



**Reunión Científica: Economic Challenges for Energy. 6º Workshop Anual de Economics for Energy**

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Paul Appleby leads the analysis of long term energy market developments for BP. His career at BP spans 31 years, and includes a variety of roles in BP's gas and alternative energy businesses. Most recently he was the custodian of the investment appraisal process for BP's gas, power and renewables businesses worldwide. He received his theoretical training in economics at Cambridge University (MA and MPhil); and served a practical apprenticeship as a Fellow of the Overseas Development Institute, posted to Malawi. He is an associate lecturer in energy economics at the University of Surrey.