy, Mr. Tudor Serban, the Italian Ambassador, Mr. Mario Cospito, representatives of Romanian and Italian business associations, as well as over 100 specialized companies from Romania and Italy.

"The meeting, organized by Enel, is aimed at highlighting the multinational approach strategy that the company and its Procurement Department are developing and that will be one of the key features of the success in the future of the global energy market. The recent crisis but also globalisation are forcing us to look at markets under a new light and without barriers, in order to ensure better services to the community. This means, for our company, to rely on suppliers helping us every day to innovate and be competitive, whilst respecting and safeguarding our values, with particular attention paid to safety at work. In this respect, Romania represents the first country where we are paving a way to compare and study the various opportunities and we will follow this road in all 22 countries where Enel is present." Commented Antonio Cardani, Head of Enel's Purchasing Department.

"On behalf of all partner companies, I believe it is a duty to express my satisfaction on all the investments that Enel has decided to undertake in Romania. I am sure that these investments, which have been planned in order to modernize such an important feature of the Romanian power system, will represent for the Italian companies operating in the country an internal incentive to develop quality of their production, therefore also investing in R&D and in qualified staff. If at the beginning of Italian investments in Romania what had been evaluated was, most of all, the competitive advantage arising from lower labour costs, today the evaluation is characterized, undoubtedly, by a guidance which goes more towards the acquisition of market shares also in high-tech sectors related to the inevitable investments which will have to be made in such a rapidly-growing country: railroads, electricity, renewable sources, telecom connections, etc." Said Guidalberto Guidi, President of ANIE Confindustria.

"Our investment plan for the Romanian distribution network targets a significant improvement in the quality of service for our clients, with a reduction of blackouts duration in the medium term. Furthermore, we believe that such level of investment in new infrastructure will definitely bring long-term benefits for the Romanian economic system, and be a measure in the direction of alleviating the impact of the global financial crisis over Romania. In order to do so it is also important that the investment plan offers fall-out business opportunities for the supply companies in this sector, creating growth as well as fostering employment in our suppliers and within the economic system. Today's event is a step ahead for this purpose, having a focus also on transparency rules and local legal regulations." commented Matteo Codazzi, Chairman of Enel Romania.

The seminar also proved to be a framework to encourage bilateral co-operation between Romanian and Italian companies, as speakers analysed issues such as the features and opportunities of the Romanian economic system, the procedures to start business in

Romania, the benefits of partnering “local-content-rich” Romanian firms with “know-how-rich” Italian firms, as well as the opportunities for Romanian companies to be accredited as Enel’s suppliers in Italy.

About Enel

Enel is Italy’s largest power company, and Europe’s second listed utility by installed capacity. It produces, distributes and sells electricity and gas across Europe, North and Latin America. Further to the acquisition of the Spanish utility Endesa, together with partner Acciona, Enel has now a presence in 22 countries with approximately 83,000 MW of generating capacity (on 30th September 2008) and serves more than 52 million power and gas customers. Listed on the Milan stock exchange since 1999, Enel has the largest number of shareholders of any Italian company, at some 1.6 million retail and institutional investors 2007. Enel is also the second-largest Italian operator in the natural gas market, with approximately 2.6 million customers and a 10% market share in terms of volumes..

Enel is the most important private investor in the Romanian electricity sector, reaching about 2.5 million customers, operating 93,000 km of network and employing approximately 5,500 people. Enel is present in the electricity supply area through Enel Energie and Enel Energie Muntenia, while Enel Distribuție Banat, Enel Distribuție Dobrogea and Enel Distribuție Muntenia are the companies in charge of managing and upgrading the network in these three regions.

About Anie

The ANIE Federation is the Confindustria member which represents the electrotechnical and electronics companies in Italy. This is a high-tech globalised industry sector, which invests substantial resources in research and development.

With its 11 Associations, ANIE unites strategic players to deliver significant support to the growth of the national industry network and to contribute to its success on the international markets.

The Associations and ANIE Federation play a significant role in the development of the electrotechnical and electronics marketplace, striving to ensure transparent regulations. They promote the competitiveness of member companies with reference to different production factors.