



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

Official Event Partner:

Solar

MAGHREB

24 - 25 May 2011

Le Royal Mansour Méridien, Casablanca, Morocco



Moroccan Ministry of Energy, Mines, Water and Environment



Developing large scale North African solar markets

Learn from leading solar energy experts and key government bodies including:

Her Excellency Amina Benkhadra, *Minister of Energy, Mines, Water and Environment, Morocco* **KEYNOTE**

Mustapha Bakkoury, *Chief Executive Officer, Moroccan Agency for Solar Energy (MASEN), Morocco*
Noura Laroussi, *General Director, Agence Nationale pour la Maîtrise de l'Energie (ANME), Tunisia*

Tewfik Hasni, *Renewable Energy Consultant, Ministry of the Environment and Member, National Algerian Council on Climate Change, Algeria*

Fathy Mohamed Abougarad, *Chairman, Renewable Energy Authority of Libya (REAOL), Libya*

Saïd Mouline, *Director General, ADEREE, Morocco*

Michael Geyer, *Director, International Business Development, Abengoa Solar, Spain*

Jose Beroit, *Director, Nur Energie, UK*

Younes Maamar, *Chairman of the Board of Directors, SiliconCPV, Morocco*

Khaled Abubakr, *Chief Executive Officer, TAQA Arabia, Egypt*

Michele Appendino, *Chief Executive Officer, Solar Ventures, Italy*

Philippe Lorec, *Director General of Energy and Climate (DGEC), Ministry of Ecology, Energy, Sustainable Development and Sea (MEEDDM), France*

Silvia Pariente-David, *Senior Energy Specialist, Middle East & North Africa Region, World Bank, Morocco*

Samir Belrhandoria, *Director General, Moroccan Infrastructure Fund, Morocco*

Simon Scott, *Director, Energy Project Finance, Société Générale, UK*

Yusuf Macun, *Director, Acting Head of Power and Renewable Project Finance, HSBC, UK*

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Key reasons to attend Solar Maghreb 2011

- **Unique:** The only international & government backed solar conference to focus exclusively on the North African market
- **Official:** Produced in collaboration with the Moroccan Ministry of Energy and attended by government officials from across North Africa & Europe
- **Experienced:** Developer case studies presented from the region's first CSP and PV projects to break ground
- **Established:** Part of the Global Solar Series, attended by over 2000 industry professionals over the past 3 years
- **Intensive:** 2 packed days of discussions, meetings & networking activities saving you months of travelling

Pre-Conference Finance Day | Monday 23 May 2011

Solar Project Finance: Building a Successful Proposal

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To reach recently set renewable energy targets, the governments of the Maghreb region are investing heavily in solar power. High levels of solar radiation coupled with decreasing feed-in tariffs in Europe are positioning North Africa as one of the regions with the highest potential for significant and sustainable growth in both CSP and PV installations.

Competition for a piece of the market will be high and the development of strong relations in the region will be of paramount importance. On 24-25 May in Casablanca the Moroccan Ministry of Energy will be hosting the Solar Maghreb conference, examining the development of solar projects and infrastructure across the whole of North Africa.

As the only meeting dedicated exclusively to solar in the Maghreb, the Moroccan Minister of Energy, the CEO of MASEN, Director General of ANME, former CEO of ONE and the renewable energy advisor to the Algerian Ministry of Environment will join key international CSP and PV developers including Abengoa, Solar Millennium, Nur Energie, SunPower & Solar Ventures to discuss how to move this market forward.

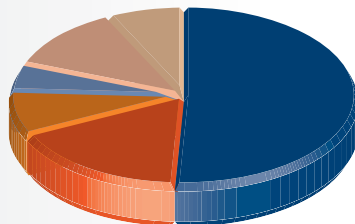
"Let me thank you and your team for organizing the recent Solar Maghreb Conference which came just in time to support the ongoing initiatives in the region and other parts of the world in the solar area. It was a great opportunity for all of us to learn about the latest progress made in this regard."

AFREC (Solar Maghreb attendee 2010)

Who Will You Meet?

- North African Governments and Energy Agencies
- North African and European Utilities
- Project Developers and System Integrators
- PV and CSP Module and Component Manufacturers
- Engineering and Construction Companies
- Financiers and Investors
- Local Holding Companies

At Solar Maghreb 2010, over 51% of attendees were Senior Management, Director or CxO level



| | |
|---|-----|
| ■ C-Level, Director and Senior Management | 51% |
| ■ Sales and Marketing | 17% |
| ■ Finance and Investment | 8% |
| ■ Business Development | 7% |
| ■ Academic | 5% |
| ■ Other | 12% |

10 Key Reasons to Attend Solar Maghreb

1. The *only* event to focus exclusively on solar power generation across North Africa
2. Officially produced in collaboration with the Moroccan Ministry of Energy & opened by the Energy Minister
3. Key government energy officials from across the Maghreb confirmed
Including MASEN, ADEREE, ANME, REAOL & Algerian Ministry of Environment
4. First-hand experience from the pioneer developers behind the Maghreb's first solar projects
What challenges, time lines and costs can be expected in the Maghreb and what would they do differently next time?
5. Exclusive updates on government tendering processes
Ensure you are up to date with the latest deadlines and qualification criteria
6. Dedicated solar finance focus day
Examine current and future available sources of finance and meet the investors looking to get involved
7. Meet international PV and CSP developers poised to break into the market
What are their market forecasts?
8. Explore your roles and responsibility in sustainable development
Setting up manufacturing lines, improving infrastructure and advising government strategies
9. Gain an in-depth market update and senior level government and business contacts in just two days
Saving months of travelling, phone calls and emails
10. Visit the latest suppliers and service providers at the co-located exhibition
Plus showcase your skills to company representatives with genuine buying power



Previous Solar Maghreb attendees have included:

Abengoa Solar • Acciona • AFREC • African Development Bank (AFDB) • AgentSchap • Air Liquide • Al-Fateh University • Algerian National Agency of Climate Change • ANME - Ministère de l'Environnement et du Développement Durable • Applied Materials • Babelfish Language Training • BBC • British Embassy Algiers • Cevital • CSERS • Endem Construction • Energéco Afrique • Enviromena Power Systems • ETTR • Fraunhofer ISI • Fronius International • German Aerospace Centre • Hilti • IEA • IHI Corporation • ISETN • ISFOC • JGC Algeria • JGC Corporation • JUSUNG Engineering • Kaefer • Leybold Optics • Manz Automation Spain • Masdar • Milenio Solar • Mitsui & Co Europe • Nord - Sud Adventures • Oerlikon Solar • Orbeo • Ormazabal International Business • Platina Partners • Qatar Petroleum • REAOL • Reuters • Roth & Rau • Schott Solar • Semco Engineering • Sofreco • Sonelgaz • Statoil • Struthers Wells • SunPower Corporation • SunRay Management • UDES • UDTs Research Centre • Vogt Group • World Bank • World Energy Council • Wuerth Solar • Yingli Green Energy

Solar Policies and Finance

Conference Day One | Tuesday 24 May 2011

08.30 Welcome coffee and registration

09.00 Chair's opening remarks

09.10 **Keynote Presentation: The Maghreb's Potential as a Leading Solar Market**



- The vision for renewable energy in the Maghreb region
- Domestic requirements versus export potential of renewable energy
- Building a strong cleantech infrastructure
- International cooperation, technology and knowledge transfer

Her Excellency Amina Benkhadra,
Minister of Energy, Mines, Water and Environment, Morocco

09.30 **Solar Initiatives and Policies in the Maghreb Region**

- National solar plans and targets and deadlines for applications
- Feed in tariffs and proposed PPA qualification criteria for project development
- The situation for Independent Power Producers
- Tax breaks, incentives and legislation surrounding local manufacturing
- Proposed redeployment of fossil fuel subsidies
- Institutional and regulatory barriers still existing and plans to overcome them

Mustapha Bakkoury, *Chairman,*
Moroccan Agency for Solar Energy (MASEN), Morocco

Noura Laaroussi, *General Director,*
Agence Nationale pour la Maîtrise de l'Énergie (ANME), Tunisia

Tewfik Hasni, *Renewable Energy Consultant, Ministry of the Environment, Member,*
National Algerian Council on Climate Change, Algeria

Fathy Mohamed Abougarad, *Chairman,*
Renewable Energy Authority of Libya, Libya

Bassem Farradj, *Board Member and Secretary General,*
Amman Chamber of Commerce, Jordan

10.45 Networking refreshment break

11.25 **Financing Solar Projects in North Africa**

- Financing schemes available from multilateral banks
- Investment bank appetite and risk assessment of large scale solar projects in the region
- The role of local strategic investors and energy companies: what are they looking for in a solar investment?
- The scope for carbon credits to close the financing gap


Silvia Pariente-David, *Senior Energy Specialist, Middle East & North Africa Region,*
World Bank, Morocco

Simon Scott, *Director, Energy Project Finance,*
Société Générale, UK

Steve Mercieca, *Associate Director, Renewable Energy and Environmental Finance,*
Standard Chartered Bank, UK

Yusuf Macun, *Senior Representative - Renewables, Resource and Energy Group,*
HSBC, UK

Khaled Abubakr, *Chief Executive Officer,*
TAQA Arabia, Egypt

12.55 Networking lunch break. Hosted by:  SunEdison
simplifying solar

14.25 **Local Manufacturing & Creation of Strong Local Infrastructure**

- National road maps, action plans & incentives to develop a local solar manufacturing industry
- Decision criteria in facility design and construction
- Labor and production costs and projections towards grid parity
- Quality assurance and qualification of locally manufactured goods
- Key competitive advantages of the region, and lessons learned from other solar manufacturing hubs
- Access to and assessment of domestic and export markets

Rossano Terzoli, *Sales Account Manager,*
Oerlikon, Italy

Laurent Dittrick, *Partner,*
So/lar, France

15.20 **The European Solar Market**

- Experience from European utilities and developers - the main challenges faced and key success factors of projects
- The long term stability of European feed-in tariffs for projects constructed now
- How have these market changes impacted investor sentiment
- What do European utilities really think about solar from Northern Africa?

Philippe Lorec, *Director General of Energy and Climate (DGEC), Ministry of Ecology, Energy, Sustainable Development and Sea (MEEDDM), France*

Michele Appendino, *Chief Executive Officer,*
Solar Ventures, Italy

15.50 Networking refreshment break

16.30 **Centralized PV in the Maghreb**

- Module selection and balance of system considerations
- Local capacity for manufacture and supply of key components
- Considerations in construction, operation and maintenance
- Performance of thin film and silicon PV in local environments
- Previously unidentified environmental considerations and how to account for them in future design
- Case studies of operating plants and future proposal

Mouloud Bakli, *Director Solar Business, Air Liquide, France*

17.15 Chair's closing remarks

17.30 Close of day one and networking cocktail reception

Agenda correct at time of going to press



Solar Technology and Development

Conference Day Two | Wednesday 25 May 2011

08.30 Welcome coffee

09.00 Chair's opening remarks

09.10 CPV potential in Maghreb

- Performance of CPV systems relative to other solar technologies in Maghreb conditions
- Sourcing of local components
- Proposed project size and available funding
- The commercial readiness of CPV and viewpoints of investors on this newer technology

Younes Maamar, *Chairman of the Board of Directors, SiliconCPV, Morocco*

Seán Murphy, *Senior Director,*

Utility Power Plant Systems Development, SunPower

Naïma Sabil, *General Director,*

Donauer Techniques Solaires, France

10.10 Networking refreshment break

10.40 Large Scale CSP & ISCC Plants

- Measurements of efficiency and suitability of different technology choices
- Environmental screening and water resource management
- Power purchase agreements and working with local utilities
- Attitudes towards and appetites for solar storage with the advent of smart grids
- Sourcing of local equipment, labor and expertise
- Increasing the efficiency of dry cooling
- Case studies of plants constructed in the region and future plans

Craig Windram, *Manager, International Business Development, Abengoa Solar, Spain*

Jose Beroit, *Director*

Nur Energie, UK

Sven Dervedde, *Project Development Manager,*

Solar Millennium, Germany

Fumiaki Ishida, *Director General, R&D of Renewable Energies,*

New Energy and Industrial Technology Development

Organization (NEDO), Japan

Klaus-Jürgen Riffelmann, *Head of System Analysis,*

Flabeg, Germany

12.30 Networking lunch break

13.50 Desert Energy Generation and Transmission Infrastructure

- Action plans going forward and key strategic aims
- Lessons to be learnt from El Kuryamat and other trail blazers
- Transmission infrastructure: current links and future connections

Mohamed Bennacer, *Business Developer for the North Africa Region, Abener, Morocco*

Cornelius Matthes, *Director Business Alliances,*

DESERTEC Industrial Initiative, Germany

Said Mouline, *Director General,*

ADEREEEE, Morocco

Christian Stoffaes, *Executive Director,*

Transgreen Foundation, France

15.15 Chair's closing remarks

15.30 Close of conference

Pre-Conference Finance Day

Monday 23 May 2011

Solar Project Finance: Building a Successful Proposal

NEW
FOR
2011!

11.00 Chair's opening remarks

11.10 Debt Finance for Solar Projects in the Maghreb Region

- The state of the debt market in 2011: How much does debt cost and how readily available is it?
- Major players in the North African region
- Characteristics of projects of interest to debt financiers
- Lending standards and limitations typically imposed
- Trends in loan terms: Pricing, term, leverage and covenants
- Can insurance companies and pension funds be looked to for finance?

Ravi Suri, *Head of Project and Export Finance, Middle East and South Asia,*

Standard Chartered Pakistan, United Arab Emirates

Laurent Belouze, *Head of Renewable Energy, Project Finance,*

Natixis, France

12.30 Networking break

13.45 Equity Financier Perspectives

- Identification of the types of funds targeting the renewable energy markets
- What are equity investors looking for in project timelines and economics?
- Size and type of projects most suitable to equity finance
- Prospects for public and strategic market exit scenarios

Samir Belhandoria, *Director General,*

Moroccan Infrastructure Fund, Morocco

Bassim Jaï Hokimi, *President, Altamed, Morocco*

15.00 Networking refreshment break

15.30 Minimizing Risk and New Financial Mechanisms to Encourage Solar Development

- Identification of the major risk factors and the contribution they each pay to investors' decisions
- Reducing the risk for private investment
- Capacity building and increasing the role of local stakeholders
- Structuring of financial systems to create sustainable markets

Stefano Sommodassi, *Founding Partner,*

Next Energy Capital, Italy

Nancy Rivera, *Managing Director, Structure Finance,*

Overseas Private Investment Corporation, USA

Cedric Depuy, *SunEdison France and Northern Africa Business Development Manager, SunEdison*

16.45 Chair's closing remarks

17.00 Close of pre-conference finance day



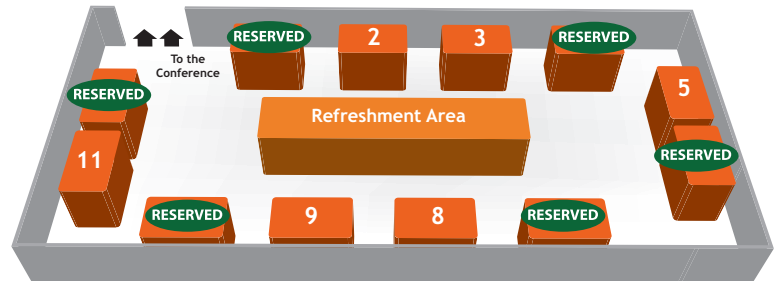
MAGHREB

"It was important to be at our booth and table in the exhibition hall because of the potential for business and new business relationships"

Trina Solar (Global Solar Series attendee 2010)

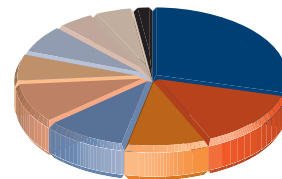
Maximize your Marketing Budget at Solar Maghreb: Sponsorship & Exhibition Opportunities

Solar Maghreb 2011 brings together the driving forces from every part of the solar power supply chain - from policy-makers and investors, to utilities and developers, to module component manufacturers and EPCs. The Solar Maghreb conference and exhibition is THE place to position your company as a leader in the Maghreb market. Establish your company early, network with companies successfully active in the region and reap the rewards as the market booms.



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The Entire Solar Value Chain Represented at Solar Maghreb:

| | | | |
|-----------------------------|-----|--------------------|----|
| ■ Manufacturer | 29% | ■ Other | 7% |
| ■ Consultancy | 14% | ■ Academic | 5% |
| ■ Developer | 10% | ■ Utility | 5% |
| ■ Engineer | 10% | ■ Government | 2% |
| ■ Finance and Investment .. | 10% | | |
| ■ Construction | 7% | | |

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FORTHCOMING EVENTS



Where the Solar and Finance Industries Meet to do Business
8 June 2011: Munich, Germany



Building the First Gigawatt
21-22 June 2011: Johannesburg, South Africa



Outlook on Turkish solar projects, expansion & innovation programmes
20-21 September 2011: Istanbul, Turkey

GreenPower™ Online NetWorking

Take advantage of the fantastic online networking system for the Solar Maghreb conference and exhibition. All pre-registered delegates, speakers and guests can contact each other, organize 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

GreenPower™ conferences

Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organized events focusing on the sustainability sector. Over the last seven years, we have welcomed over 13,000 delegates from 92 countries and built a global database of 500,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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| <input type="checkbox"/> Green Power Academy Training Comprehensive introductory training courses from the Green Power Academy A choice of 2 training courses <input type="checkbox"/> Solar Technology Briefing (23 May 2011) €899 <input type="checkbox"/> Solar Power Economics (26 May 2011) €899 | | |
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 Job Title:
 Telephone: Business Email:

Delegate 3: Name: Surname:
 Job Title:
 Telephone: Business Email:

Company Details




Company Name:
 Address:

 Postcode:
 Country: Fax:

Venue:
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 Casablanca 21000, Morocco
 Phone: (212) (52) 2313011
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