

## Keynote A

Date           Monday, October 13, 10:00 – 10:30  
Venue          SDKM, ITU

### Energy Storage Market



**Andrew Jones**, S&C Electric Europe LTD Managing Director, S&C Electric Europe

Mr. Jones received his MBA from Sheffield Hallam University in 1993. Andrew Jones has exceptional technical knowledge in the energy sector, specialising in smart grid technology, and has published over 30 papers and he has been involved as a BEAMA, British Standard, CIGRE and IEC bodies. Andrew has a mechanical engineering degree from Swansea University and an MBA from Sheffield. He started his career with an apprenticeship on mechanical engineering with Aluminium Wire and Cable in Swansea before taking an HND in mechanical engineering. He then held a number of roles at Alcan Wire and Conductor and became commercial manager responsible for sales of all electrical products including Middle East, Africa and parts of Asia. During this time he also completed the Institute of Quality Assurance Membership Exams and MBA. Following this he worked at CCL as Business Development Manager, before the company was purchased by Ancon and he was made Commercial Director of the Electrical Division and Wire Rope Splicing Divisions responsible for full P&L and sales on a global basis. In 2004 Andrew joined S&C as Territory Manager before setting up the European business in 2008, taking the role of Managing Director. Andrew regularly speaks across a wide range of energy topics, including smart grid.

**Abstract:** Current state of storage technology? Current and emerging markets. A personal opinion on what are the key areas to watch in the near future. Although Energy Storage has become the ‘buzz word’ of the industry, there is still a lot of confusion surrounding: technology, costs, markets, and how to use storage. This speech will be a quick run through of the current energy storage landscape and will cover the global electrical network changes are happening now. I will cover, changes in storage adoption, the current state of technology, applications and markets already served, and will end with a personal prediction of the future.