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**27<sup>th</sup> & 28<sup>th</sup> February 2013** Hyatt Regency  
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**Power Industry North Africa Conference** highlights the key power sector issues impacting Morocco, Algeria, Tunisia, Egypt and Libya. These countries have seen major planned developments in renewables such as solar and wind energy as well as natural gas-fired generating capacity in recent years, due to increased demands.

The proposed 'Supergrid' looks set to bring the region's expansive renewable energy capacity to Europe. With the backing of the European Commission, France and Spain, as well as industrial alliances between European and local utilities and technology companies, North Africa's vision of becoming a hub of clean energy development is attracting serious interest from international investors.

**The high value three day programmes will cover:**

- Debating strategies for electricity sector liberalisation and harmonisation of legal and regulatory frameworks for the creation of an efficient, sustainable regional power market
- Addressing the progress of integration of Maghreb electricity markets and high voltage interconnections between North Africa and Europe
- Examining how initiatives of cooperation between the Mediterranean Energy Community will transform global power production and transmission
- Identifying the key innovations in large scale solar and wind power technology that will transform North Africa into a global renewable energy hub
- Understanding how long term sustainable development must underpin government policies towards a shifting energy mix
- Encouraging public and private investments in infrastructure, research and development to drive domestic power generation and distribution across the region's renewable power sector
- Maximizing regional cooperation through respect, transparency and efficient practices to guide regional economic and industrial market growth
- Providing a forum for European and North African power market professionals to form strategic and technical partnerships for regional collaboration

## Power Industry North Africa **Conference Speakers**

**H.E. Mr. Fouad Douiri**

Minister of Energy, Mines, Water and Environment  
Morocco

**Ali Fassi Fihri**

CEO  
Office National de l'Electricité (ONE)

**Ambassador Urban Rusnak**

General Secretary  
The Energy Charter Secretariat  
Belgium

**Obaid Amrane**

Board Member  
Moroccan Agency for Solar Energy

**Andre Merlin**

CEO  
MEDGRID  
France

**Said Mouline**

CEO  
ADEREE  
Morocco

**Fazil Şenel**

High Commissioner & Board Member, EMRA Energy Market Regulatory Authority, Turkey  
Vice President, MEDREG

**Sen. Lhou Lmarbough**

President of Economic Affairs Committee  
Parliamentary Assembly of the Mediterranean

**Nabil Kadiri**

Head of Project Finance  
Attijariwafa Bank  
Morocco

**Khalid Benhamou**

Managing Director  
Sahara Wind Inc.  
Morocco

**Patrice Dreiski**

Senior Expert  
Energy Charter Secretariat  
Belgium

**Kevin Sara**

CEO  
Nur Energie  
UK

**Junior Isles**

Editor-in-Chief  
The Energy Industry Times  
UK

**Taoufik LAABI**

Strategy and Planning Manager  
Office National de l'Electricité (ONE)

**Dr. Said Nchet**

President  
Energy Consulting and Advisory Services (ECAS)  
France

**Pascal Tirtaux**

Head of Business Development North Africa  
First Solar  
Belgium

**Nidal Tayeh**

Assistant, Expansion and Outreach  
Energy Charter Secretariat  
Belgium

**Dr. Kurt Wiesegart**

Team Leader  
MED-ENEC - Energy Efficiency in the Construction Sector in the Mediterranean, Egypt

**Samir Belrhandoria**

CEO  
Morocco Infrastructure Fund

**Mohamed Berdai**

ALSCEEN Development  
Morocco

**Steivan Defilla**

Director for Trade and Transit  
The Energy Charter Secretariat  
Belgium

**Tayeb Amegroud**

Managing Partner  
GPower Consultants  
Morocco

**Ashraf Ibrahim**

MIOSH, QHSE Manager  
Haya Water  
Oman


**Benoit Thomazo**

Strategy Director  
MEDGRID  
France

**Iñigo Viani Desplats-Redier**

Business Development  
ABENGOA SOLAR

# Power Industry North Africa Day One **Wednesday 27<sup>th</sup> February 2013**

8.30	<b>Registration and Refreshments</b>	
9.30	<p><b>Opening Ceremony</b></p> <p><b>Hosted by:</b> Office National de l'Electricité <span style="float: right;">المكتب الوطني للكهرباء و الماء الصالح للشرب Office National de l'Electricité et de l'Eau Potable</span></p> <p><b>Welcome Speech</b> <b>Nick Ornstien</b>, Business Director, ITE Group PLC</p> <p><b>Ministerial Address</b> <b>H.E. Mr. Fouad Douiri</b>, Minister of Energy, Mines, Water and Environment, Morocco</p> <p><b>Keynote Addresses</b></p> <p><b>Ali Fassi Fihri</b>, CEO, Office National de l'Electricité (ONE)</p> <p><b>Said Mouline</b>, CEO, ADEREE, Morocco</p> <div style="text-align: right;"> <p>ROYAUME DU MAROC</p>  <p>Ministère de l'Énergie, des Mines, de l'Eau et de l'Environnement</p> </div>	
11.00	<b>Refreshments and Networking</b>	
11.30	<p><b>Setting the Scene for Power Industry North Africa 2013 – Regional and National Power Markets Updates and Reports</b></p> <p><b>Chairman's Opening Remarks</b> <b>Junior Isles</b>, Editor-in-Chief, The Energy Industry Times</p> <p><b>Parliamentarians' Action to Support Energy Development and Integration in the Mediterranean</b> <b>Sen. Lhou Lmarbouh</b>, President of Economic Affairs Committee, Parliamentary Assembly of the Mediterranean</p> <p><b>The Key Role of Energy Regulation in the Mediterranean</b> <b>Fazil Şenel</b>, High Commissioner, Board Member, EMRA Energy Market Regulatory Authority, EPDK Turkey and Vice President of MEDREG</p> <p><b>The Contribution of the Energy Charter to the Global Energy Governance</b> <b>Ambassador Urban Rusnak</b>, General Secretary, The Energy Charter Secretariat</p>	
12.45	<b>Lunch</b>	<p><b>Power Industry North Africa Press Conference</b> Hosted by: <b>ITE Group Plc</b></p> <p>With Key Partners: <b>Ministry of Energy, Mines, Water and Environment</b> <b>Office National de l'Electricité et de l'Eau Potable</b> <b>ADEREE</b> <b>MASEN</b></p>
14.00	<p><b>Cooperation and Integration of Energy Markets in North Africa and Europe</b></p> <p><b>Expanding the Energy Community: Potential for Transmission Across the Mediterranean Sea</b> <b>Andre Merlin</b>, CEO, MEDGRID, France</p> <ul style="list-style-type: none"> <li>• Realising the Mediterranean Energy Community goal by 2020</li> <li>• Existing capabilities, plans and project update</li> <li>• Considerations for establishing regulatory framework and makeup of a single regulatory body for an intercontinental network</li> <li>• Examining potential routes to Europe – pros and cons</li> </ul>	

	<p><b>Roadmap for Transfer of Green Energy from North Africa to Europe</b>  <b>Benoit Thomazo</b>, Strategy Director, MEDGRID, France</p> <p><b>Joint Venture Case Study – North Africa-EU Collaboration in Power Projects</b>  <b>Kevin Sara</b>, CEO Nur Energie Ltd, Chairman TuNur Ltd</p> <ul style="list-style-type: none"> <li>• Finding common ground in legislation and regulatory challenges</li> <li>• Skills exchange and what can be learned</li> <li>• Attracting and selecting the right international or local partners</li> <li>• Success stories – best practice and lessons learned</li> </ul>
15.30	<b>Refreshments and Networking</b>
16.00	<p><b>Power Market Regulation and Legislation Progress</b></p> <p><b>Special Presentation: ONE Strategy Update</b>  <b>Taoufik Laabi</b>, Strategy and Planning Manager, Office National de l'Electricité (ONE)</p> <p><b>Liberalising Energy Markets – Mechanisms, Experiences and results from European Case Studies</b>  <b>Patrice Dreiski</b>, Senior Expert, Outreach-Expansion, Energy Charter Secretariat, Belgium</p> <ul style="list-style-type: none"> <li>• Opening the policy dialogue, recommendations for a liberalised energy market</li> <li>• Considerations, challenges and effects of unbundling power markets</li> <li>• Advantages of creating independent layers within the power value chain</li> <li>• Working towards a uniform policy agreement or consensus between nations</li> </ul> <p><b>Panel Debate: To What Extent is Market Liberalisation, Particularly Unbundling, Suitable in North Africa?</b></p> <ul style="list-style-type: none"> <li>• How does the model compare with other international examples?</li> <li>• Is unbundling suitable for markets in North Africa?</li> <li>• What are the most suitable comparisons?</li> <li>• How attractive is the liberalisation process to investors?</li> </ul> <p>Moderator:  <b>Junior Isles</b>, Editor in Chief, The Energy Industry Times</p> <p>Panellists:  <b>Taoufik Laabi</b>, Strategy and Planning Manager, Office National de l'Electricité (ONE)  <b>Steivan Defilla</b>, Director for Trade and Transit, Energy Charter Secretariat  <b>Patrice Dreiski</b>, Senior Expert, Outreach-Expansion, Energy Charter Secretariat, Belgium  <b>Benoit Thomazo</b>, Strategy Director, MEDGRID, France  <b>Andre Merlin</b>, CEO, MEDGRID, France</p>
17.30	Chairman's Concluding Remarks and close of Main Day One

9.30 **Setting New Standards in Renewable Power Generation**

**Chairman's Opening Remarks**

Junior Isles, Editor-in-Chief, The Energy Industry Times

Keynote Address:

**Obaid Amrane**, Board Member, Moroccan Agency for Solar Energy



**Maximizing Africa's Potential – Complementing the Power Portfolio**

**Pascal Tirtaux**, Head of Business Development North Africa

- World demand for additional power is significant, while several challenges need to be addressed: regions with strong growth, critical current lack of power, energy safety issues, air pollution. Photovoltaic electricity addresses those.
- 3 key factors enable the competitiveness of solar plants, as part of the power portfolio:
  - fully control and optimize the value chain, from project development to maintenance, delivering superior quality projects that attract the international investment community;
  - understand and match the energy demand of each system;
  - ensure a reliable forecast of energy – and contribute to the electricity network stabilization

Session Reserved for **ABENGOA SOLAR**

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**Iñigo Viani Desplats-Redier**, Business Development

**Sahara Wind: A Market-Based, Regionally Integrated Project of Strategic Importance**

**Khalid Benhamou**, Managing Director, Sahara Wind Inc., Morocco

- Leveraging the benefits of a low-cost integrated alternative energy model
- Energy access, job creation and industrial development: the emergence of a wind energy economy
- The win-wind imperative: industry driven partnerships with the education sector
- Building capacities within a regional synergetic context
- Deploying Sahara Wind's threshold capacity with its High Voltage Direct Current Infrastructure

11.00 **Refreshments and Networking**

11.30 **Trade and Investment in Energy Projects in the MENA Region**

**An Analysis of Independent Power Projects in Africa, the Case of Morocco**

**Tayeb Amegroud**, Managing Partner, GPower Consultants

**Equity Financing for Renewable Energy Projects in North Africa**

**Samir Belrhandoria**, CEO, Morocco Infrastructure Fund

**Contribution of the Moroccan Banking Sector in the Financing of Renewable Power Projects in the Region**

**Nabil Kadiri**, Head of Project Finance, Attijariwafa Bank, Morocco

- Sustainable development policies in North Africa
- Developments in regional renewable energy tariffs, incentives and policy
- Are current policies hindering the progress of renewable energy projects and investments?
- Contribution of local banks in the development of a strong renewable energy sector
- Case Study: Investment in Renewable Projects



13.00	<b>Lunch</b>
14.00	<p><b>Energy Efficiency and Creating Sustainable Culture/Low Carbon Economy</b></p> <p><b>Why Efficiency must be the Priority in Future Energy Policy - Implementing Action Plans and Case Study Results</b>  <b>Dr. Kurt Wiesegart</b>, Team Leader, MED-ENEC - Energy Efficiency in the Construction Sector in the Mediterranean, Egypt</p> <ul style="list-style-type: none"> <li>• Importance and influence of energy efficiency on national power consumption</li> <li>• Energy saving potential in selected sectors</li> <li>• Developing strategic national energy efficiency action plans</li> <li>• Case study: Action plan results from Lebanon, Jordan, Palestine</li> </ul> <p><b>Examining the requirements for Developing a Low Carbon Society in Morocco</b>  <b>Mohamed Berdai</b>, ALSCEEN Development</p> <ul style="list-style-type: none"> <li>• Need for more experts and specific companies to focus in the field of energy efficiency</li> <li>• Developing and implementing a set of standards developed with covers both Renewable and energy efficiency</li> <li>• Changing industrial and building practices to new standards for carbon emissions</li> <li>• Expanding the role of energy efficiency education in society</li> </ul> <p><b>The Renewable Energy Challenges: The Experiences of the Palestinian Ministry of Energy</b>  <b>Nidal Tayeh</b>, Assistant, Expansion and Outreach, Energy Charter Secretariat</p>
15.15	<b>Refreshments and Networking</b>
15.45	<p>Closing Panel Debate - <b>Are National Renewable Energy and Carbon reduction targets Achievable? What are the Necessary Steps to Achieving 42% Renewable Generation Capacity by 2020?</b></p> <p>Moderator:  <b>Junior Isles</b>, Editor-in-Chief, The Energy Industry Times</p> <p>Panellists:  <b>Dr. Kurt Wiesegart</b>, Team Leader, MED-ENEC - Energy Efficiency in the Construction Sector in the Mediterranean, Egypt  <b>Pascal Tirtaux</b>, Director, First Solar, France  <b>Tayeb Amegroud</b>, Managing Partner, GPower Consultants  <b>Mohamed Berdai</b>, ALSCEEN Development  <b>Khalid Benhamou</b>, Managing Director, Sahara Wind Inc., Morocco  <b>Nabil Kadiri</b>, Head of Project Finance, Attijariwafa Bank, Morocco</p>
16.45	<b>Special Closing Keynote Hosted by the Ministry of Energy, Mines, Water and Environment, Morocco</b>
17.00	<b>Chairman's Concluding Remarks and Close of Power Industry North Africa 2013</b>

## Power Industry North Africa **Showcase and Sponsorship Opportunities**

Power Industry North Africa represents the perfect platform to develop your business in Europe's hottest power market. The Showcase will host leading companies from both the local and international markets that have a vested interest in helping North Africa achieve its ambitious targets.

### **Why Promote at Power Industry North Africa?**

- Promote your technologies and solutions in this dynamic market
- Network with the industry's most influential industry players
- Showcase your latest technologies and solutions
- Launch your new products
- Share knowledge about the latest projects and developments
- Showcase your products and technologies, and develop new customer bases
- Raise your company profile and awareness
- Explore business opportunities and meet new partners in dynamic surroundings
- Unrivalled platform to create sales leads and build long-term relationships with your clients
- Access to the industry's most influential decision makers through our 1-2-1 network meetings
- Stay ahead of your competition

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Partnership Executive (UK)

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Head of Marketing

[Vivian.Linecar@ite-events.com](mailto:Vivian.Linecar@ite-events.com)

+44 (0) 2075965059

#### **Nominate a Speaker or Submit a Paper:**

**James Hodgson**

Head of Production

[James.Hodgson@ite-events.com](mailto:James.Hodgson@ite-events.com)

+44 (0) 2075965180