

## Endesa holds the 3rd Innovation Circles Seminar

Endesa's Executive President, José Manuel Entrecañales, gave the closing address to Endesa's 3rd Innovation Circles Seminar (CIDE), which took place last Tuesday in the Company's headquarters in Madrid. This Seminar, which was opened by Endesa's Managing Director, Rafael Miranda, brought together the main suppliers in the telecommunications and electrical distribution sectors and the Company's key people in the areas of innovation, purchasing, telecommunications and distribution.

In his presentation, José Manuel Entrecañales thanked those present for taking part and emphasised that the CIDE Seminars are an example of successful collaboration with Endesa's global suppliers, who are also committed to technology and innovation. "This business initiative is intended to promote innovation throughout the company and respond to the needs of today's companies: customers, sustainability, efficiency and the future of technology".

Rafael Miranda emphasised the Company's high level of investment in Technology and Innovation, stating that CIDE is an unprecedented initiative in this sector. It is a model intended not only to include initiatives in the main areas of the business, but also to involve all the stakeholders – employees, suppliers, local and national governments and research centres, in the joint mission of seeking out innovative solutions.

Endesa's Corporate Director of Services and Technology, Antonio Pareja, explained Endesa innovation model and stated the objectives of the CIDE: to identify Endesa's challenges, opportunities and technological aspirations, express them in terms of future technological expectations and transmit them to its suppliers. The aim is to bring the suppliers' R&D&i into closer alignment with these objectives, and encourage them to apply their technological efforts to meeting Endesa's business challenges.



- **Through the Innovation Circles, Endesa promotes its corporate identity and the independence of its business. This is achieved by both guaranteeing the supply of energy and taking advantage of opportunities for growth, through leading the innovation which is a key factor in working towards environmental balance.**



*Endesa's Executive President, José Manuel Entrecanales, during his speech at the 3rd Innovation Circles Seminar.*

Francesco Buresti, Director General of Purchasing, explained the Company's general purchasing strategy; José Luis Marín, Director General of Endesa Red, presented the current projects in Endesa Distribution's Forums in Spain, together with Rafael López Rueda, General Manager of Chilectra, who presented the progress made with the CIDE in Latin America.

Prominent representatives of other European companies took part in the Seminar, explaining their visions of Innovation: Antonio Vidigal, Managing Director of EDP Inovação, Thomas Theisen, Head of Innovation at RWE Energy AG, Gennaro de Michelle, Senior VP Technical Area Research at ENEL.

After the presentations, a closing address was given and books - Technological Expectations in Distribution, Technological Expectations in Generation in Latin America, and the Endesa Energy's book on Sales and Marketing, were presented to the attendees.