

## Endesa participates in the 1st Business Forum for the ICT Business

The 1<sup>st</sup> Business Forum for the ICT Business was held at the Seville Convention Centre on the 6th and 7th of February. It is the largest event in Spain for companies in the Information and Communications Technology (ICT) sector. Managers from Endesa Ingeniería related their experiences applying the latest technology and outsourcing in the electricity distribution field.

Ricardo Pérez, David Pinto, and Cristopher Regan, Endesa Ingeniería managers of Outsourcing, Data Management, and the Process Engineering and Technology line of business respectively, shared their knowledge with other representatives and executives of 200 companies expert in new information and communication technologies.

Their presentations centred on outsourcing trends in the electricity sector and the relevance of collaborative environments for our Company, with specific strategies that favour and manage differentiation from competitors, quality of service, and productivity. Likewise, they analyzed the definition of future electrical service with massive application of technology in the electrical power distribution infrastructure.

ICT Business 2008

This first meeting of the Forum is the largest event for this sector celebrated in Andalucía to date. Its intent is to stimulate business, cooperation, and operations between information and communications technology companies, regardless of their subsector or size.

Organized by the Andalusian Information and Communication Technologies Business Association (with more than 350 SMEs represented), and with the collaboration and Sponsorship of the Ministry of Education and Science, the Andalusian Government Council for Innovation, Science and Enterprise, as well as Telvent, Microsoft, Intel, Sadiel, and Endesa Ingeniería, among others. This meeting was also attended by well known international business people and dignitaries from these fields.

