

Serbia liberalized fully its power market but the state owned power utility company EPS current prices are below the market expectations. GEN-I advantage in the regional market lies in cheaper electricity coming from NPP Krsko.

Slovenian Gen-I sold 230 GWh of electricity in Serbia last year with profit of 210.7 MEUR, said Dejan Paravan from Gen-I.

Paravan added that they expect lower revenues this year. Gen-I Belgrade, as the first company that has entered the segment of the electricity supply industry, currently supply 12 customers, including five customers that won in competitions and had a market share of 3% in 2014<sup>th</sup>. Paravan adds that industrial customers are reluctant to change suppliers and that it will be a difficult challenge to prepare them to be actively engaged. Gen-I does not intend to engage in the recently liberalized market to supply households in that country.

At the end of 2013<sup>th</sup>, EPS had 3.62 million customers at low voltage and 4,757 in medium and high voltage. By June 2014<sup>th</sup>, two customers directly connected to the transmission system and 300 connected to the distribution network had changed the supplier, according to the Energy Community.