

Through the call center Romanian electricity producer Hidroelectrica opened, residential and commercial consumers can get information and assistance regarding the services offered by Hidroelectrica or find out details about how they can become customers of the company. The call center started on 23 October.

The call center began operations on the same day as the announcement of Czech energy company CEZ, officially confirming the failure of the Romanian Hidroelectrica-Electrica-SAPE consortium to take over its assets in Romania, which the Czech group sold to funds managed by Macquarie Infrastructure and Real Assets (MIRA).

CEO Bogdan Badea said that the company wants a closer relationship with consumers in the household category in the perspective of full liberalization of the energy market from 2021. Hidroelectrica offers not only fair and competitive prices, but also a guarantee that the delivered energy is 100 % green and that it is produced in Romania. The launch of the call center service shows the company's determination to enter this extremely demanding market.

Minister of Economy and Energy Virgil Popescu said earlier that he was disappointed with the state-owned companies Romgaz and Hidroelektrika for not entering the household supply market and warned that they would take action if nothing changed in their commercial policies. The Ministry holds 80 % of the shares of the company. Hidroelectrica operates more than 209 hydropower plants with a total installed capacity of 6,482 MW. In the coming years, the company intends to diversify its portfolio with large investments in wind farms, solar power plants and the production of electricity from biomass.