

Media Release

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Soft Launch of Open Electricity Market in Jurong in April 2018 *Over 100,000 household and business accounts will benefit from having choice and flexibility in their electricity purchases*

Starting April 2018, households and businesses in Jurong can choose to buy electricity from a retailer with a price plan that best meets their needs. This soft launch of the Open Electricity Market (previously referred to as Full Retail Competition) will provide consumers with more choices and flexibility in their electricity purchases.

2. A total of 108,000 household accounts and 9,500 business accounts in Jurong will have the option of buying electricity from a retailer of their choice, or continue buying electricity from SP Group at the regulated tariff. Consumers involved in the soft launch will be notified by the Energy Market Authority (EMA) in Q1 2018.

3. Mr Ng Wai Choong, Chief Executive of EMA, said “Our main objective of introducing the Open Electricity Market is to promote greater competition in the electricity market. With competition, consumers stand to benefit from competitive pricing, enhanced service standards and innovative packages from electricity retailers.”

4. He added, “Consumers can be assured that the reliability of their electricity supply will not be affected by their choice of retailers, as they will continue to receive electricity supply through the national power grid operated by SP Group.”

5. Since 2001, EMA has progressively opened up the electricity market to competition. This liberalisation of the electricity market aims to promote the supply of competitively-priced electricity and allow greater consumer choice. Currently, businesses with an average monthly electricity consumption of at least 2,000 kWh (equivalent to a monthly electricity bill of at least \$400) already have the option of buying electricity from a retailer of their choice or to remain with SP Group.

6. The soft launch of Open Electricity Market will allow EMA, SP Group and electricity retailers to gather feedback and fine-tune processes where necessary, to enhance the consumer experience of buying electricity in a competitive market. We will extend this choice and flexibility to consumers in the rest of Singapore in the second half of 2018. This will involve 1.3 million accounts, mainly households. EMA will also be developing an online information platform to help consumers easily compare the standard price plans by different retailers.

7. More information on the Open Electricity Market can be found on EMA's website at www.ema.gov.sg.

Enclosed:

Annex A – Map of soft launch in Jurong

Annex B – What consumers need to know about Open Electricity Market

Annex C – Glossary of key terms

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Map of soft launch in Jurong

The soft launch will involve all households and businesses whose premises have postal codes starting with 60, 61, 62, 63 and 64.



What consumers need to know about Open Electricity Market

1. What is Open Electricity Market?

This is part of EMA's progressive effort to liberalise the electricity market, and will allow all consumers in Singapore to have more choices in their electricity purchases.

2. What are the benefits of the Open Electricity Market to consumers?

With competition among electricity retailers, consumers stand to benefit from competitive pricing, enhanced service standards and innovative packages offered by retailers.

3. What will be the choices available for consumers when the electricity market is fully opened?

When the electricity market is fully opened, consumers can choose to buy electricity from:

- a) an electricity retailer at a price plan that best meets their needs ***[new]***; or
- b) the Wholesale Electricity market at the half-hourly wholesale electricity prices through SP Group ***[new]***; or
- c) SP Group at the regulated tariff ***[no change from current arrangement]***.

4. Will consumers' electricity supply be affected if they choose to switch to an electricity retailer?

Consumers will continue to enjoy the same reliable electricity supply regardless of their choice of electricity retailer, as SP Group will continue to operate the national power grid.

5. Must consumers switch to a retailer?

It is not compulsory for consumers to switch to a retailer. Those who prefer to stay with SP Group to buy electricity at the regulated tariff can continue to do so.

Glossary of Key Terms

English	Chinese	Malay	Tamil
Open Electricity Market	电力市场开放	Pasaran Terbuka Untuk Bekalan Elektrik	திறந்த மின்சாரச் சந்தை
Energy Market Authority	能源市场管理局	Penguasa Pasaran Tenaga	எரிசக்திச் சந்தை ஆணையம்