



**Dii Desert Energy**  
World's first organization  
for energy from the deserts

Photographer © Sven Laurent

## Our Mission: No Emissions!

Dii Desert Energy has been pioneering the energy transition in the MENA region since 2009



# Dii DESERT ENERGY

Dii Desert Energy is an independent, international, industry network operating from Dubai. With its footprint in MENA, it is connecting people, countries and clean energy markets globally, paving the way for “net zero emission”, secure and affordable energy from the deserts.

Dii Desert Energy aims at transforming the energy systems in desert areas of the Middle East and North Africa (MENA) in a holistic way, benefitting from the knowledge, expertise, and business connections from its professional staff and partners, including a top-level Advisory Board. Dii's team consists of well-respected senior professionals in the international energy market, with experience in (green) energy industry management, projects, investments, regulations and public policy.

Dii GmbH, the legal entity of Dii Desert Energy, was launched in 2009 as an industry initiative in Germany (formerly '**Desertec Industrial Initiative**') for accelerating the energy transition in the MENA region and export of “net zero emission” energy. Dii believes that once the domestic needs have been sufficiently satisfied with emission free energy, MENA will become a 'Powerhouse' of clean energy, both electrical power (electrons) and gases, fuels or solids (molecules), serving the world energy markets. This is being recognized in the market under the umbrella of the 'Desertec 3.0' approach.

In 2019, Dii launched the **MENA Hydrogen Alliance**, which brings together private and public sector actors as well as science and academia to kick-start green hydrogen economies. The Alliance provides a platform for partners to meet and discuss pathways forward, to formulate common studies and connect producers and off-takers. The alliance acts as an impartial advisor to promote initiatives in the region, elaborates (potential) business cases and structure for large projects, proposes the necessary policy and regulatory frameworks, and educates different stakeholders on all relevant aspects of the hydrogen value chain, from 'source to sink', including export of virtual (renewable and carbon characteristics) and physical energy carriers.

In 2023 Dii launched a new initiative, the **Zero Emissions Traders Alliance (ZETA)**, based in Dubai. Its aim is to create a global platform for clean energy traders, giving substance to Dii's “no emissions” mission. ZETA will, thus, help energy markets and energy traders to reduce and avoid “greenhouse” effects based on market principles. In this context, Dii Desert Energy is giving guidance to climate neutral energy traders, energy suppliers and the off-takers community with a footprint in MENA.

Dii Desert Energy is connecting the regional and international industry with authorities and institutions and focuses in particular on practical conditions along the emission-free energy value chains. Dii's platform of more than 120 companies from over 36 countries is mobilizing top executives, government decision makers, R&D institutions and academia.

## Our Mission: No Emissions!



# CONNECTING ENERGY LEADERS FOR A SUSTAINABLE FUTURE

## Objectives

- ▶ **Market Enabler:** Accelerating the energy transition in the Arab World towards supply of 'green electrons' and 'green molecules' across the regional and global energy value chains.
- ▶ **Job Creation:** Encouraging sustained prosperity and stability in the region through the creation of local jobs and industries associated with the energy transition.
- ▶ **Green Powerhouse:** Encouraging the MENA region to becoming the largest 'green powerhouse' in the world.
- ▶ **Collaborative Platform:** Capitalizing on new opportunities by bringing together the private sector, the public sector and academia.
- ▶ **Emission-Free Transition:** Assisting in the transition from the current fossil fuel basis towards emission free supply.
- ▶ **Fostering Partnerships:** Enabling lighthouse projects and creating unique business opportunities for our partners.





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## Benefits

- ▶ **The Advisory Board:** Dii Desert Energy is supported by eminent experts and visionaries in the field of emission-free energy. They drive business for their companies, shape policy for their countries and propel innovation for the sector, allowing them to guide Dii's direction.
- ▶ **The annual Dii Desert Energy Leadership Summit:** Since 2010, Dii's annual summit has moved across three continents with a unique profile in the market. By invitation only, the Summit brings together top CEOs for an exclusive gathering focused on high-quality content and tangible, impactful outcomes.
- ▶ **The Dii Partner Meeting:** Bringing together Mission, Lead and Associated Partners in a closed-door and focused gathering of leaders with the joint mission of advancing tangible projects to reduce harmful emissions and forging new partnerships.
- ▶ **Studies and Thought Leadership:** Dii conducts studies on key topics like data centers, common use infrastructure, technologies or power systems. A close to market approach leverages the deep insights and expertise of Dii partners.
- ▶ **Strategic Communication & Events:** As impartial platform, Dii helps promoting strategies and amplify announcements. Promotion through the events' portfolio, quarterly newsletter (partners achievements and announcements), digital platforms, amplification leveraging Dii 'network of networks'. Invitation to high level networking events like Dii Iftar, top management briefings and dinners, as well as roundtables with policy makers, think-tanks and research institutes.
- ▶ **Project Insights:** Over the last 16 years, Dii Desert Energy has been monitoring solar, wind and more recently hydrogen projects in MENA, creating a unique database with special insights for our partners. Financial tools, market studies and much more are available in the 'partner only section' on the Dii website.
- ▶ **Unique Models & Market Insight:** Our CTO has developed models to calculate the LCoE, LCoS, LCoH & derivatives such as e-methanol or SAF, available to our partners. Any site in MENA can be modeled for combined solar and wind.

# PARTNERSHIP OPPORTUNITIES

Dii Desert Energy is bundling the forces of over 120 Dii partners for the benefit of emission reduction, energy security, affordability and local content in MENA and beyond.



## Mission Partner

- ▶ Invite-only high-level club led by visionary executives
- ▶ Prominent communication presence at the forefront of the energy transformation regionally and globally. Logo to be displayed as 'Mission Partner'
- ▶ Distinguished partner and long-term Dii supporter with bold leadership for the energy transition
- ▶ Active part of the lean corporate governance and strategic direction of the organization
- ▶ Nominates a representative for the Dii Advisory Board
- ▶ Includes a Platinum sponsorship and ten free tickets at the Annual Leadership Summit
- ▶ Preferred access to Dii senior management for bilateral and strategic advisory
- ▶ Leverage on elite energy network to position new strategies and fast track execution for growth on several aspects: technology innovation, renewables, desalination and green hydrogen
- ▶ First opportunity to host a Dii Partner Meeting



## Lead Partner

- ▶ By invitation only; distinguished partner with long term proven leadership and commitment
- ▶ High profile in all Dii communications and publications. Logo to be displayed as 'Lead Partner'
- ▶ Nominates a representative for the Dii Advisory Board
- ▶ Preferred access to Dii experts and closed meetings with policy makers and industry captains within Dii's Network
- ▶ Includes a Gold sponsorship and five free tickets at the Annual Leadership Summit
- ▶ Includes an additional free sponsorship and opportunity to host a Dii Partner meeting
- ▶ Preferred access to Dii events and high-level networking receptions



## Associated Partner

- ▶ Proven footprint in MENA and commitment to Dii's network and the energy transition
- ▶ By invitation only
- ▶ Featuring in all Dii communications and publications. Logo to be displayed as 'Associated Partner'
- ▶ Preferred access to Dii network and direct introductions to fellow partners and key stakeholders, including the Advisory Board
- ▶ One complimentary pass for the Annual Summit and 50% discount off further passes
- ▶ Free access to the by invitation only Dii Partner Meeting
- ▶ High-level presentation in the 'Dii Partner meeting' to present project updates and partnership opportunities
- ▶ Exclusive access to market intelligence: and complementary access to the Dii Project Database and Hydrogen Tracker, the Toolkit for Project Developers, the Levelized Cost of Energy (LCoE), Storage (LCoS), Hydrogen (LCoH) and Ammonia (LCoA), e-Fuels financial models.

Joining this exclusive network is only possible **upon invitation** and it is **subject to approval** by Mission Partners.

# ADVISORY BOARD

Meet our expert advisory board: pioneering emission-free energy solutions.



**Frank Wouters**

*Chair, Advisory Board  
Mena Hydrogen Alliance*



**Paul van Son**

*President  
Dii Desert Energy*



**Cornelius Matthes**

*Chief Executive Officer  
Dii Desert Energy*

## Members



**Peter Terium**

*Head of the Energy Sector  
NEOM,  
Saudi Arabia*



**Marco Arcelli**

*CEO  
ACWA Power,  
Saudi Arabia*



**Yalou Li**

*Deputy Director of  
State Grid Simulation Center  
China Electric Power  
Research Institute  
(CEPRI), China*



**Nadja Håkansson**

*CEO  
thyssenkrupp Uhde,  
Germany*



**Sami Al Angari**

*Vice Chairman and CEO  
Al Gihaz, Saudi Arabia*



**Hussain Al Nowais**

*Chairman  
AMEA Power, UAE*



**Dr. Olaf Berlien**

*President & CEO  
INNIO, Austria*



**Gulnara Abdullina**

*Former GM  
Middle East & Africa  
Jinko Solar, Italy*



**Ebubekir Koyuncu**

*CEO  
Air Products  
Qudra,  
Saudi Arabia*



**Mohammed Jameel Al Ramahi**

*CEO  
Masdar, UAE*



**Katherina Reiche**

*Minister for Economic  
Affairs and Energy,  
Germany*



**Frank Yu**

*Vice President  
Envision Energy,  
China*



**Dan Feldman**

*Global Head of  
Energy  
King & Spalding,  
UAE*



**Aymane Taud**

*President & CEO  
Nareva, Morocco*



**Antonio Iliceto**

*Energy Systems and  
Power Transmission  
Expert, Chairman  
Cigré, Italy*



**Tarik Moufaddal**

*CEO & President  
Masen, Morocco*



**Horst Mahmoudi**

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**Harry Boyd-Carpenter**

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EBRD, UK*



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**Khalid Rashid Al Zayani**

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**Dr. Ahmed Ali Al Ebrahim**

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**Adamo Screnci**

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**Alexander Sarac**

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**Jamila Matar**

*Former Director & Head  
of Energy Division  
League of  
Arab States,  
Egypt*



**Bertrand Picard**

*Founder  
Solar Impulse, CH*



**Rory O'Neill**

*Chairman  
Electrina, Ireland*



## Our Mission Partners



## Our Lead Partners



## Our Associated Partners





## MENA Hydrogen Alliance

An initiative of Dii Desert Energy

We aim to create the MENA hydrogen community with a regional focus and global scope to accelerate the deployment of low-emission hydrogen.

The Alliance is the platform for partners to meet and discuss pathways forward, and it acts as the 'voice' and 'convener' of the hydrogen sector in the MENA region, including the private sector, public sector and academia.

The MENA Hydrogen Alliance established a 'Liquid Hydrogen Task Force' to define a strategy to advance liquid hydrogen as a purposeful hydrogen carrier. The task force built a stakeholder platform and now collects information and provides thought leadership towards common stakeholders.

As part of our advocacy activities, we elaborate joint studies and strategic reports, as well as host knowledge transfer workshops and roundtables.

### Vision

- ▶ To be a truly collaborative private-public platform with the MENA Hydrogen Alliance as convener. The Alliance aims to be the thought leader for hydrogen action in the MENA region and beyond.

### Objectives

- ▶ To kick-start local hydrogen economies to spur investments, stimulate innovation, create jobs and explore export revenue opportunities.
- ▶ To guide policymakers and stakeholders with solid technical and economic information, such as on hydrogen technologies and business cases.
- ▶ To accelerate investments in hydrogen technologies and powerfuels by stimulating international markets.
- ▶ To connect industry captains to create practical conditions for business opportunities.
- ▶ To foster international cooperation and building long-term partnerships to develop local and export markets for green molecules.

To join the Alliance, an organization must adhere to Dii Desert Energy's Network as Partner, committing to the alliance's shared vision and to contributing to its operational work.

### Supported by







Zero Emissions Traders Alliance (ZETA) is an initiative designed to help shape a transparent market for (initially liquid) physical and virtual clean energy products with a focus on the MENA region.

ZETA promotes the “Clean Energy Hub”, a platform where buyers and sellers of green commodities can transact in a transparent manner and where green molecules or electrons can be traded. ZETA is a non-for-profit foundation established in The Netherlands with the team based in the UAE. First activities are taking off in GCC and Turkey with a cross-regional focus. ZETA is a stand-alone entity in close cooperation with Dii Desert Energy. Dii Partners that wish to join ZETA will enjoy a reduced annual ZETA Partner fee from 2024 onward.

### Vision

- ▶ **Sustainability:** We are dedicated to promoting the development and growth of net-zero and green commodity markets, contributing to the carbon-neutrality goals of MENA countries and a sustainable future for all.
- ▶ **Collaboration:** We value partnerships and cooperation among various stakeholders, including governments, companies, investors, and individuals, fostering a collaborative environment to advance the net zero market in the region.
- ▶ **Transparency:** We strive to create transparent and efficient marketplaces, enabling fair price discovery and increased liquidity for both physical and virtual products, ultimately creating a liquid and transparent net-zero market.

### Objectives

- ▶ **Build Platforms:** Aiming to provide local companies with a platform to hedge market risks, encourage investments in carbon-neutral projects, and facilitate transparent price discovery for zero-emission products. The foundation will collaborate with market facilitators, regional governments, and stakeholders in other markets to achieve its goals.
- ▶ **Stimulate Development:** Stimulating market development by providing local companies with a platform to hedge their market risks, thus encouraging safer investments and promoting new investments in carbon-neutral projects.
- ▶ **Enable Price Discovery:** Enabling transparent price discovery for zero-emission products through neutral platforms and marketplaces, which can lead to increased liquidity as these products develop.
- ▶ **Collaborate with Stakeholders:** Collaborating with market facilitators, regional governments, and stakeholders in other markets to establish standard contracts, regulations, and mutually acceptable green standards and certificates.
- ▶ **Educate Stakeholders:** Educating stakeholders on market functioning, analyzing the current market design in the MENA region, and recommending regulatory initiatives to close identified gaps.
- ▶ **Hub for Initiatives:** Serving as a neutral platform for open discussions, collaboration, and fostering industry opinion on key issues related to zero-emissions markets and carbon neutrality.

# Dii DESERT ENERGY TEAM

## Our Core Team:



**Paul van Son**

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**Cornelius Matthes**

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**Frank Wouters**

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## Our Grand Team:



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# Dii PARTNER MEETINGS

The Dii Partner Meetings bring together our Mission, Lead and Associated Partners, the Dii Advisory Board, as well as VIP guests on a 'by invitation only' basis. They typically also include high level political and other regional stakeholders from the host country, creating a unique format for interaction and networking.

Mission and Lead Partners have the first opportunity to host a Dii Partner Meeting, held 2-3 times a year. Like for the Dii Desert Energy Leadership Summit, the Dii Partner Meetings take place across Europe, MENA and Asia.

Our partners that host events always endeavor to make the meetings memorable 2-3 days with some special surprises in the program. At this occasion, the host usually organizes a site visit with local features and cultural experiences that create a unique program, not just a conference.





# THE ANNUAL Dii DESERT ENERGY LEADERSHIP SUMMIT

Since 2010 Dii Desert Energy's annual Leadership Summits have paved the way for climate neutral, lowest cost and secure energy from the MENA Deserts.

For 2024, the Dii Desert Energy Leadership Summit returned to Europe after several years in MENA. Held in Vienna, Austria, this unique international event underscored the urgent need for accelerated action in the energy transition. It highlighted MENA's ambitious goal to triple renewables and energy efficiency by 2030, while placing a strong emphasis on the vital and growing collaboration between the EU and MENA. The summit served as a call for swift and decisive actions to meet these pressing energy challenges.

Under the theme 'TRILLIONS FOR TRIPLING - Cooperation, Partnership and Market pull' the Summit brought together the 'who is who' of global energy transition, providing a forum to discuss issues, challenge the status quo, and shape clean energy together in inspiring venues throughout Vienna.

The annual summit gathers partners along the emission-free value chain, led by the 'doers of projects', from key developers, utilities and investors, making the Dii Summit a unique high-level meeting in the market with the common objective of kicking-off the creation of a market for zero emission energy.

Since 2010, the summit has moved between three continents, including several North African, European and Middle Eastern countries. The 15th edition will take place in Dubai, in Autumn 2025.





# Dii IN PICTURES



# Our Mission: No Emissions!

If you are interested in becoming a Partner or want to find out more about Dii please email [info@dii-desertenergy.org](mailto:info@dii-desertenergy.org)

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