

investment  
opportunities  
& partnerships  
for  
energy  
efficiency

13<sup>th</sup> FEMIP Conference

Draft Programme

in collaboration with



Union for the Mediterranean  
Union pour la Méditerranée  
الإتحاد من أجل المتوسط

Tuesday 10 December, Thon Hotel EU, Brussels, Belgium

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9.00-9.30 **Registration and welcome coffee**

9.30-10.00 **Opening session**

- **Bruno Lescoeur**, President, Observatoire Méditerranéen de l'Energie
- **Fathallah Sijilmassi**, Secretary General, Union for the Mediterranean
- **Philippe de Fontaine Vive**, Vice-President, European Investment Bank

10.00-11.15 **Panel I:  
Ensuring the transition towards energy efficiency in industry**

Keynote Speaker: **Francesco Starace**, Chief Executive Officer, Enel GreenPower and President, Renewable Energy Solutions for the Mediterranean (Res4Med)

- Panellists:
- **Gérard Mestrallet\***, Chairman & Chief Executive Officer, GDF-Suez, France
  - **Mohamed Mohsen Salah**, Chief Executive Officer, The Arab Contractors, Egypt
  - **Tahar Laribi**, Chief Executive Officer, Société Tunisienne de l'Electricité et du Gaz (STEG), Tunisia
  - **Nawal Al-Hosany\***, Director of Sustainability, Masdar, United Arab Emirates

11.15-11.45 **Coffee break**

11.45-13.15 **Panel II:  
The role of public authorities for energy efficiency deployment**

Keynote Speaker: **Fawzi Masad**, City Manager, Greater Amman Municipality, Jordan

The conference will be moderated by  
**Jacki Davis**, Meade Davis Communications

*Efficient energy use is an opportunity, for SMEs and large industrial players alike, to save money and to enhance production processes. In this session, participants will take a closer look at energy efficiency success stories in the region and discuss underexploited opportunities, from the point of view of both power generation and consumption.*

#### Questions

- How can businesses be encouraged to recognise the potential gains from adopting the latest energy efficiency technologies?
- What actions are being taken by industry players to ensure the mainstreaming of energy efficiency and what have been their successes?

*Public authorities have the potential to be a key driver for energy efficiency by encouraging innovation and adoption of energy efficient products and services. The session will address the role of the public sector in promoting efficient energy consumption, both as a commissioner of public services and in ensuring the appropriate environment for private initiatives.*

Panellists:	<ul style="list-style-type: none"> <li>• <b>Kristina Dely</b>, Head, Covenant of Mayors</li> <li>• <b>Noura Laroussi</b>, Director General, Agence Nationale pour la Maîtrise de l'Energie (ANME), Tunisia</li> <li>• <b>François Moisan</b>, Executive Director for Strategy, Research and International Affairs, Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME), France</li> </ul>	<p><b>Questions</b></p> <ul style="list-style-type: none"> <li>• How can frameworks such as the Mediterranean Solar Plan be used to implement targets to ensure that expected energy savings do materialise?</li> <li>• Can regulation and standards be used to encourage the building and construction sectors across the region to seize energy efficiency opportunities?</li> </ul>
<b>13.15-14.45</b>	<b>Lunch</b>	
<b>14.45-16.00</b>	<b>Panel III: Financing needs for energy efficiency projects</b>	<p><i>The development of energy efficiency technologies and implementation programmes requires project developers to have access to appropriate financing facilities. Participants will discuss the best practices from a variety of regions which could be useful for developing bankable energy efficiency initiatives in the Mediterranean countries. Besides standard financing instruments, complementary tools such as technical assistance and advisory services will also be discussed.</i></p> <p><b>Questions</b></p> <ul style="list-style-type: none"> <li>• Which financing structures have proven most successful in boosting energy efficiency projects in recent projects?</li> <li>• What are the needs of the Mediterranean countries in terms of advisory services to stimulate the uptake energy efficiency initiatives?</li> </ul>
Keynote Speaker:	<b>Nasser Saidi</b> , Chairman, Clean Energy Business Council, United Arab Emirates	
Panellists:	<ul style="list-style-type: none"> <li>• <b>Ahmed Baroudi</b>, General Manager, Société d'Investissements Energétiques, Morocco</li> <li>• <b>Pierre El Khoury</b>, Project Manager, Lebanese Center for Energy Conservation (LCEC)</li> <li>• <b>Alexis Gazzo</b>, Senior Manager, Climate Change &amp; Sustainability Services, Ernst &amp; Young, France</li> </ul>	
<b>16.00-16.30</b>	<b>Coffee break</b>	
<b>16.30-17.50</b>	<b>Ministerial session</b>	
	<p><i>The emergence and mainstreaming of energy efficiency is most likely to be successful where national policy environments are supportive of these projects. Cooperation, both between countries and within the different levels of national administrations, is also an important success factor. In this session, Ministers will be invited to discuss the higher level policies which can boost take up of energy efficiency measures.</i></p> <p><b>Questions</b></p> <ul style="list-style-type: none"> <li>• What are the remaining barriers to cooperation at both Euro-Mediterranean and intra-regional level?</li> <li>• What are the challenges at national level in Mediterranean countries wishing to promote energy efficiency?</li> </ul> <p>This session will be moderated by <b>Teresa Ribeiro</b>, Deputy Secretary General, Energy, Union for the Mediterranean, Former Secretary of State for European Affairs, Portugal</p>	
<b>17.50-18.00</b>	<b>Closing remarks</b>	<p><i>* to be confirmed</i></p>
	<b>Philippe de Fontaine Vive</b> , Vice-President, European Investment Bank	
<b>18.00-19.30</b>	<b>Cocktail Reception</b>	

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## Conference format

This will be a highly interactive conference with a professional moderator to ensure lively debate between the speakers in each panel session and plenty of opportunities for the audience to put questions and comments to the panels.

Any discussion documents prepared by the speakers will be posted on the FEMIP conference website ([www.eib.org/femip/conference](http://www.eib.org/femip/conference)) and may be consulted after the conference.

## Contact

### Protocol, Official Visits & Event Management

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### Conference venue

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