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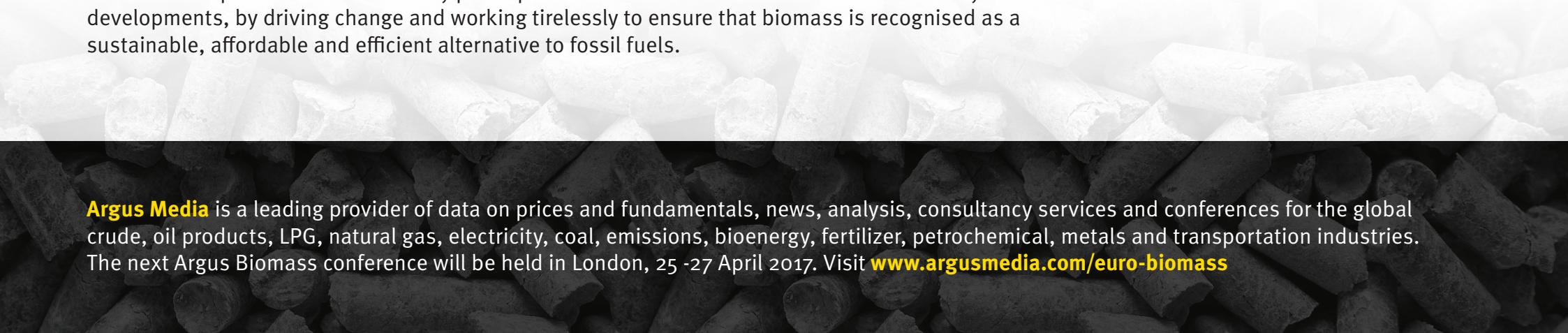
Market Reporting  
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# Profiles of leading figures in the international biomass sector

It is evident to anyone involved in the biomass sector that it has matured and adapted over recent years in order to thrive in the ever-changing market conditions. There are key companies and individuals that have been driving these developments from both the supply and demand side.

Here we have profiled some of the key participants who have been at the forefront of industry developments, by driving change and working tirelessly to ensure that biomass is recognised as a sustainable, affordable and efficient alternative to fossil fuels.



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# Eric Vial

Director, **Propellet France**, President, **European Pellet Council**

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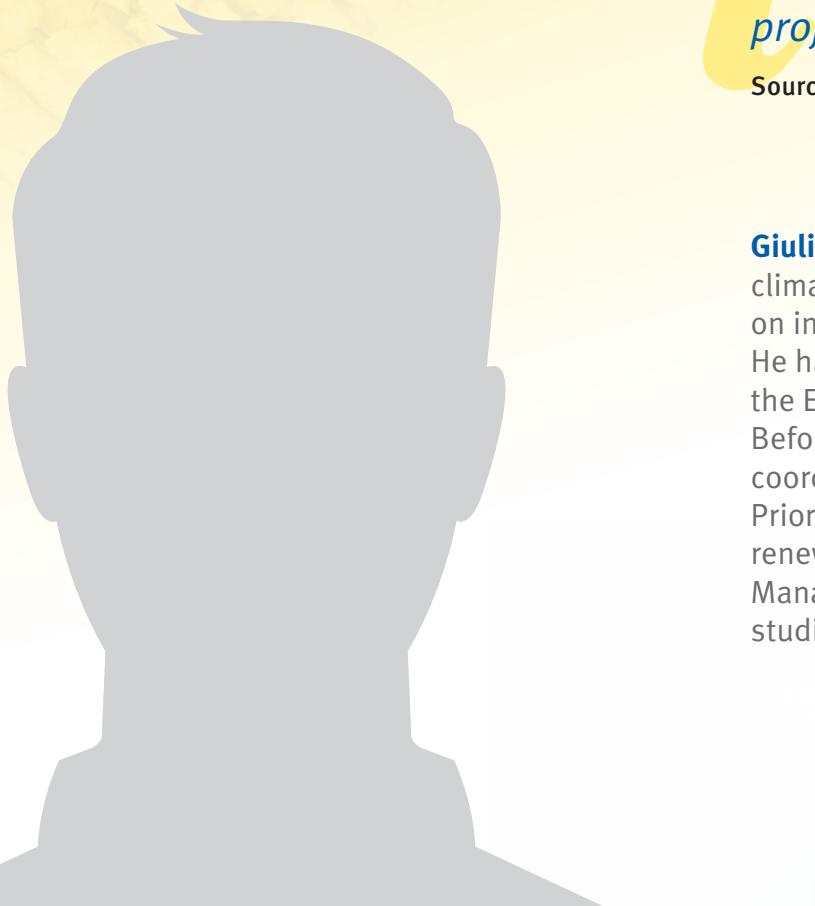
**A revival in the premium pellet market this winter helped tighten supply across Europe and had a knock-on effect on the industrial market**

Source: Argus

**Eric Vial** is Director of **Propellet France**, the association for the pellet industry representing all professional stakeholders involved in the industry. Its main aims are to structure the industry in France, gather economic information, carry out lobbying and promote pellet use for heating.

He was elected President of the **European Pellet Council (EPC)** in February 2016. Under the umbrella of the European Biomass Association AEBIOM, EPC aims to represent the interests of the wood pellet sector and ensure its sustainable development in Europe.

Previously, Eric founded Caloribois, a company producing wood logs and distributing wood energy in France's Rhone-Alpes region. Eric was also Vice President of Rhone-Alpes Bois Buches, an organisation promoting good practice and quality in the firewood industry.



# Giulio Volpi

Directorate General of Energy, Renewables and Carbon  
Capture and Storage Policy Unit, **European Commission**

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**i** Demand for internationally traded wood chips is expected to double to around 12mn t/yr by 2020, boosted by new projects in Denmark, France and Finland

Source: Argus

**Giulio Volpi** has extensive experience in the field of European clean energy and climate change policy. Giulio joined the **European Commission** in 2008, working first on international environmental relations for the Directorate General for Environment. He has worked for the Directorate General for Energy since 2011, focusing on the European renewable energy policy, including on bioenergy sustainability. Before joining the Commission, Giulio worked in Latin America for several years, coordinating a number of projects on climate change mitigation and adaptation. Prior to that, he has worked in Brussels for the NGO and private sectors on European renewables and energy efficiency policy. Giulio holds a MSc in Environmental Management and a MA in Political Sciences. He has also completed advanced studies on regulation of energy markets at the European University Institute.





# Anders Egelrud

Managing Director, **Fortum Värme**

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*“Fortum is continuously looking for improvements, from forest to boiler. For example, our new “blocktrain” system, with specially designed cubic wood chip containers that operate 24-7 from remote inland terminals in Scandinavia”*

**Anders Egelrud** has been *Managing Director* of **Fortum Värme**, which is co-owned with the city of Stockholm, since 2006. Anders has spent his whole career in the energy sector. After graduating with a double degree in economics and engineering, he worked at Swedish state-owned utility Vattenfall, before moving to Gullspang, municipality-owned Birka and then Fortum. Fortum Värme's achievements during his tenure include: a central role in developing the district heating business; building a combined heat and power (CHP) plant based on waste in Brista at a cost of SKr2.2bn and commissioned in 2013; the construction of the world's largest biofuel CHP within the borders of a city at a cost of SKr5bn and commissioned in 2016; initiating an increased focus on business development in connection with district heating and implementing a programme that enables commercial firms to recover heat from their businesses in a cost-effective way. Anders is one of the top experts in his field and he will share his view on the role of biofuels in developing sustainable cities in the future, as well as his experience of developing successful waste concepts for sustainable cities.



# Christian Joore

Senior Biomass Trader, **Vattenfall**

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**I***If all co-firing projects go ahead, Dutch pellet demand would be around 3.4mn t/yr by 2020 with RWE's Amer 9 scheduled to begin co-firing as early as the end of this year*

Source: Argus

**Christian Joore** is a *Senior Commodity Trading Professional* with over 15 years of extensive financial and physical trading experience in the global energy markets. He is currently responsible for commercial and business development activities in **Vattenfall**'s merchant biomass trading department. Christian's role includes the optimisation of biomass flows from suppliers to internal and external customers, and increasing value creation through the development of upstream and downstream partnerships.

Prior to joining Vattenfall in 2013, Christian worked as an Energy Trader for Essent Trading in the Netherlands and later for RWE Supply and Trading in Switzerland, managing various cross-commodity proprietary positions and asset-backed energy portfolios.

Christian holds an MBA degree from the University of Groningen.



*Japanese wood pellet demand supported by the country's feed-in tariff (FIT) scheme could reach several million tonnes a year by 2030, but demand could hit 10mn t/yr if more consumption results from the government's drive to reduce CO<sub>2</sub> emissions and replace nuclear power*

Source: Argus

**Yoshinobu Kusano** has served as *General Manager, Biomass Business, Materials & Supplies Business Development & Promotion Dept., Sumitomo Corporation* since 2013 and has been focusing on the development of Sumitomo's biomass business since 2007. Between 2000 to 2006, Yoshinobu managed wood chip projects; he was previously assigned overseas in South Africa, where he was involved in establishing a joint venture for forest ownership and a forest management company with South African local partners, 1995 to 2000. Yoshinobu's previous roles at Sumitomo Corporation, which he joined in 1978, have included bulk carrier chartering, bulk cement export projects to the Middle East and woodchips projects for the Japanese pulp and paper industry.

Yoshinobu graduated from Waseda University Faculty of Law in 1978.

## **Yoshinobu Kusano**

General Manager, Biomass Business, Materials & Supplies Business Development & Promotion Dept., **Sumitomo Corporation**



# John-Paul Taylor

Vice-President of Optimisation and Origination, Enviva

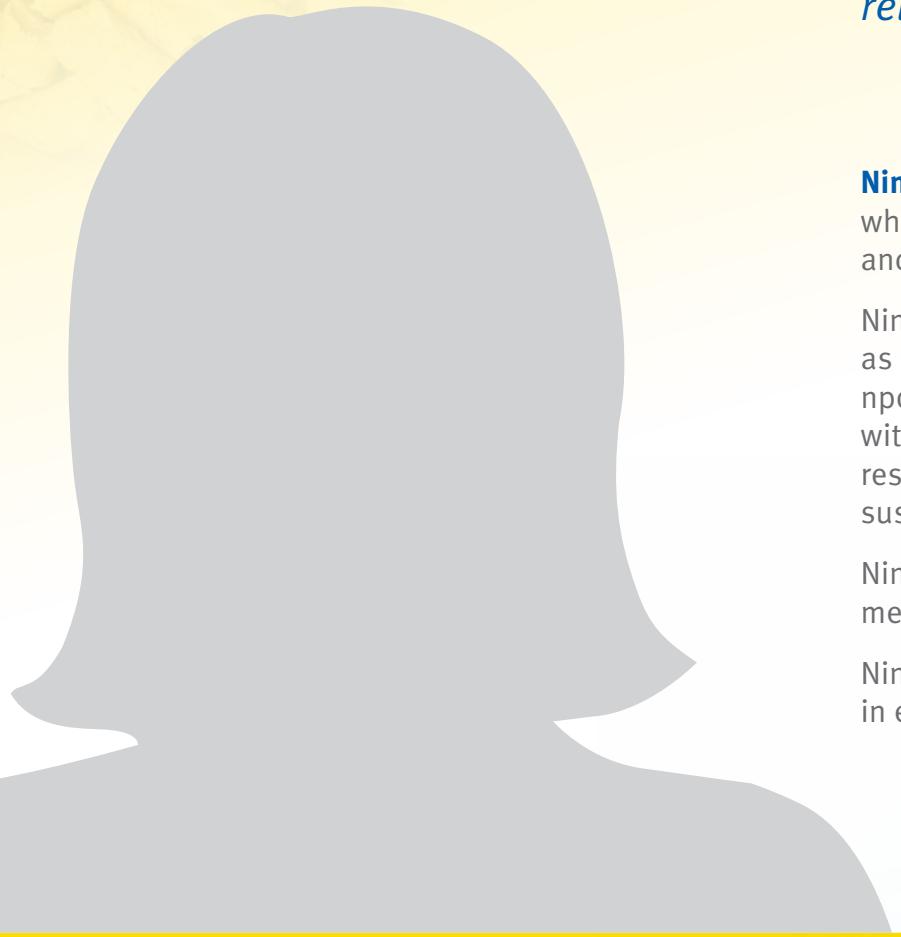
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**I**US wood pellet exports hit a record high of 4.7mn t in 2016, rising by 3pc on the year, driven almost entirely by growing UK demand

Source: Argus

**John-Paul (JP) Taylor** has extensive experience in market analysis with a focus on renewable energy. He joined US-based biomass producer **Enviva** as Vice-President of Optimisation and Origination in 2014. In this role, JP evaluates and develops opportunities to optimise and monetise capital-light margin expansion initiatives, analyses the broader market, develops strategies to leverage Enviva's infrastructure to provide value to other participants in the wood pellet sector, develops and provides customised logistical solutions for clients and works to continually improve the Enviva value chain. Prior to joining Enviva, JP was Vice President of Biomass Brokerage at New York-based Evolution Markets, where he developed and grew the company's biomass business.

JP holds a bachelor of commerce degree and a master of international economics and finance from Ryerson University in Toronto.



*There is a significant body of peer-reviewed academic studies, ensuring that this industry is doing what it says on the tin. And it is: biomass cuts carbon, supports forests and delivers reliable renewable energy at a lower cost*

**Nina Skorupska** is Chief Executive of the **Renewable Energy Association (REA)**, which covers all renewable technologies covering electricity, heat and transport, and includes energy storage and electric vehicles.

Nina has over 30 years' experience in the energy industry, and started her career as a fuel specialist, but moved quickly to managing power stations for RWE npower. After several senior roles in the RWE Group, her career there culminated with joining the board of RWE's Dutch business, Essent, as Chief Technical Officer, responsible for their electricity generation portfolio including new energy and sustainability developments.

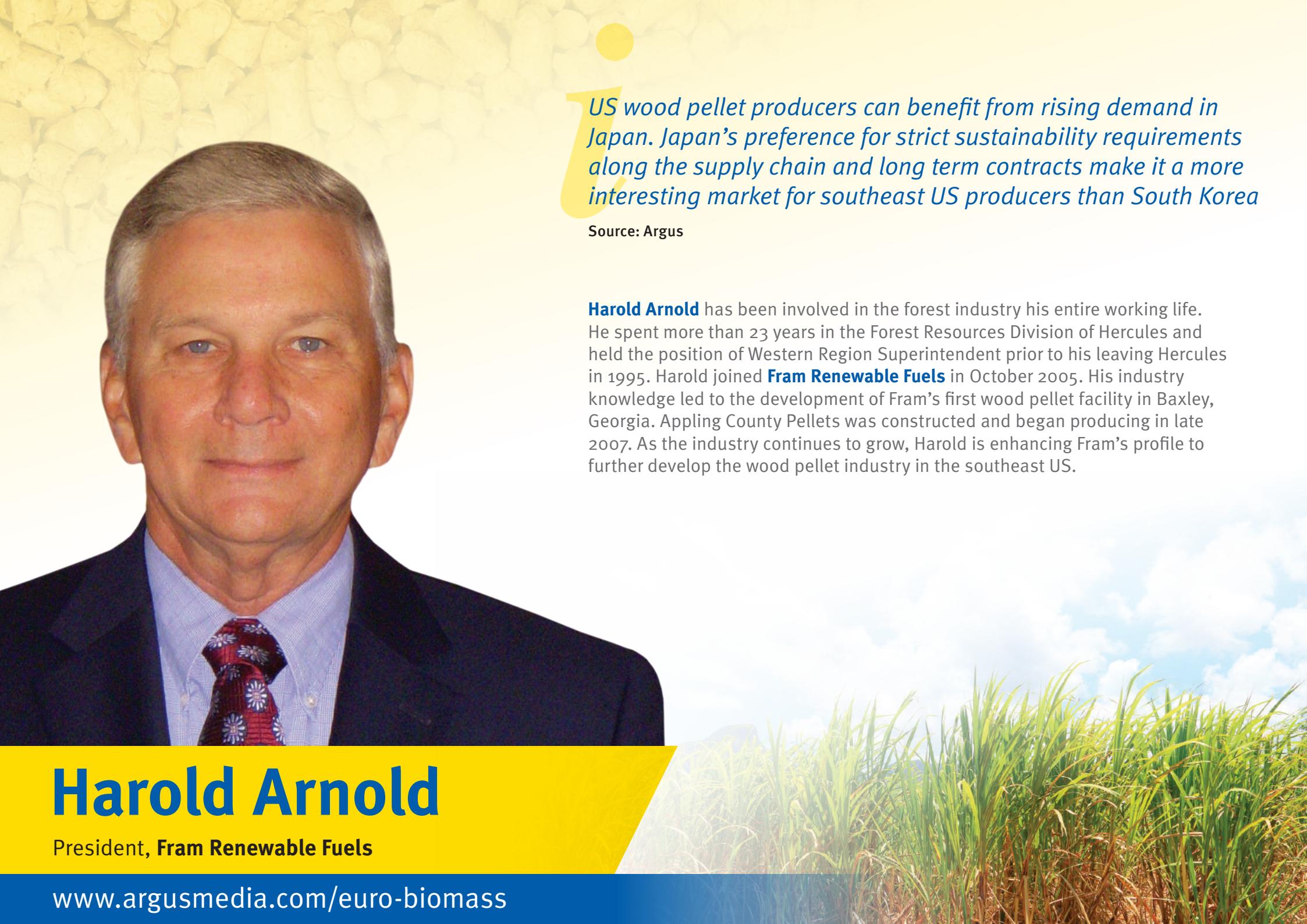
Nina is also Vice President of the European Renewable Energy Federation and a member of the board of WISE (Women in Science and Engineering) campaign.

Nina was awarded a CBE in 2016 for her contribution to renewables and equality in energy. She was appointed to the board for Transport for London in September.

# Nina Skorupska

Chief Executive, **Renewable Energy Association (REA)**

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# Harold Arnold

President, **Fram Renewable Fuels**

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*US wood pellet producers can benefit from rising demand in Japan. Japan's preference for strict sustainability requirements along the supply chain and long term contracts make it a more interesting market for southeast US producers than South Korea*

Source: Argus

**Harold Arnold** has been involved in the forest industry his entire working life. He spent more than 23 years in the Forest Resources Division of Hercules and held the position of Western Region Superintendent prior to his leaving Hercules in 1995. Harold joined **Fram Renewable Fuels** in October 2005. His industry knowledge led to the development of Fram's first wood pellet facility in Baxley, Georgia. Appling County Pellets was constructed and began producing in late 2007. As the industry continues to grow, Harold is enhancing Fram's profile to further develop the wood pellet industry in the southeast US.



# **Yves Ryckmans**

Chief Technology Officer, Biomass and Solid Fuels,  
**ENGIE Lab Laborelec**

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**The Sustainable Biomass Partnership (SBP) certification scheme is a joint industry effort which has been developed over the past few years to show the general public that biomass is sustainable, renewable, and reduces carbon emissions, and they can prove it**

Source: Argus

**Yves Ryckmans** is *Chief Technology Officer, Biomass*, at **Engie**'s Laborelec unit, managing research and services for bio-energy applications within Engie and for third parties worldwide. Yves has been involved in the verification of sustainability criteria for solid biomass since 2005 and has been part of the Sustainable Biomass Partnership's development group since 2013.

Yves joined Laborelec in 1989 as a nuclear energy research engineer. In 1999, he became Head of the biomass lab, where he initiated the development of fixed-bed and circulated fluidised-bed gasification of woody biomass at several Belgian and European projects. He graduated from Belgium's Louvain-la-Neuve University where he conducted a PhD study on modelling heat transfer in furnaces.

Laborelec works on technical issues in biomass-to-power applications with combustion or gasification, biomass fuel characterisation, biogas applications, torrefaction, biomass sustainability assessments and life-cycle studies.





# Helene Lavray

Adviser for Environment and  
Sustainable Development, **Eurelectric**

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*2015's Paris climate agreement means that climate change and renewable energy are as important as they have ever been for governments globally*

Source: Argus



# Timothy Ong

Senior Vice President, **Malaysia's National Innovation Agency (AIM)**, Prime Minister's Department

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*Opportunities for the biomass market are appearing on the horizon in Europe and Asia-Pacific*

Source: Argus

**Timothy Ong** is the Senior Vice-President of **Malaysia's National Innovation Agency (AIM)** in the Prime Minister's Department and heads the National Biomass Strategy Delivery Unit (1MBAS), launched in 2012. The unit's focus is on the delivery of the country's National Biomass Strategy 2020 (NBS2020), a national blueprint for biomass mobilisation and downstream development.

He was the Co-founder and a former President of Pellet Association of Malaysia (PAM), where he still holds an active advisory role. Through 1MBAS, Timothy works closely with industry, the government and academia to devise strategies and policies, and implements plans to ensure timely execution of national strategy initiatives under the NBS2020 programme. 1MBAS co-ordinates all cross-sector biomass utilisation plans and promotes business partnership models, to build a resilient and sustainable biomass industry for Malaysia. 1MBAS works closely with industry to facilitate the investigation of commercial biomass opportunities in Malaysia throughout the value chain, taking a complete ecosystem approach, from optimisation of large scale upstream plantations, to development of downstream bioenergy, advanced biofuel and biochemical projects.



# Håkon Knappskog

Chief Executive Officer, **Arbaflame**

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**1** Black and torrefied wood pellets could make a breakthrough in biomass markets, with the start of commercial-scale production and deliveries

Source: Argus

**Håkon Knappskog** is the *Chief Executive* and one of the *Owners of Arbaflame*. The company has patented technology for producing Arbacore, an advanced wood pellet that can replace regular coal in coal-fired power stations. Håkon is in charge of initiatives involving co-operation with a number of international utilities to commercialise the technology through licence partnerships. He has more than 10 years of experience in the pellets industry, and is the Chief Executive of Norwegian pellets heating company Pemco Energi, where he was also Head of Sales and Marketing. Håkon previously worked as a strategic and financial analyst and adviser. He has a business degree from BI Norwegian Business School.





# Peter Kristensen

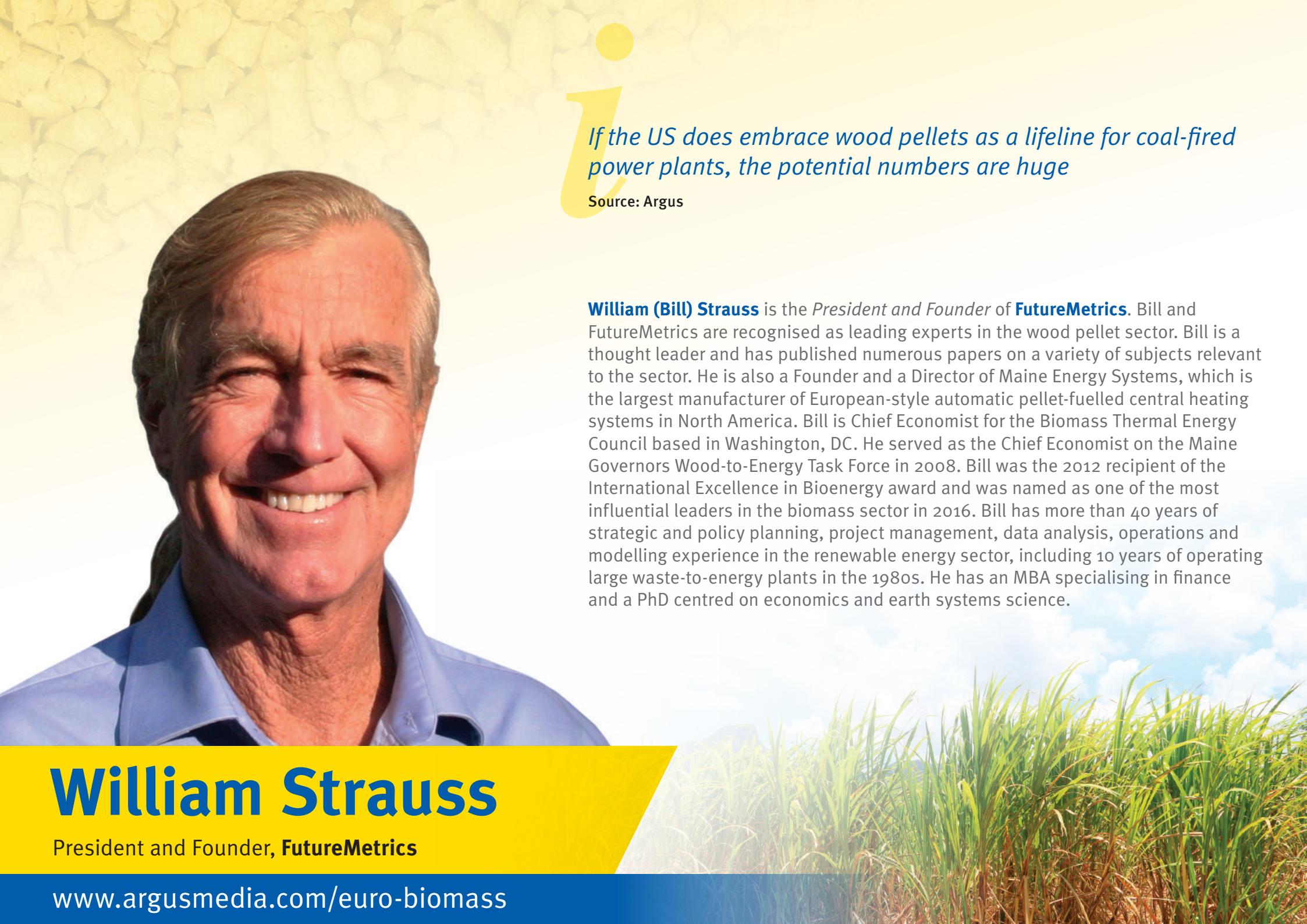
Lead Sustainability Adviser, **Dong Energy**

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*Dong completed the conversion of its Avedore unit 1 and Studstrup unit 3 to use wood pellets at the end of 2016, and its Skaerbaek unit 3 is on schedule to begin using woodchips this spring*

Source: Argus

**Peter Kristensen** is *Lead Sustainability Adviser* at **Dong Energy**, leading the company's work to ensure the sustainability of the approximately 3mn t/yr of biomass that Dong sources. For the past three years, he has been heavily involved in the development and implementation of the Sustainable Biomass Partnership, as well as regulatory work on sustainability, in Brussels and Denmark. Prior to joining Dong, Peter worked for nine years in the global timber sector ensuring sustainability throughout the supply chain. Peter holds a master of forestry degree from Copenhagen University.



**i** If the US does embrace wood pellets as a lifeline for coal-fired power plants, the potential numbers are huge

Source: Argus

**William (Bill) Strauss** is the *President and Founder* of **FutureMetrics**. Bill and FutureMetrics are recognised as leading experts in the wood pellet sector. Bill is a thought leader and has published numerous papers on a variety of subjects relevant to the sector. He is also a Founder and a Director of Maine Energy Systems, which is the largest manufacturer of European-style automatic pellet-fuelled central heating systems in North America. Bill is Chief Economist for the Biomass Thermal Energy Council based in Washington, DC. He served as the Chief Economist on the Maine Governors Wood-to-Energy Task Force in 2008. Bill was the 2012 recipient of the International Excellence in Bioenergy award and was named as one of the most influential leaders in the biomass sector in 2016. Bill has more than 40 years of strategic and policy planning, project management, data analysis, operations and modelling experience in the renewable energy sector, including 10 years of operating large waste-to-energy plants in the 1980s. He has an MBA specialising in finance and a PhD centred on economics and earth systems science.

# William Strauss

President and Founder, **FutureMetrics**

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# Deborah Keedy

Head of Biomass, **Drax**

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**i** Drax received state aid approval for converting its third unit in December 2016 and was able to move to a full conversion just a few weeks later

Source: Argus

**Deborah Keedy** is responsible for global biomass procurement and biomass trading and optimisation. She has over 20 years' experience in the UK power sector and has held various commercial and business development positions for UK and international power companies. Deborah worked with the commercial management team on the construction of Humber Power's 1,260 MW gas fired power station, as well as with NRG Energy in their UK power business acquisition team.

Deborah joined **Drax** in 2006 to help Drax achieve their expansive and progressive biomass strategy. Deborah heads up the biomass team responsible for securing and delivering all of the biomass needed to meet Drax's biomass projects.

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