

Alternative electricity suppliers taken 15% of market share from Croatia state power utility HEP while in the segment of retail household market this share is 8%. In order to balance the loss HEP entered Slovenian electricity market holding 5% of market share.

There are more and more electricity traders in the regional market and changes in market shares. Regional trend shows the low level of wholesale and retail prices of electricity.

Almost all companies active in the region of South East Europe are also working cross border. HEP is present in Slovenia, Serbia, Bosnia and recently HEP inked the deal with Slovenian car parts producer Cimos which is active in all four countries. The biggest market is Serbia with 3.5 million consumers and consumption of 26.5TWh, followed by Croatia with 2.38 million consumers and 14.9TWh and then Slovenia and Bosnia.

In Croatia there are 7 active traders, Slovenia 11, Serbia 34 and Bosnia 29. According to recent statement from HEP Trade company CEO Ante Curic, Croatia and Slovenia are fully liberalized while other regional markets are more or less regulated.

Alternative suppliers in Croatia gained 15% of market share. In Serbia, according to Tomas Oresic power utility EPS executive supply director, market is partially liberalized with regulated price for households and small business consumers which are far below the real market prices. Prices for industry are lower than compared with region but they are currently market based. Oresic explained that EPS can learn from HEP and Slovenian operator mistakes, when HEP lost part of the market from new suppliers and when HEP gained Slovenian public supply contracts. Oresic said that Serbia still lack the proper RES strategy which allows time for EPS to prepare for arrival of competitors and investors.