

Maghreb/Middle East Renewable Energy Conference 2010

Encouraging Decisions to Implement Renewable Developments for the Future

26 – 27 July 2010
Le Meridien N'FIS
Marrakech, Morocco

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by 26 June 2010
to enjoy the early bird fee

Host Country Addresses:

Mr. Abderrahim El Hafidi

Director, Renewable Energy, Ministry of Electricity, Water & Environment
Morocco

Mr. M. Griech Abdellah

Director, Renewable Energy, Office National de l'Electricite (ONE)
Morocco

Benefit from our line-up of renowned industry speakers



Dr. Qais Saud Al-Zakwani
Deputy Executive Director
Authority for Electricity Regulation Oman



Mr. Ali Al Mashaqba
Planning Engineer
Electricity Regulatory Commission Jordan



Dr. Sophie Jablonski,
Energy Specialist
European Investment Bank Luxembourg



Mr. Mohammed Hameed Al Shaabi
General Director
Ministry of Electricity Department of
Renewable Energy Yemen



Mr. James Kappauf
Head of Electricity Division
Observatoire Mediterranee del'Energie
(OME) France



Engr. Mohammed Zaroug
Planning & Studies Manager
Renewable Energy Authority (REAOL)
Libya



Ms. Joumana Cobain
Principal Country Officer
International Finance Corporation (IFC)
Morocco



Ms Leila Bahri
Executive Director
Mediterranean Renewable Energy
Centre/Mediterranean Working Group on
Electricity and Natural Gas Tunisia

Get updated with latest industry, regional developments and projects from over 20 industry experts cutting across energy regulators & authorities, electricity/energy producers, multilateral organizations & financing companies, project developers & consultants as they share exclusive insights

Join us as:

- **Mr. James Kappauf**, Head of Electricity, Observatoire Mediterranee de l' Energie (OME) analyses the Euro-Mediterranean Energy Partnership and the development of electricity interconnections between the Mediterranean and EU countries.
- **Mr. Hassan K. Al- Assad**, Head of Projects & Planning, Gulf Cooperation Council Interconnection Authority (GCCIA), Saudi Arabia provides updates on organizational strategy, current and future activities and initiatives on renewable energy and grid integration (tbc)
- **Dr. Qais Saud Al-Zakwani**, Deputy Executive Director, Authority for Electricity Regulation Oman focuses on the recently announced renewable energy pilot projects in Oman and discusses challenges met and challenges remaining.
- **Engr. Hisham Mashfejj**, Director General, Public Establishment of Electricity Generation & Transmission (PEEGT) unveils Syria's master plan for projects on wind and solar developments.
- **Mr. Mohammed Zaroug**, Planning & Studies Manager, Renewable Energy Authority of Libya unveils the Renewable Energy Plan in Libya.
- **Dr. Sophie Jablonski**, Energy Specialist, European Investment Bank Luxembourg shares experience on EIB's financing of renewable energy in the Mediterranean region.
- **Mr. Ali Al Mashaqba**, Planning Engineer, Electricity Regulatory Commission, Jordan provides updates on Jordan's current and future projects and developments in renewable energy.

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Maghreb/Middle East Renewable Energy Conference 2010

26 – 27 July 2010 Le Meridien N'FIS
Marrakech, Morocco

Dear Colleague,

The abundant renewable energy resources in the Maghreb/Middle East region is now been commercialized and governments in these regions are open and ready to enter into partnerships, discuss trade, investment opportunities and offer insight into how you can establish successful business relationships in the regions.

The Project Opportunities:

- I. Morocco is undertaking a \$9 billion solar energy project, with 5 solar power generation sites throughout Morocco producing 2,000 MW of electricity by 2020.
- II. Jordan has the JOAN1 project which is expected to enter operation in 2013 and will be the largest CSP project in the world using direct solar steam generation.
- III. Tunisian government outlined plans to develop solar power capacity to diversify reliance on traditional source of electricity. 40 projects planned for 2010-2016, 29 schemes financed by private sector.
- IV. Libya's plan (2010-2020) to meet her renewable energy target includes developments of several wind farm projects with a total capacity of 1000MW as well as develop joint ventures with local and foreign investors for the manufacture of solar water heaters for the local and export markets (40,000 units / year) and the assembly of PV systems (50 MW)
- V. Saudi Arabia has begun building the first solar-powered water desalination plant, the first step in a three-part program to introduce solar energy into the Kingdom.
- VI. Oman has just announced a short-list of six proposals for small-scale renewable pilot projects.
- VII. Syria's soaring energy demand is shifting pattern. A shift away from heavy fuel oil is now the priority and investments in this sector is the focus.

What are the regulations and frameworks in place to support these projects? What about financing, technology and operating expertise? These are key questions which has become critical for all interested stakeholders and industry players to sit down and discuss.

I invite you to do so at the Maghreb Middle East Renewable Energy Conference 2010 which will be hosted in Marrakech from 26-27 July.

Marrakech as the conference venue is an exciting and exotic city that offers a full Moroccan experience especially when you visit in the summer (July). Whether you are interested in the entertainment, attractions, shopping, dining etc, you will definitely find something interesting to do, making your visit a memorable and enjoyable one. Who says you cannot mix business with pleasure?

I look forward to welcoming you this July in Marrakech, Morocco. Please come with lots of business card, you will need it.

Sincerely,

Agha Ikenna Benjamin, Conference Manager
Magenta Global

Who will attend this event?

Policy Makers/Planners/Supervisors, Directors, CEOs & Managing Directors, Vice Presidents and General Managers, Chief Investment Officers, Chief Financial Officers, Chief Technology Officers, Heads of Business Development, Heads of Sales & Marketing, Heads of Research & Development, Heads of Project Finance, Heads of Infrastructure Funds, Heads of Energy Trading, Partners & Consultants and other senior executives from the energy market in the world

Programme Highlights

- Securing investments for renewable projects.
- PPP in renewable energy projects.
- Financing options for wind farms and solar projects.
- Ensuring the renewable energy supply – challenges met, challenges remaining.
- Emerging regulatory framework and policy options for increased adoption of renewable energy technologies.
- Renewable energy grid connections and integration into national/regional power grid.
- Policy and legislative framework to support renewable grid investments and grid expansion.
- Raw materials, technology & equipment: supply, demand, trade and price.
- Best practice of R&D, production and marketing.

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Maghreb/Middle East Renewable Energy

Conference 2010

26 – 27 July 2010 Le Meridien N'FIS
Marrakech, Morocco

Day 1, Monday 26th July 2010

9.00am Registration & Coffee

9.30am Chairman's Opening Remarks

HOST COUNTRY ADDRESSES & UPDATES

9.45am **Keynote Address by**
Mr. Abderrahim El Hafidi, *Director, Renewable Energy*
Ministry of Electricity, Water & Environment Morocco

10.15am **Keynote Address by**
Mr. M. Griech Abdellah, *Director, Renewable Energy*
Office National de l'Electricite (ONE) Morocco

10.45am Morning Refreshments

REGIONAL DEVELOPMENTS & UPDATES

11.00am **Euro-Mediterranean energy context and Renewable sources**

- Maghreb-Europa Energy context
- Renewable sources potential in Maghreb
- Interconnections South- North

Mr. James Kappauf, *Head of Electricity Division,*
Observatoire Mediterranéen de l'Energie (OME)
France

Jacques Kappauf is since 2008 Head of Electricity Division , in OME (Observatoire Méditerranéen de l'Energie) a non governmental organization focusing on Energy issues in the Mediterranean region. Previously he worked in Electricité de France (EDF) for 35 years, in various fields from Transmission, then International and finally to Distribution Division. He is experienced in Transmission and international projects, Distribution management and issues on Electricity market liberalization. He graduated from Ecole Supérieure d'Electricite (University of Paris , France) .

11.30am **Organizational Strategy, Current and Future Activities and Initiatives on Renewable Energy and Grid Integration – Perspectives from Gulf Cooperation Council Interconnection Authority (GCCIA)**

Mr. Hassan K. Al- Assad (tbc)
Head of Projects & Planning
Gulf Cooperation Council Interconnection Authority (GCCIA) Saudi Arabia

12.00pm **Presentation from Mediterranean Renewable Energy Centre (MEDREC)**

Ms Leila Bahri
Executive Director
Mediterranean Renewable Energy Centre/ Mediterranean Working Group on Electricity and Natural Gas Tunisia

12.30pm Networking Lunch

POLICY/REGULATORY & PROJECTS UPDATES

14.00pm **Present & Future Status of Renewable Energy in Jordan**

- National strategy for energy sector in Jordan, 2007 – 2020
- The renewable energy supply challenges.
- Emerging regulatory framework and policy options for promoting renewable energy.
- Policy and legislative framework to support renewable grid investments and grid expansion



Mr. Ali Al Mashaqba, *Planning Engineer*

Electricity Regulatory Commission Jordan
With a B.Sc degree in Electrical Engineering majoring in Power, Mr. Ali Al Mashaqba is Jordan's representative on the "Environment, Renewable Energy Sources and Energy Efficiency (RES AG) of the Mediterranean Working Group on Electricity and Natural Gas Regulation (MEDREG)". Prior to this, he worked as an Electrical Engineer with the Central Generation Company, Amman Jordan. As an authority on energy issues, he has spoken on issues such as load forecast and least cost generation expansion option for Jordan. His speciality includes electricity tariff and demand forecast.

14.30pm **Oman - Challenges Met, Challenges Remaining**

Dr. Qais Saud Al-Zakwani
Deputy Executive Director
Authority for Electricity Regulation, Oman
Dr. Qais is currently overseeing a number of important projects which include the competition for Independent Power Projects in Oman and the introduction of cost reflective tariffs in addition to advising the Members of the Authority in formulating general regulatory policies. He joined the Authority as a Regulatory Advisor in the office of the Executive Director in 2007 and was responsible for overseeing certain restructuring and privatization projects, and for the development of regulatory policy, including renewable energy projects and fuel diversity issues, within the electricity sector in Oman. He has a Masters degree in Utility Regulation from the London School of Economics specializing in competition policies.

15.00pm **The Renewable Energy Plan in Libya**

- The energy situation in Libya
- Renewable energy in Libya
 - I. Solar potential
 - II. Wind potential
- National renewable energy strategy in Libya

Mr. Mohammed Zaroug
Planning and Studies Manager
Renewable Energy Authority of Libya (REAOL)

15.30pm **Panel Discussion – Panelists to be appointed by the Chairman**

16.00pm Afternoon Refreshments

RENEWABLE ENERGY INSTRUMENTS & SUPPORT

16.30pm **Presentation from Center For Development of Renewable Energy (CDER)**
Mr. Said Mouline, *Director General*
Center for Development of Renewable Energy (CDER) Morocco

17.00pm **Public Policy Support vs. Market Based Approach**

- Comparative assessment of various policy instruments adopted for promotion of renewable energy across various countries
- Renewable energy certificates and its implementation across countries.
- Benefits of market based instruments vs other instruments of public policy support.
- Alternative policy instruments.

Dr. Anoop Singh, *Associate Professor (Chair, Energy Conclave 2010)*
Department of Industrial and Management Engineering, Indian Institute of Technology Kanpur, India
Dr. Anoop is also the Deputy Director (Economics), Haryana Electricity Regulatory Commission, Panchkula, India. His areas of specialization include cross-border energy cooperation , infrastructure, power market reform and regulation, renewable energy & energy economics, as well as project financing. He has undertaken a number of research/consultancy projects related to electricity / energy sector for a number of institutions including the World Bank, the UNCTAD etc, and has been a member of the Working Group on Power for the 11th Five-Year Plan, Planning Commission for the Government of India.

17.30pm End of Day One

Hear latest Project Opportunities in Wind & Solar

Maghreb/Middle East Renewable Energy

Conference 2010

26 – 27 July 2010 | Le Meridien N'FIS
Marrakech, Morocco

Day 2, Tuesday 27th July 2010

9.30am Chairman's Opening Remarks

FINANCING SESSION

9.45am **Financing of Renewable Energy in the Mediterranean Region: The experience of the EIB**

- EIB track record in renewable energy project financing (in the region and in the world)
- EIB contribution to the Mediterranean Solar Plan
- FEMIP study on the financing of renewable energy investment in the Southern and Eastern Mediterranean Region: main messages
- Case study: issues with financing a solar project in the region



Dr. Sophie Jablonski
Energy Specialist

European Investment Bank, Luxembourg

With a PhD in Energy Technology and Policy from Imperial College London, an M.Phil in Environmental Science from the University of Cambridge, and an M.Sc in Engineering from Ecole Centrale Paris (France), Ms. Sophie Jablonski is an Energy Specialist at the European Investment Bank, where she focuses on investments in renewable energy, notably in the context of the Mediterranean Solar Plan. Prior to that, she worked with the World Bank in Washington DC, where she was dealing with energy and transport infrastructure operations in the Middle East & North Africa region.

10.15am **Presentation from International Finance Corporation (IFC)**

Ms. Joumana Cobain
Principal Country Officer

International Finance Corporation
Morocco

10.45am **Presentation from African Development Bank Group (AFDB)**

Dr. Amani ABOU-ZEID
Resident Representative

Morocco Country Office
African Development Bank Group Rabat

11.30am Morning Refreshments

INVESTMENTS & PPP SESSION

12.00am **National Strategy for Renewable Energy and Investment Potential in Wind Farms in Yemen**

- Renewable energy resources in Yemen
- Market & investment potential of renewable energy in Yemen
- Barriers
- First IPP Wind project in Yemen



Eng. Mohammed Hameed Al Shaabi,
General Director, Renewable Energy
Ministry of Electricity Yemen

Mr. Mohammed Hameed Al Shaabi is the Director of Renewable Energy Department, Ministry of Electricity and Energy, Yemen, a position he took since 1991. Prior to that, he was the Director General of Planning Public Electrical Cooperation, Aden. In 2000, he became the focal point of ESQA Renewable Energy activities in Yemen, and in 2008, he became the focal point of Arab League in Yemen for Renewable Energy activities. He has a B.Sc degree in mechanical engineering from Aden University and a special degree/master on Industrial Management.

12.30pm **Options for public-private partnerships(PPP) in solar and wind development projects in Syria**

Engr. Hisham Mashfej
Director General, Ministry of Electricity
Public Establishment for Electrical Generation & Transfer (PEEGT) Syria

13.00pm Networking Lunch

FOCUS ON SOLAR & WIND

14.30pm **Solar Development in North Africa**

- The opportunity of solar resources and development in North Africa
- The opportunity of solar export from North Africa
Nur Energie in NA – Morocco, Tunisia, Algeria



Mr. Kevin J Sara

CEO

Nur Energie

Kevin has been involved with start-ups and entrepreneurs for most of his career. With an MBA at Ecole National des Ponts et Chaussées, he has been advising governments on privatisation and entrepreneurs on entering deregulated markets and deploying emerging technologies. Kevin founded a technology principal investment group and invested in over 35 European and US emerging technology companies, as well as co-founded Hazel Capital, a clean-tech investment management company with investments in private clean tech companies.

15.00pm **The Sahara Wind Project: A Regional Catalyst for Renewables**

- Energy Security in the Euro-Mediterranean context
- Regional Strategy for Wind Energy Developments in North Africa
- Renewable Energy Access, Grid Integration and Transmission Challenges
- Capacity Building in a Synergetic Context
- Towards a Phased Deployment of Large Wind Capacities in North Africa
- The Sahara Wind Project

Mr. Khalid Benhamou

Managing Director

Sahara Wind Inc Rabat, Morocco

As a developer and founder of Sahara Wind Inc, Khalid Benhamou installed Morocco's first hybrid wind/diesel system in the Sahara desert in 1994 and is actively involved in regional capacity building activities in the regions industries, academia and research centers where the issues of wind energy integration in weak grids remains critical.



15.30pm **Presentation by Schott Solar, Germany**

Dr. Martin Gorn,
Director Export Sales (Asia, Africa & Pacific)
Schott Solar GmbH
Germany

16.00pm **Panel Discussion – Panelists to be appointed by the Chairman**

16.30pm Afternoon Refreshments

17.00pm End of Conference.

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Tel:	Tel:
Fax:	Fax:
3rd delegate	4th delegate
Name: Mrs/Ms/Mdm/Mr//Dr	Name: Mrs/Ms/Mdm/Mr//Dr
Position:	Position:
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