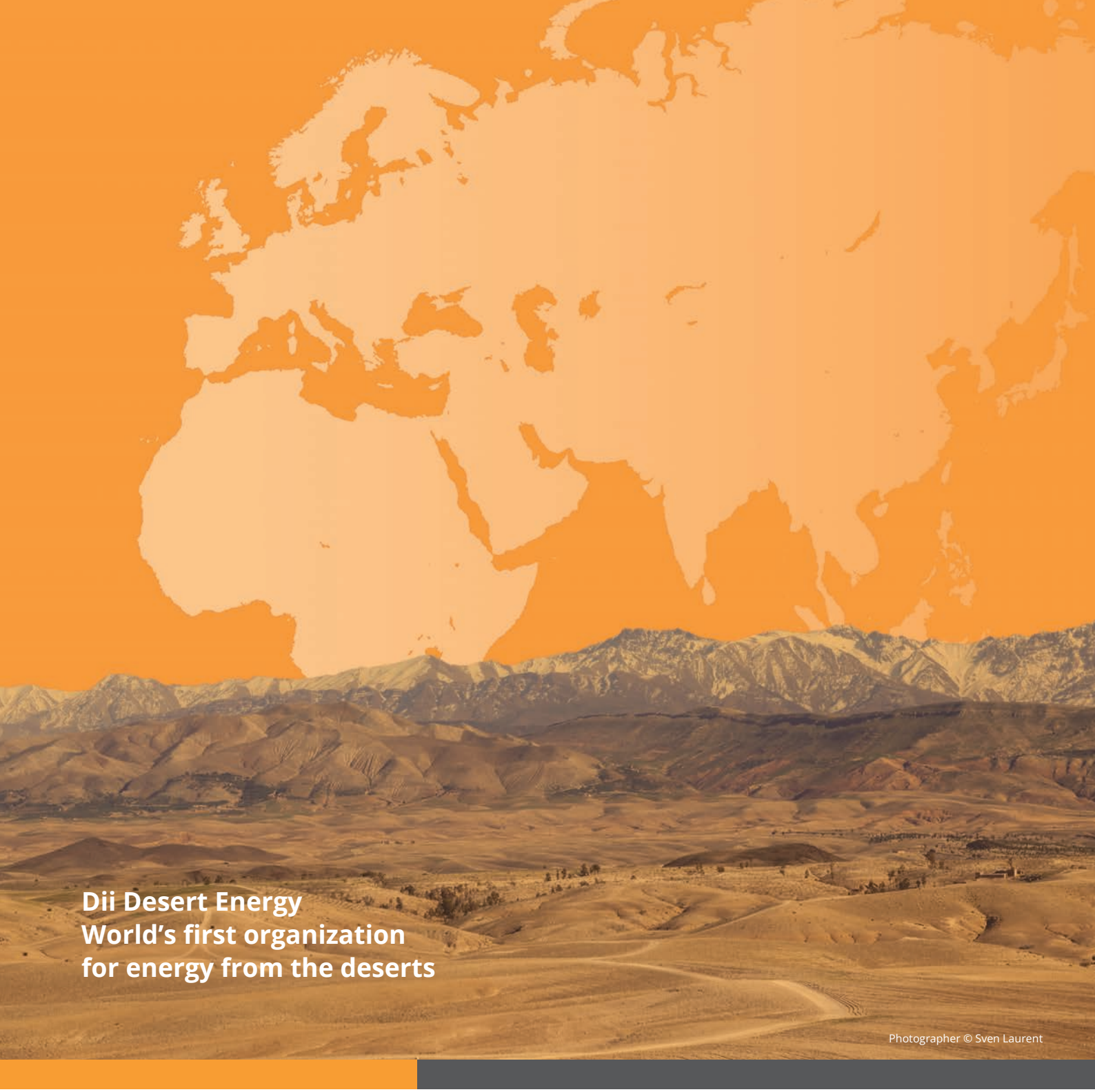

Photographer © Sven Laurent

Our Mission: No Emissions!

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

Dii

MENA Hydrogen Alliance
An initiative of Dii Desert Energy

ZETA

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!

Dii

MENA Hydrogen Alliance
An initiative of Dii Desert Energy

ZETA

CONNECTING ENERGY LEADERS FOR A SUSTAINABLE AND RESILIENT 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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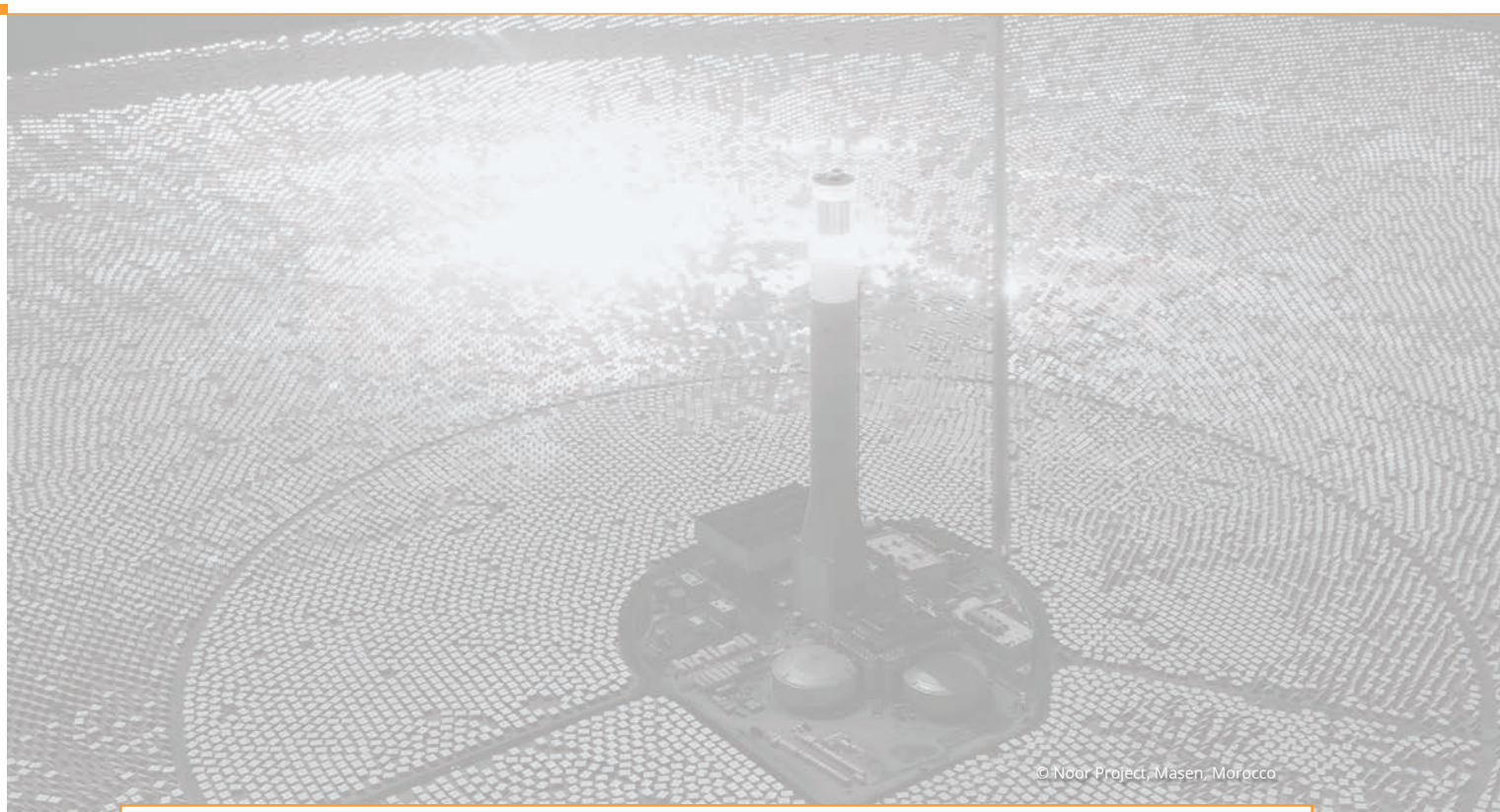

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Benefits

- **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, low emission hydrogen and more recently energy storage 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:** We have developed models to calculate the LCoE, LCoS, LCoH & derivatives such as e-methanol or SAF, avilable 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
Executive Energy Advisor
KSA

Dr. Samir J. Serhan
CEO
Acwa, KSA

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

Nadja Håkansson
Member of the Executive Board/ COO ***thyssenkrupp Decarbon Technologies*** *& CEO,* ***thyssenkrupp Uhde, Germany***

Sami Al Angari
Vice Chairman and CEO
Al Gihaz, KSA

Hussain Alnowais
Chairman
AMEA Power, UAE

Katherina Reiche
Minister for Economic Affairs and Energy,
Germany

Paddy Padmanathan
Chairman
Xlinks Ltd, UK

Dr. Olaf Berlien
President & CEO
INNIO, Austria

Gulnara Abdullina
Former GM Middle East & Africa
Jinko Solar, Italy

Ebubekir Koyuncu
CEO of ***Blue Hydrogen Industrial Gases (BHIG)*** *and CEO,* ***Air Products Qudra, KSA***

Mohammed Jameel Al Ramahi
CEO
Masdar, UAE

Frank Yu
SVP
Envision Energy, China

Dan Feldman
Global Head of Energy
King & Spalding, UAE

Sebastian Budischin
SVP of Business Development and Origination, Hydrogen and Clean Energy Business
SEFE, Germany

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
CEO & Executive Chairman
Smartenergy, CH

Harry Boyd-Carpenter
Managing Director, Sustainable Infrastructure Group
EBRD, UK

Em. Prof. Dr. Ad van Wijk
Em. Professor of Future Energy Systems
TU Delft, Holland

Waleed Salman
Executive Director
DEWA, UAE

Khalid Rashid Al Zayani
Honorary Chairman, ***Al Zayani Investments***
Vice-Chairman, ***Investcorp Holding, Bahrain***

Dr. Ahmed Ali Al Ebrahim
CEO
GCCIA, KSA

Adamo Screnci
Managing Director Italia & Energy
Idec groupe, Italy

Alexander Sarac
Partner
Addleshaw Goddard, KSA

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

Bertrand Piccard
Founder
Solar Impulse, CH

Rory O'Neill
Secretary General,
ZETA, Ireland

Dr. Keramat Fakhari
President & CEO for the Middle East, Africa, and Turkiye
HiTHIUM Energy Storage, UAE

Our Mission Partners

acwa
国家电网有限公司 STATE GRID CORPORATION OF CHINA
ENOWA. NEOM
SMARTENERGY
thyssenkrupp

Our Lead Partners

AIR PRODUCTS QUDRA
ALGIHAZ HOLDING الجهاز القابضة
AMEA POWER
e·on
Envision Net Zero Tech Partner
HTHIUM
INNIO
K&S King & Spalding
NAREVA
SEFE

Our Associated Partners

2G
AD PORTS GROUP
ADDLESHAW GODDARD
OAD
AL-NOOR COMP FOR ELECTRICAL SERVICES LTC
AMBARTEC HyCS-TECHNOLOGY
ANDRITZ
ARAP AZIENDA REGIONALE ATTIVITÀ PRODUTTIVE
ARC ENERGY
armelsan energy
Atlas Copco
Baker Hughes
BLACK & VEATCH
BOSCH
Breakthrough Energy
BUREAU VERITAS Shaping a World of Trust
COPADATA
Corpay
Cranmore Partners
Cummins
CWP GLOBAL
DAIMLER TRUCK
DEME
DHL
DUTCO
EDF
EMERSON
ENARA
enoc
ENERTRAG One energy ahead
ENERWHERE SUSTAINABLE ENERGY
ENGIE
Fertiglobe An ADNOC Company
Fisterra energy A Blackstone Portfolio Company
Fraunhofer ISE
Geostock
GETEC
GLENCAL TECHNOLOGY
GREEN INVESTORS
GREEN TECH EGYPT
greengo energy
Gulf Cryo
H2PRO
HIF
HRS HYDROGEN REFUELING SOLUTIONS
Hy24 A FARDAN
Hydrogenious LOHC
hydrom Hydrogen Oman
HyET High Yield Energy Technologies
HYTRA
HYUNDAI
ILF CONSULTING ENGINEERS
INFINITY POWER A MASDAR INFINITY COMPANY
Ingeteam
InterContinental Energy
ITM
JET ENERGY
Kawasaki Powering your potential
Linde
LONGi
MASDAR
masen
MAURI SOLAIRE
MITSUBISHI HEAVY INDUSTRIES
Newcom Group Innovating for success
NEXTCHEM
NEXT POWER ARABIA
next green
NOMURA greentech
PHOENIX CONTACT
plug
px
Roland Berger
ROOS ENERGY CONSULT
ROSEN empowered by technology
RWE
samson
Schneider Electric
上海电气
SIEMENS energy
SIEMENS
SLR
SOHAR FORT FREEZONE
Terabase
TETRA TECH
TILTSUN
TOPSOE
TotalEnergies
TÜV SÜD
uniper
vallourec
Verbund
walter tosto
WÄRTSILÄ
water stuff & sun we move hydrogen – you move the world
worley
wsp
yec

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.

In 2025, the 'Dii Renewable Fuels Task Force' was also created to act as central hub for detailed market intelligence on the EU's ReFuelEU Aviation and FuelEU Maritime regulations. The task forces built a stakeholder platform and now collects information and provides thought leadership, facilitate strategic partnerships, and provide policy and regultatory advocacy.

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

ZETA

The Zero Emissions Traders Alliance (ZETA) is a not-for-profit foundation working to shape a transparent market for physical and virtual clean energy products, with a focus on the MENA region.

ZETA is building the Clean Energy Hub: the standards that say what counts as clean, the registry that holds the proof, and the exchange where green molecules or electrons can be traded in a transparent manner. ZETA is established in The Netherlands with the team based in the UAE. First activities are taking off in the GCC and Turkey with a cross-regional focus. ZETA is a stand-alone entity in close cooperation with Dii Desert Energy.

Vision

- **Sustainability:** Promoting the development and growth of net-zero and green commodity markets, contributing to the carbon-neutrality goals of MENA countries.
- **Collaboration:** Partnership among governments, companies, investors and individuals, fostering a collaborative environment to advance the net-zero market in the region.
- **Transparency:** Definitions in the open, drafts in consultation, and every requirement traceable to the document that carries it.

Objectives

- **Write the Standards:** Defining what qualifies a molecule as clean, what its certificate records, and how it is issued, transferred and retired. Ninety-five documents, in consultation.
- **Separate the Two Products:** Treating the molecule and its environmental attribute as two distinct products, each separately defined, so the attribute can be held, priced and settled on its own, and a price can form for it in the open. ZETA operates no marketplace and publishes no price assessment.
- **Build Platforms:** Building the registry that holds the attribute and moves it between owners, and designing the exchange where both products can be traded.
- **Stimulate Development:** Giving local companies an instrument they can contract and hedge against, encouraging safer investments and new investment in carbon-neutral projects.
- **Secure Trusted Information Carriers:** For end-to-end information security and provenance, so a claim can be traced to its origin and not altered on the way.
- **Collaborate with Stakeholders:** Establishing standard contracts, regulations, and mutually acceptablegreen standards and certificates.
- **Educate Stakeholders:** Analysing what CBAM, RED Ill and CSRD actually require of exporters, and recommending regulatory initiatives to close the gaps identified.
- **Hub for Initiatives:** A neutral platform for open discussion, and the roundtables where this work is settled in a room. Nine held; each leaves a paper.

- **Why the clock matters.** CBAM already charges EU importers for embedded emissions, with an expensive default when the figure cannot be evidenced. From 2030, hydrogen must be matched to clean power hour by hour to count as renewable in Europe. For exporters here, those are the terms of access.

The standards	The registry	The exchange
IN CONSULTATION	IN BUILD	IN DESIGN
What counts as clean, and how it is proved	Where the proof is held, and how it changes hands.	Where it is bought and sold, so a price can form.

Contact: secretariat@zeta-global.org and more Information: www.zeta-global.org

Dii DESERT ENERGY 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 1-2 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

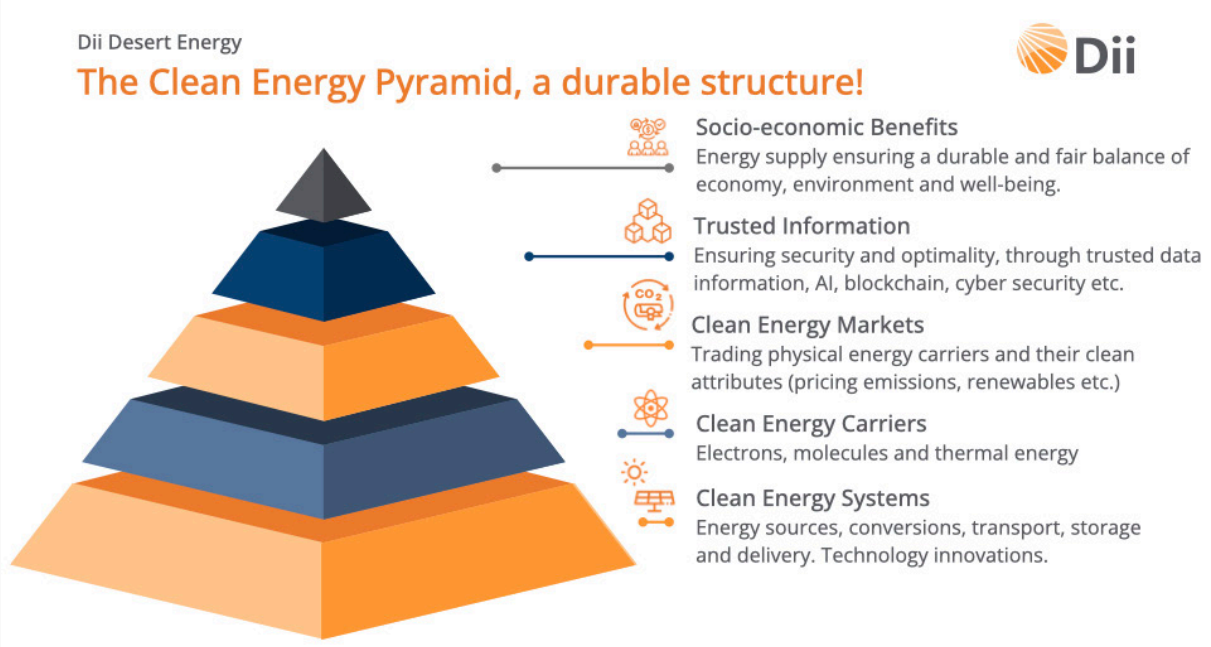
Since 2010 Dii Desert Energy's annual Leadership Summits have paved the way for climate neutral, lowest cost and secure energy from the MENA Deserts.

Since 2010 the Annual Summits have paved the way for climate neutral, lowest cost and secure energy from the MENA Deserts.

The annual Summit gathers industry leaders along the emission-free value chain, led by the 'doers of projects', from key developers, utilities and investors. This makes 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.

The summit forms part of Dii's wider roadmap of accelerating the energy transition by connecting regions, people and continents sharing Dii's mission 'No Emissions!'. We need to achieve an adequate price for all harmful emissions, focusing on the most cost-effective solutions, to ensure energy security and reaping important socio-economic benefits.

The Summit program explores what should drive clean energy systems and markets.
The Clean Energy Pyramid (image below) highlights four fundamental building blocks:



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

www.dii-desertenergy.org

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