

Bosnia: UK Alfa Energy Group sees great opportunity in the electricity market liberalization

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British Ambassador in BiH Edward Ferguson visited the office of Alfa Energy Group in Sarajevo, where he met with a team of this group and learned more about their impressive development in the last six years.

Ambassador Ferguson stressed that Alfa Energy Group could help companies to reduce the energy cost, stressing the belief that the upcoming liberalization of the electricity market in BiH would open important new opportunities for their clients, it was said from the British Embassy in BiH.

- Their experience in Bosnia and Herzegovina is a good indication that, despite numerous market barriers that we hear almost every day, it is possible to operate successfully in this market, but companies like this can help others to do the same- said ambassador after a visit.

Since its founding in 1995, Alfa Energy Group has developed into a global consulting company with four offices worldwide and more than 90 employees.

Alfa Energy Group operates across Europe and liberalized markets of North America, and it has about 4,000 clients which, leading to their advice, enter into contracts for the energy procurement worth billion pounds annually.

This group offers a wide range of services to its customers, which aim to the efficient energy purchase, thereby to the profitability increase.

It opened office in Sarajevo in 2008, since when it has been appreciated member of the British Business Club in BiH. Framework Plan of Alfa Energy Group assumes continued growth in the international plan with the strengthening of the office that remains in BiH.

Office in Sarajevo currently employs more than 50 people, with the previous investment of 1 MEUR annually. In the next five years, Alfa Energy Group plans to increase its investment at 2, 5 MEUR per year.

- We decided to come in Bosnia and Herzegovina for three reasons, the realization of faster growth at the international level, establishing a central office to support our branches abroad, but also because of respect for our roots, to contribute to the economy and society development providing employment opportunities for the young people in this country - said partner and executive director of Alfa Energy Group Damir Ahmovic.