

# ENERGY PERSPECTIVES

Keith Kirkham,  
Commercial Counselor  
U.S. Embassy Bucharest



# OBSERVATIONS

1. CITIZENS' WELFARE IS LINKED TO ENERGY POLICY
2. MODERN ENERGY INFRASTRUCTURE ESSENTIAL FOR COMPETITIVE ECONOMY
3. GENERATION EXCEEDS CAPACITY OF THE POWER GRID
4. DEVELOPMENT OF RESOURCES REQUIRES STABILITY TO ATTRACT PARTNERS
5. GREAT POTENTIAL FOR ENERGY SECURITY
6. EFFECT OF MARKET DISTORTIONS
  - DISCOURAGES INVESTMENT IN NEW TECHNOLOGIES/EXPLORATION
  - VULNERABLE POPULATION NOT WELL DEFINED
  - UTILITIES ARE STARVED OF INCOME FOR NEEDED INVESTMENTS
7. ENERGY CONSERVATION THE MISSING PIECE

# EXAMPLES OF U.S. EMBASSY ACTIVITIES

- **ENCOURAGE INVESTMENT IN POWER GRID**
  - **Romanian Delegation to U.S. to study “Smart Grid” February 2012.**
  - **Promote Smart Grid Projects with U.S. firms**

# ENERGY CONSERVATION

- **PROMOTE U.S. TECHNOLOGIES**
- **INTRODUCE CONCEPT OF ENERGY SERVICE COMPANIES (ESCOS)**
- **EXAMPLE: LEAGUE OF GREEN EMBASSIES**

# CONTACT AND THANK YOU

**Keith Kirkham**

**Commercial Counselor**

**U.S. Embassy Bucharest**

**[Keith.kirkham@trade.gov](mailto:Keith.kirkham@trade.gov)**