



Solar Maghreb

22-23 May 2012, Le Royal Mansour Méridien, Casablanca, Morocco

Early
Booking
10% off before
10 April 2012

Developing Large Scale North African Solar Markets



The conference will be simultaneously translated in English and French
La conférence sera traduite simultanément en anglais et en français



Over 30 Influential & Experienced Speakers Including:



H.E Foaad Edweeri,
Minister of Energy,
Mines & Mineral Resources, Morocco (invited)



Senior Representatives & Board Members,
MASEN, Morocco



Ali Fassi Fihri,
Chief Executive Officer,
Office National de l'Electricité, Morocco

Dr. Awad Ibrahim Bryk,
Minister of Electricity and Renewable Energies, Libya



Noura Laroussi, Director General,
Agence Nationale pour la Maîtrise de l'Energie (ANME),
Tunisia



Laroussi Chebbi,
Director General
STEG Energies Renouvelables, Tunisia

Dr. Mohamed Ali Eklat, Manager,
Renewable Energy Authority Of Libya (REAOL), Libya



Didier Houssin,
Director of Energy Markets and Security, International
Energy Agency, France



Michel Bouskila,
Director, Sales et Development,
Cegelec Maroc, Morocco



Kevin Sara,
Managing Director,
Nur Energie, UK



Akmal Zaghloul,
Business Development - General Manager,
TAQA, Egypt



Khaled Hassen, Managing Director, Renewable Energy
Technology and Applications Center, and Representative,
Egyptian Electricity Holding Company, Egypt

Key Reasons to Attend:

- Hear first-hand from **MASEN** the results of the first solar tender and key deliverables and timelines for the next phases
- Connect **face-to-face** with government officials, national utilities and country experts at the **NEW country-focus roundtables**
- **Proven track record of success:** The most established event to focus exclusively on the North African solar industry
- Tackle issues from large scale development to off grid applications and manufacturing of solar components

"It's been a great opportunity to introduce us in the market! The quality of the attendees was very professional. We look forward to maximising the contacts we made in Solar Maghreb. Great organisation. Congratulations to all who made the conference possible!" - JHRoerden (Past Solar Maghreb Attendee)

Plus don't miss:

Post Conference Workshop
Thursday 24 May 2012

Finance & Investment for the North African Solar Industry

Financing options, innovative models & increasing investor confidence

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Dear Colleague,

Building upon two years of bringing together Ministries & Government energy agencies from across the Maghreb with regional and international developers, technology companies and investors, the Annual Solar Maghreb Congress returns to Casablanca.

After dramatic changes in the region over the past year, Solar Maghreb will welcome official delegations from Morocco, Tunisia, Algeria, Egypt & Libya. With a combination of presentations, roundtable working groups, interactive discussion sessions and networking evenings, join the most established meeting to focus exclusively on the North African solar industry.

With news of the World Bank’s approval for \$297 million in loans to finance the Ouarzazate project, the winners of the first tender set to be announced in the coming weeks and the next round of bidding set to open, join MASEN, ONE and the Ministry of Energy in welcoming the North African solar community to Morocco.

Kind regards

Laura Dinnewell
Event Director
Solar Maghreb

Top 10 Highlights of the 2012 Congress:



Interactive session with MASEN to discuss the next phase of bidding in Morocco



Official delegations from Morocco, Tunisia, Algeria, Egypt & Libya



Utility action plans on preparing the energy market & infrastructure for solar power



Feedback from Hassi R’Mel & Kuraymat ISCC plants 1 year on from completion



Special investor focus day on ensuring confidence and safe returns following the Arab Spring



Project update on Desertec’s first reference project



Market introduction for regional firms looking to develop and invest in solar projects



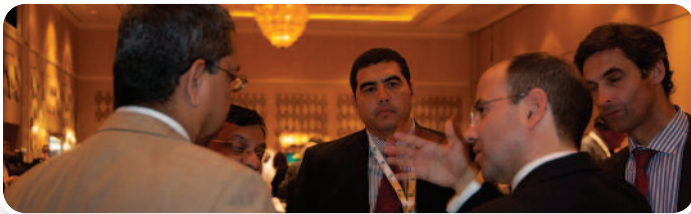
Director level or higher attendance for influential networking



Business evaluation of North Africa for PV, CSP & CPV following FiT declines in Europe



Solar Maghreb exhibition & networking evening



Welcoming Ministers, CEOs, Vice Presidents and Directors from:

- Governments
- Energy Agencies
- Project Developers/ System Integrators
- PV Technology Suppliers
- CSP Companies
- CPV Companies
- EPCs
- Universities
- Development Banks
- Equity Funds
- Commercial Banks
- Cement, Telecoms, Mining & Heavy Industry
- BOS suppliers
- NGOs

NEW for 2012:

Country Focus Roundtables

For unparalleled networking:

- Connect with government officials
- Share experiences with peers operating in the market
- Make new local contacts
- Meet investors willing to fund solar projects in the country
- Discuss challenges to be overcome



Interactive tables will focus on the following 5 key markets and feature officials including representatives from MASEN, ONE, Ministry of Electricity, REAOL, EEHC, STEG, ANME.

Morocco

Egypt

Algeria

Tunisia

Libya

APFREEE Platform Stakeholder Meeting

Monday 21 May 2012

The APFREEE Platform (Arab Platform for Renewable Energy and Energy Efficiency) originates from the inputs received from representatives of Government, local authorities, national RE societies and private companies from Lebanon, Jordan, Egypt, Tunisia, Palestine, Libya who wished to add their commitment and personal engagement to the building of a New Platform that might very well bridge between all countries. The APFREEE Platform is expected to be built from inputs and propositions coming from 18 Arab countries AND from allies and supporters (rest of the world).

APFREEE representatives will be present at the event to invite all of you to trigger a process that should incorporate ALL INPUTS which synthesise and synergise the essence and the substance of APFREEE.

To attend the special session on Monday morning or to ask for details: APFREEE@bioenco.it



Conference Day One | Developing North African Solar Markets Tuesday 22 May 2012

08.30 Morning coffee & registration

09.00 Chair's opening remarks

09.10 Morocco Keynote Update



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MOROCCO



- Progress on the Ouarzazate tender & project development
- Subsequent tender timelines and processes
- Feedback from the first tendering process and lessons learned
- The long term plan and alternative models for solar integration
- Large scale and small scale projects and preferences for technology type

H.E Foaad Edweeri, Minister of Energy, Mines & Mineral Resources, Morocco (invited)
Senior Representatives & Board Members, **MASEN, Morocco**
Ali Fassi Fihri, Chief Executive Officer, Office National de l'Electricité, Morocco

10.10 Evaluating & Restoring Investor Confidence across North Africa

- How has total infrastructure investment been affected in North Africa in the past 12 months?
- How are governments, development banks and other stakeholders working to restore investor confidence?
- To what extent was renewable energy affected?
- Which players have pulled out and will they return?

10.30 Networking refreshment break

11.10 2012 Review of North African Solar Markets



- Current electricity market structures and subsidies
- Changes in government and the impact on energy policy
- Long term and short term strategies to increase investor confidence and market momentum
- Perspectives on tenders, BOT agreements, IPP models, feed in tariffs and net metering
- Feedback from early projects and lessons learned
- New initiatives launched

Noura Laroussi, Director General, Agence Nationale pour la Maîtrise de l'Energie (ANME), & Member, APFREEE, Tunisia
Dr. Awad Ibrahim Bryk, Minister of Electricity and Renewable Energies, & Member, APFREEE, Libya
Dr. Mohamed Ali Eklat, Manager, Renewable Energy Authority Of Libya (REAOL), & Member, APFREEE, Libya
Laroussi Chebbi, Director General, STEG Energies Renouvelables, & Member, APFREEE, Tunisia
Plus representatives from Egyptian & Algerian Governments & Energy Agencies awaiting final confirmation

12.00 Country Focus Roundtables

Focussing on **Morocco, Egypt, Tunisia, Algeria and Libya**, select your place at the one of the interactive tables with the speakers from the above session. Connect with policy makers, investors, new business partners and peers to share thoughts on how to ensure the success of the region's solar industry and how to secure your place in it.



13.00 Networking Lunch Break

14.15 Developing IPP Models for Large Scale Solar Power Development



- IPP structures for fossil fuels
- Egypt's wind IPP model and how this has performed
- New legislation in Tunisia
- Roadmaps for solar IPPs

Khaled Hassen, Managing Director, Renewable Energy Technology and Applications Center, and representative, Egyptian Electricity Holding Company, Egypt

Amin Chtioui, Project Manager, STEG Energies Renouvelables, Tunisia

Senior Representative, **AcwaPower, Saudi Arabia**

15.00 North African Industrial Players in Solar Power Generation



- Opportunities in cement, chemical, telecommunications, mining and other heavy industries
- Current and required legislative frameworks
- On site consumption and grid input
- Early case studies and interested stakeholders

Michel Bouskila, Director, Sales et Development, Cegelec Maroc, Morocco

15.45 Networking refreshment break

16.20 Creating Knowledge & Industrial Clusters

- Current clusters and knowledge transfer initiatives being explored
- Identification of appropriate regional industries
- Strengths and capabilities in the North African market
- The role for universities in R&D and attracting industry

Didier Houssin, Director of Energy Markets and Security, International Energy Agency, France

Andre Merlin, President, Medgrid, France

Dr. Kamel Esseghairi, Executive Manager, Tunisian Alliance for Renewable Energies, Tunisia

Peter Heller, Institute of Solar Research, Head of Department Qualification, DLR, Spain

17.00 The Development of Solar Manufacturing Industries

- Which processes are best suited to the region's infrastructure & resources?
- Incentives, cost savings & logistic advantages
- Cevital's polysilicon plant and other regional case studies

Akmal Zaghoul, Business Development - General Manager, TAQA, Egypt

Sarah Ruschkowski, Head of Energy & Environment Projects, AHK - German/Algerian Chamber of Commerce, Algeria

17.40 Chair's Closing Remarks

17.50 End of Conference Day One & Networking Evenings





Conference Day Two | The First Practical Steps Wednesday 23 May 2012

09.00	Chair's Opening Remarks	12.00	CPV Pilot Projects and Case Studies
09.10	Roundtable Discussion: Business Models for Large Scale Solar Development		<ul style="list-style-type: none"> • Comparisons of anticipated and actual performance • Can CPV compete in future tenders? • Cost curves and competitiveness • The technology's niche in the North African solar market
	<ul style="list-style-type: none"> • Appetite for project ownership • Is acting as an EPC preferable? • Effective partnerships • Models successful worldwide and their suitability to the Maghreb 	12.45	Networking Lunch Break
	Kevin Sara, Managing Director, Nur Energie , UK Senior Representative, Enel Green Power , Italy Senior Representative, Abengoa Solar , Spain	14.00	Desertec Industrial Initiative: Key Progress for 2012 and Beyond
09.50	Feedback One Year On: The Performance & Cost Effectiveness of ISCC Plants		<ul style="list-style-type: none"> • Update on project proposals and schedules in Morocco • Announcements for Tunisia and the rest of the Maghreb • Analysis of key stakeholders earmarked for the first reference projects • Progress on transmission and European utility relations • Changes in European government and the EC Energy roadmap • Update on expected timelines
	<ul style="list-style-type: none"> • Performance metrics of completed projects • Off-taker impressions • Cost comparisons & future plans • Roles in grid stabilisation • Lessons from Hassi R'Mel & Kuraymat 	15.15	Networking Refreshment Break
10.30	Networking Refreshment Break	15.45	Distributed Generation, Residential Initiatives & Off Grid Projects
11.00	CSP versus PV: Equal Opportunities for Both in North African Energy Plans?		<ul style="list-style-type: none"> • Government support programs and interest relative to large scale power generation • Estimated size and value of markets across the Maghreb • Existing initiatives and their roadmaps • Emerging and leading players in the market • The role for public private partnerships and international cooperation
	<ul style="list-style-type: none"> • National demands for dispatchable power • Grid capabilities and concerns on PV integration • MASEN's greater support for CSP: Will this trend be followed elsewhere? • PV: A better entry route for regional players? • The value of decreasing PV costs to the energy market 	16.30	Chair's closing remarks
	Pablo Valera, Chief Executive Officer, Astrom , Spain	16.40	End of conference
	Alan Drew, Solar Energy Development Manager, Mainstream Renewable Power , Ireland		

Agenda correct at time of going to press



Post Conference Workshop | Thursday 24 May 2012



Finance & Investment for the North African Solar Industry

Financing options, innovative models & increasing investor confidence

09.30	Chair's Opening Remarks	11.30	Panel 1: Development Bank Activities and Viewpoints
09.40	Current Levels of Investor Confidence and Appetite in Large Scale Solar Development		<ul style="list-style-type: none"> • Increasing importance of IFIs in current fiscal stresses • Money flowing to India, Thailand, China- how can this happen in North Africa • Funding options available from development banks • Mobilising money from other funds
	<ul style="list-style-type: none"> • How big an impact has the Arab Spring had on the market? • Which major players pulled out and back? • Which sectors have forged ahead in the region in spite of political unrest? • How and when will investor confidence be restored in the sector? • Which markets are considered the strongest? 	12.30	Networking Lunch Break
10.10	Government funding, subsidies & support	13.45	Panel 2: Commercial Bank Activities and Viewpoints
	<ul style="list-style-type: none"> • Government incentives for renewable energy: how robust and attractive are they? • Other subsidies in the market to take advantage of • National and international government funding • Government understanding of investor confidence and how to improve it 	14.45	Networking refreshment break
10.40	Lowering transaction costs and scaling up investment in renewables	15.15	Panel 3: Equity Investors & Funds
	Myriem Touhami, Programme Officer, UNEP , Tunisia		<ul style="list-style-type: none"> • Players in the market • Investment strategies and exit scenarios • Characteristics of attractive investments
11.00	Networking Refreshment Break	16.15	Chair's closing remarks
		16.30	End of Workshop

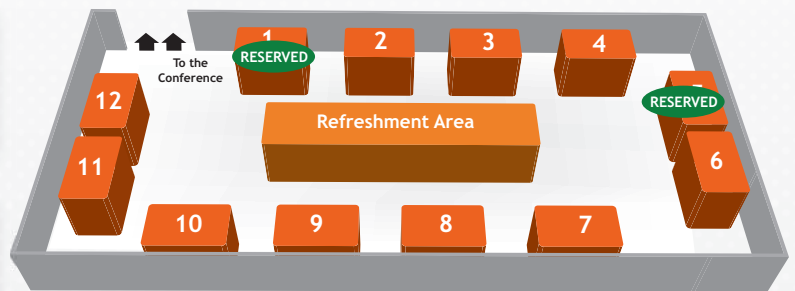


Sponsorship & Exhibition Opportunities

Sponsoring or exhibiting is the most targeted and cost effective way of reaching key industry decision makers. With an audience of government representatives, energy agencies, utilities, solar developers, technology companies & investors, Solar Maghreb is the ideal platform for you to meet the right people face to face and create new business relationships that are vital to the success of your business.

Contact James Brady for additional information.

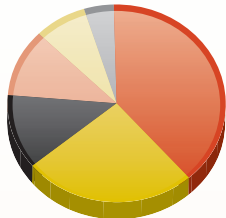
Head of Solar Business Development
Email: james.brady@greenpowerconferences.com
Tel: +44 (0)20 3355 4205



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Vice President/Director/General Manager	23%
Project Management	11%
Senior Business Development/Sales	10%
Engineering	7%
Academia	3%

Supporting Organisations



Deutsche Industrie- und Handelskammer in Marokko
Chambre d'Industrie et Commerce et d'Industrie au Maroc



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Investing in this event will provide you with an excellent opportunity to raise your company profile and showcase your expertise before a high calibre group of potential customers.

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- ✓ Save time and money by meeting them in one place
- ✓ Meet new clients and reaffirm relationships with existing ones
- ✓ Understand the needs of potential clients and tailor your services to meet them
- ✓ Establish your company's position amongst industry movers and shakers
- ✓ Benchmark your strategy with other major solution providers
- ✓ Make the right connections to ensure the future success of your business

Varying levels of sponsorship are available to cater for your individual needs and marketing budgets.

GreenPower™ Online Networking

Take advantage of the fantastic online networking system for the Solar Maghreb. All pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit the website. www.greenpowerconferences.com

