

“4th Industrials Forum “

Held under the patronage of

H.E. Dr. Tawfiq Bin Fawzan Al Rabiah - Minister of

Commerce & Industry

**Renewable Energy & Energy Efficiency:
Emerging business opportunities for the
Kingdom of Saudi Arabia (KSA)**

Dates: Monday-Tuesday 14th -15th May 2012

Location: Asharqia Chamber of Commerce and Industry



AGENDA: Day 1 – Introduction & Focus on Energy efficiency

08:00 – 08:30	Delegate registration followed by Opening address for the day – Asharqia Chamber
08:30 – 09:00	<p><u>Outlining the business potential for Energy Efficiency and its relevance to the GCC and Saudi Arabia through a 360° analysis of the industry</u></p> <ul style="list-style-type: none"> • Global insights on Energy Efficiency solutions • Insights into past and future trends shaping the market • Specific energy efficiency solutions/ products that will hold highest relevance to KSA and GCC <p>Presenter: Mr. Kumar Ramesh – Industry Manager (Environment and Building Technologies) - Frost & Sullivan</p>
09:00 – 10:15	<p><u>Evaluating the criticality of Energy efficiency – A Panel discussion</u></p> <p><u>Chaired by: Eng. Saleh Al Rasheed – Modon</u></p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Dr. Naif Al Abbady - SEEC • Mr. Eng. Abdulhameed Al Noaim – SEC • Mr. Sultan Faden – (CEIT) • Mr. Adam Procell - Lime Energy <p>Questions & Answers</p>
10:15 – 10:30	Break for snacks
10:30 – 11:45	<p><u>Panel discussion – Financial implications of Energy Efficiency measures – evaluating Initial investment/ CAPEX vs. perennial saving</u></p> <p><u>Chaired by:</u> - Dr. Naif Al-Abbady - SEEC</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Mr. Stuart Russell -Honeywell • Mr. Mick Dalton - Musanadah • Eng. Ali U Al-Najim - SGBC <p>Questions & Answers</p>
11:45 – 12:15	Prayer break
12:15 – 13:30	<p><u>Presentations: Energy efficiency – outlining potential for products & services for local Saudi Arabia companies</u></p> <p><u>Presentation 1:</u> Energy Efficiency – a Global perspective – Mr. Adam Procell –Lime Energy</p> <p><u>Presentation 2:</u> The potential for Energy efficiency solutions in KSA – Mr. Mick Dalton - Musanadah</p> <p><u>Presentation 3:</u> Commercial insights into business opportunities WRT Energy Efficiency, to cover Resource and investment requirements, Expected ROI, Potential beyond KSA, Partnerships for technology/ capability Mr. Kumar Ramesh – Industry Manager (Environment and Building Technologies) – Frost & Sullivan</p>
13:30 – 13:45	Concluding remarks, note of thanks and a brief on the coverage planned for Day 2 – Presented by the Asharqia Chamber

AGENDA: Day 2 – Renewable Energy & Conclusion

08:00 – 08:30	Delegate registration and coffee (New registration for delegates attending the Renewable Energy track only) followed by Opening address for the 2 nd day by the Asharqia Chamber
08:30 – 09:00	<u>Outlining the business potential for Renewable Energy and its relevance to the GCC and Saudi Arabia through a 360° analysis of the industry</u> <u>Speaker:</u> Mr. Abhay Bhargava – Head (Energy & Power systems) – Frost & Sullivan
9:00 – 09:20	<u>Keynote Address: Renewable Energy Localization Potential in Saudi Arabia</u> <u>Speaker:</u> Dr. Ibrahim Babelli – Chief Strategist, King Abdullah City for Atomic and Renewable Energy (K.A.CARE)
09:20 – 10:35	<u>Panel Discussion: The importance of developing a value chain for Renewables</u> <u>Chairman :</u> <u>Eng. Riyadh Al Rabiah</u> <u>Panelists:</u> <ul style="list-style-type: none"> • Mr. Abdullah Al Zamil – Zamil Industrial • Eng. Saleh Al-Agili – NICDP • Mr. Bander Allaf - ACWA Power • Dr. Raed Sherif – Amonix Questions & Answers
10:35 – 10:50	<u>Break</u>
10:50 – 12:00	<u>Panel Discussion: Resolving the finance dilemma – how Renewable energy can attain financial attractiveness for the region</u> <u>Chairman:</u> <u>Mr. Rami Al Turki</u> <u>Panelists:</u> <ul style="list-style-type: none"> • Mr. Jamal Al-Kishi – Deutsche Securities Saudi Arabia • Dr. Amer Al-Swahah - SEC • Mr. Rashad Al Nasser – SABB • Mr. Kamal Al Mutlaq - SIDF • Mr. Rajit Nanda - ACWA Power Questions & Answers
12:00 – 12:30	<u>Prayer break</u>
12:30-13:00	<u>Official ceremony</u> <ul style="list-style-type: none"> • Mr. Abdulrahman Rashid Al Rashid (Board Chairman of Asharqia Chamber) • Mr. Salman Mohammed Hassan Al Jishi (Chairman of Industrial Committee) • Dr. Tawfig F. Al Rabiah - Minister of Commerce & Industry
13:00-13:30	<u>Keynote address - Dr. Khalid Sulaiman – Vice President Renewable Energy K.A.CARE</u>

13:30– 14:30	<p><u>Panel discussion: Services – a critical success factor for a successful development of the Renewable energy industry</u></p> <p><u>Chairman: Eng. Abdullah Al Gahtani</u></p> <p><u>Panelists:</u></p> <ul style="list-style-type: none">• Mr. Omar N. Al-Midani – BEATONA• Mr. Azim Ahmed - National Solar Systems• Mr. Louay Abdulrahim – Azmeel Energy <p>Questions & Answers</p>
14:30 – 14:45	Concluding remarks and note of thanks for Day 2 – By Asharqia Chamber