



SENDI2018 FORTALEZA

XXIII SEMINÁRIO NACIONAL DE
DISTRIBUIÇÃO DE ENERGIA ELÉTRICA

*XXIII NATIONAL SEMINAR ON
ELECTRIC POWER DISTRIBUTION*

20 A 23 | **NOV** | 2018

COORDINATION



UNDERTAKING



ABRADEE
ASSOCIAÇÃO BRASILEIRA DE DISTRIBUIDORES DE ENERGIA ELÉTRICA

Aiming to promote an exchange of experiences between electric power distribution companies, fostering ideas for the maintenance and development of the quality of the provided services, Abradee holds, every two years, the National Seminar on Electric Power Distribution (SENDI). In 2018, from November 20 to 23, the event will be held for the first time in Fortaleza, under the coordination of Enel Distribuição Ceará. The event will be an opportunity to discuss industry trends, such as digitalization, e-mobility, customer relationship and the regulatory framework.

The Seminar was started in 1962 and now, after ten years, it will take place in a Northeastern capital. The last city of the region to host the event was Recife, in 2008. In addition to the technical work, actions such as demonstration of electric cars, demoday (aimed at startups), hackathon (network programming development marathon), and others are also planned. The SENDI 2018 organizing committee expects to attract 4 thousand people to the Ceará Events Center.

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Having approximately 3.9 million customers and being responsible for 142 thousand kilometers of distribution lines, Enel Distribuição Ceará is one of the largest companies in the state and a national reference in quality of service.

It was elected for six times the Best Power Distributor in the country, and for ten times the Best in the Northeast Region, by the Abradee Prize. Furthermore, it is featured every year in the quality of service ranking of the National Electric Power Agency.

This is the company that has most invested in culture in Ceará. In the last ten years, approximately BRL 115.5 million were invested in 463 projects under the State

Culture Incentive Law (Mecenas), the Rouanet Law and the State Fund for Culture (FEC). The company is also a reference in the Social Responsibility category of the Abradee Prize, having won eight best distributor awards in this category.

In 2016, Enel Distribuição Ceará underwent a brand change process, it was previously called Coelce. This was the result of a global strategic repositioning of the Enel Group, using the global scale and relevance achieved by the company present for more than 6 decades in the market.

The company has been dedicated to the development of the Brazilian electric power distribution sector for 40 years. Abradee comprises 51 electric power distribution concessionaires - both state and private - which operate in all regions of the country and are responsible for serving 99.6% of Brazilian consumers.


Headquartered in Brasília, Abradee provides support services to its members in technical, commercial, economic-financial and institutional areas. The Association also offers courses and seminars and publishes technical documents, in addition to promoting the exchange of information with national and international entities aiming at

the development and capacity building of its members, with an emphasis on defending the interests of the electric power distribution sector.

Abradee aims to contribute to the development of the country through a sustainable and efficient electric power distribution sector, offering quality services that are recognized by the customers.

Having the goal of adding value to the distribution companies, to customers and the country, Abradee is an effective agent of development of the electric sector.





BRAZIL AND THE ELECTRIC POWER DISTRIBUTION SECTOR IN THE BRAZILIAN ECONOMIC SCENARIO

Universal access to electricity and better service is a duty and a challenge that is increasingly being embraced by the distributors in the sector. In 2016, electric power consumption in Brazil amounted to 460,001 Gigawatts-hour (GWh), including the distribution to the industrial, transportation, energy, residential, agricultural, services and other sectors. During the same period, the distribution sector invested approximately 13.8 billion reais in the purchase of new equipment, personnel training, raising awareness of the population on how to care for the electric network, expansion of the network, customer service and fight against thefts and fraud, according to Abradee (Brazilian Association of Electric Power Distributors).

Data from the Electric Power Distribution Sector Survey also indicate that in 2016, the sector had 81 million consumers in 99.7% of households. With 2.2 million installations a year, the sector provides 209 thousand jobs, BRL 216 billion in gross revenue and BRL 80 billion in charges and taxes (in distribution). That together with a satisfaction index equivalent to a perceived quality of 76.8% and a 3.5% share in the country's GDP.

Dedicated to the development of the Brazilian electric power distribution sector, Abradee has 42 years of operation and currently comprises 47 electric power distribution concessionaires - both state and private - operating in all regions of the country.

General Coordinator: OSVALDO FÉRRER

Secretary General: GLAUCO VALÉRIO

Marketing Committee (Sponsorship): GUSTAVO AVILLA

Communication Commission: PATRÍCIA VARELA

Infrastructure Committee: ODAÍLTON ARRUDA

Innovation Commission: LUIZ JÚNIOR

Technical Work Committee: ROBERTO GENTIL

Financial Commission: VICTOR HUGO

Information Technology and Multimedia Commission: OSCAR GARCIA

Rodeo Commission: FRANCISCO QUEIROZ

Hackathon Commission: VÂNIA PORTO

ORGANIZING COMMITTEE

With more than 9 million inhabitants, Ceará is one of the most sought tourist destinations in the country. The state is known as “Land of Light”, for having abolished slavery before Brazil and, in relation to tourism, for the ever bright sun and stunning sea.

A pleasant place for people of all ages, Fortaleza, the capital of Ceará, is the country’s fifth largest in population, with around 2.6 million inhabitants, joining together many things that Brazilian people cherish: natural beauties, culture, music, fun and fantastic cuisine. Whether for sunbathing during the day or taking a walk at night, the coastline is one of the highlights of the capital.

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The 34km shore in the urban area includes the beaches of Iracema, Meireles, Mucuripe and do Futuro. Visiting Beach Park, one of Brazil’s most famous water parks, is also a classic program that appeals to even those who do not seek adrenaline so much.

And in business, Fortaleza also stands out in the country. In 2014, it was considered the eighth richest city in the country in terms of GDP, and the richest in the Northeast. It also has the third richest metropolitan region in the North and Northeast.

Regarding tourism, the city reached the marks of second most sought destination in Brazil and fourth city in Brazil in number of tourists, according to the Ministry of Tourism. And it is the Brazilian capital that is closest to Europe, at 5,608 km from Lisbon, in Portugal.

Green-sea beaches, vibrant waterfront, and opportunities to buy handicrafts, eat fresh prawns and crabs, laugh at comedy shows and dance the forró... Fortaleza is all that and more.

GOALS

- Promoting a dialogue between the state and private sectors regarding the distribution of electric power
- Business innovation
- Improvement of innovation policies
- Development of the electric sector
- Information sharing between electric sector agents
- Sustainability
- Discussion about the national regulatory framework

EXPECTED RESULTS

- Allowing for knowledge sharing between distributors to reflect upon the electric sector
- Conversation between the business sector, government and academia
- Companies aware and committed with the innovation culture
- Best practices for innovation
- Corporate sustainability
- Future initiatives on new possibilities for the use of electricity



TARGET AUDIENCE

- Representatives of state and private distribution companies in the country
- Businesspersons and entrepreneurs
- Government authorities and officials
- Researchers and students

PRELIMINARY PROGRAM

NOV/20/2018 | TUESDAY

6 pm	Official Opening of the XXIII SENDI and Award Ceremony
9 pm	ExpoSENDI Opening/Cocktail
11 pm	Closing of ExpoSENDI

NOV/21/2018 | WEDNESDAY

8 am	Opening of ExpoSENDI
8:30 am	Discussion panel
10 am	Networking break
10:45 am	Discussion panel
12:15 pm	Lunch
2 pm	Technical sessions
3:30 pm	Networking break
4:30 pm	Technical sessions
6:30 pm	Closing of the technical sessions
9 pm	Closing of ExpoSENDI

NOV/22/2018 | THURSDAY

8 am	Opening of ExpoSENDI
8:30 am	Discussion panel
10 am	Networking break
10:45 am	Discussion panel
12:15 pm	Lunch
2 pm	Technical sessions
3:30 pm	Networking break
4:30 pm	Technical sessions
6:30 pm	Closing of the technical sessions
8:30 pm	Closing of ExpoSENDI
8:30 pm	Dinner/Show

NOV/23/2018 | FRIDAY

8 am	Opening of ExpoSENDI
9 am	Technical sessions
11 am	Networking break
11:45 am	Award ceremony/Election of the next host city
1 pm	Closing of ExpoSENDI

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CEARÁ EVENT CENTER

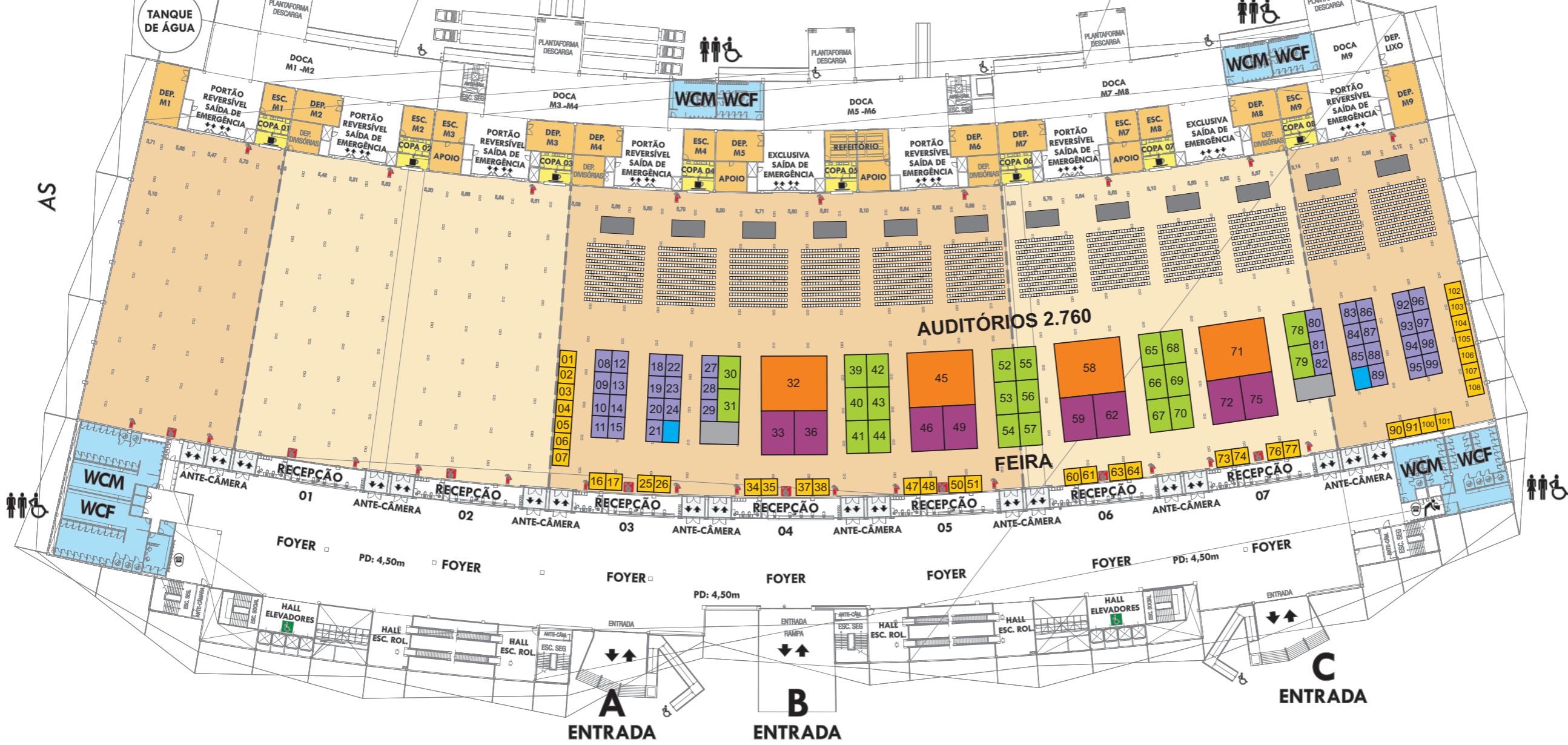
Ceará Event Center is one of the most modern and well-equipped convention centers in Latin America, hosting events, lectures, fairs, shows, congresses, workshops, exhibitions, seminars, sporting events, and others. It is the most modern space of its type in Latin America and the second largest in Brazil in usable area, with 76 thousand m², splittable into 44 different spaces.

ADDRESS:

Av. Washington Soares, 999,
Bairro Edson Queiroz.

CEP 60811-341 – Fortaleza CE
www.centrodeeventos.ce.gov.br

MAP OF THE EVENT



■ SALA DE NEGOCIAÇÃO
■ ESPAÇO EXPOSIÇÃO DE PRODUTOS

	STAND (QTD.)	DIMENSÕES (m ²)	TOTAL (m ²)
DIAMANTE	04	10m x 12m = 120m ²	480m ²
OURO	08	8m x 6m = 48m ²	384m ²
PRATA	22	6m x 4m = 24m ²	528m ²
BRONZE	36	4m x 3m = 12m ²	432m ²
ALUMÍNIO	38	3m x 3m = 9m ²	342m ²
TOTAL			2.166m²

COUNTERPARTS SPONSORSHIP

	DIAMOND	GOLD	SILVER	BRONZE	ALUMINIUM
120 m2 booths in ExpoSENDI	X				
48 m2 booths in ExpoSENDI		X			
24 m2 booths in ExpoSENDI			X		
12 m2 booths in ExpoSENDI				X	
9 m2 booth, with basic assembly, in ExpoSENDI					X
rotating banner, with a fixed spot in the main screen of the official event app	X				
banner of a size equivalent to 2 "posts" in feeds - in the main screen of the official event app		X			
banner of a size equivalent to 1 "post" in feeds - in the main screen of the official event app			X		
VIP room access (scheduled), with furniture and internet connection	X	X			
company logo on the following spots: event entry portal, stage panel, event website, email marketing	X	X			
company logo on the following spots: digital media on the stage, event website, email marketing			X	X	
company logo on the download of technical works					X
20 full registrations for the XXIII SENDI	X				
10 full registrations for the XXIII SENDI		X			
5 full registrations for the XXIII SENDI			X		
3 full registrations for the XXIII SENDI				X	
1 full registration for the XXIII SENDI					X
QUOTA VALUE (BRL)	300.000,00	150.000,00	80.000,00	40.000,00	20.000,00

COUNTERPARTS SPECIFIC

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	SPONSORSHIP	COMPANY LOGO IN THE FOLLOWING SPOTS
DINNER-SHOW 4 QUOTAS INVESTMENT: BRL 60,000.00	Dinner-Show	<ul style="list-style-type: none"> Logo on the digital media on stage 4 banners scattered on site Waiters aprons Table display - with sponsor's logo
LUNCH 5 QUOTAS INVESTMENT: BRL 30,000.00	Event lunch	<ul style="list-style-type: none"> 4 banners scattered on site Waiters aprons Table display - with sponsor's logo
COFFEE BREAK 4 QUOTAS INVESTMENT: BRL 25,000.00	Event coffee break	<ul style="list-style-type: none"> 2 banners scattered on site Table display - with sponsor's logo
DISCUSSION PANEL 4 QUOTAS INVESTMENT: BRL 125,000.00	1 sponsor per panel 4 panels	<ul style="list-style-type: none"> Video of 3 minutes showed before the sponsored panel starts Protocol mention Nomination of moderator for the sponsored panel Stage characterization (digital logo) License to distribute material at the event exit (presentation of panels) 5 full registrations for the XXIII SENDI
CHAIR COVERS 6 QUOTAS INVESTMENT: BRL 60,000.00	Chair covers in the main auditorium	<ul style="list-style-type: none"> Sponsor logo (single color) on all the chair covers of the auditorium Protocol mention of the sponsor during the event Sponsor logo on the event website



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