

International electric retailer to offer Pa. competition

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As predicted, energy companies are beginning to show interest in doing business in Pennsylvania as rate caps for PPL, PECO and First Energy expire over the next 18 months.

Among them is Suez Energy Resources NA, Houston, Texas, a subsidiary of GDF Suez that is one of the largest energy providers for commercial and industrial customers in the U.S.

David Braun, regional vice president for the PJM market, which includes Eastern Pennsylvania, said Suez is expanding its sales force in the region and has begun a sales, public relations

and marketing campaign to try and sign on new commercial and industrial customers.

Pennsylvania has allowed electricity competition since 1996, and Braun said Suez does have customers in Western Pennsylvania where rate caps have already expired. But he said with rate caps in place elsewhere in the state, “we haven’t been able to provide a value proposition to our customers. They were better off paying the regulated rates.”

With those caps coming off starting in January 2010, and costs at their lowest level in six years, Braun said Suez hopes to get customers signed up in advance of the rate cap expiration.