



Associação Brasileira de Distribuidores de Energia Elétrica (ABRADEE) selects [Vrinda](#) to lead the Smart Grid Regulatory Roadmap Technical Assistance Project in Brazil.

[ABRADEE](#) (Brazilian Association of Electric Energy Distributors) has selected a consortium of organizations to carry out the “**Smart Grid Regulatory Roadmap Technical Assistance**” project, which aims to analyze optimal regulatory scenarios aimed at supporting the implementation of smart grid equipment in Brazil. The consortium is led by [Vrinda](#), a New York based Energy and Utility Strategy and operations consulting firm, [PSR](#) a Brazilian based global provider of consulting and technological solutions for the energy sector, [The Brattle Group](#), a global economic consulting firm, and MAXeta ENERGY, a boutique US-based technical and regulatory consulting firm.

The overall objective of the Smart Grid Regulatory Roadmap Technical Assistance project is to assess public policies and economic regulation models that could further facilitate investments and encourage the modernization of electricity distribution networks across Brazil. The United States Trade and Development Agency (USTDA)-funded project will help shape the future of distribution networks in Brazil, through a broad discussion involving several stakeholders, which will result in the sustainable modernization of the Brazilian electricity sector, having as a guide continuous incentive for efficiency; optimization in the implementation of the innovative technologies; and services and greater consumer focus.

Marcos Aurelio Madureira de Silva, President of ABRADÉE emphasized that this “project is key for shaping regulatory framework to bring right investments towards the future of utility grid to support energy transition.” The project will bring international experience to Brazilian energy sector stakeholders.

Enoh T. Ebong, USTDA’s Director said, “USTDA’s assistance will support ABRADÉE’s efforts to create an enabling environment for smart grid technologies. Ultimately, this effort will help transform how electricity is distributed to the majority of Brazil’s consumers. Our support for this activity reflects USTDA’s commitment to advancing smart and sustainable energy solutions in Brazil, in partnership with U.S. industry.”

Navneet Trivedi, Co-Founder and Chief Operating Officer of [Vrinda](#) believes that Brazil is at the crossroads of significant energy transition and ABRADÉE representing over 99% of utilities in Brazil is honest brokers to bring new models for smart grid deployments in Brazil. “This project will bring unique experiences from U.S. and international experts to shape future of grid modernization in Brazil.” Vrinda’s long association with the Brazilian Utility Sector, deep U.S. and international utility sector experience will help ABRADÉE develop a realistic framework for Smart Grid development in Brazil.

Luiz Barroso, Chief Executive officer of [PSR](#), believes that *regulation is key to unlock the value that distributed energy resources and can bring in a digitalized grid*, leveraging distribution service’s efficiency and improving price signals to final consumers.”

[Ryan Hledik](#), Principal at [The Brattle Group](#), noted that “the smart grid is the digital backbone of an efficient and modernized power system. We look forward to applying lessons we have learned from deployments around the U.S. and internationally in order to help advance the state of the Brazilian power grid.”

About ABRADEE

ABRADEE is the Brazilian Electricity Distributors Association, which comprises 41 electricity distribution utilities, owned by eleven different economic groups, including large international and local integrated energy companies. ABRADEE associates serve almost 100% of the country's roughly 85 million consumers and operate 3.8 million kilometers of networks.

About USTDA

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority infrastructure projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries. www.UTSTDA.gov

About Vrinda

Vrinda a New York based international strategy implementation firm helping clients deploy innovative business models to harness the full potential of emerging energy technologies. Vrinda leverages deep expertise in the clean energy and utility industry, real-world experience, and an extensive partners' network to ensure success in every project. Vrinda brings experience in the energy and utilities sector and collaborates with policymakers, regulators, utilities, and technology providers to develop and implement business models associated with the expansion of distributed energy resources. (www.vrindainc.com)

About PSR

With over thirty years of experience and a highly international client base in over 70 countries, PSR is a globally leading provider of advanced analytical tools and consulting services in electricity and gas; and an active contributor to applied research on cutting-edge optimization solutions, energy policy and power system economics. Its team has 120 people, with advanced degrees in engineering, optimization, regulation, economics, energy systems and IT/data science. PSR customer base includes investors; regulators, market participants, traders, consumers, government, and development agencies; system operators and planning agencies; financial institution and lenders. For more information, please visit PSR.

About The Brattle Group

The Brattle Group answers complex economic, finance, and regulatory questions for corporations, law firms, and governments around the world. We are distinguished by the clarity of our insights and the credibility of our experts, which include leading international academics and industry specialists. Brattle has 500 talented professionals across four continents. For more information, please visit brattle.com.