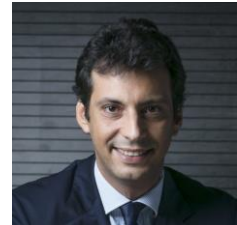


## Ali Zerouali

Cooperation and International Development Director,  
Moroccan Agency for Sustainable Energy



Ali Zerouali has been Masen's Cooperation and International Development Director since September 2015. (Masen stands for Moroccan Agency for Sustainable Energy. Masen is in charge of developing Renewable Energy projects and particularly Renewable Energy power plants in Morocco.)

Ali is responsible for designing and implementing an international projection strategy for Masen, with a focus on three priority areas: collaborating with Europe, as part of South-North cooperation for trading electricity from renewable sources between Morocco and the European electricity market as SET (Sustainable Electricity Trade) Roadmap project ; collaborating with Developing countries, particularly in Africa, as part of South-South cooperation, in this frame he is in charge of launching a new initiative that was presented during Climate Action 2019 at the UNGA, with the objective to accelerate the Sustainable Access to Energy in LDCs and SIDS ; and globally, he is developing Masen presence out of Morocco through sharing expertise, technical assistance, developing greenfield and brownfield projects, and developing an industrial cooperation.

He also supports the needs of internal entities, particularly by raising international funds. In his early roles at BNP Paribas, Accenture and UTC, Ali gained extensive experience of managing internationally oriented corporate restructuring and business development projects. On his return to Morocco, Ali founded Next Management, a company that specializes in restructuring and transformation projects, and then took over the general management of MCS, a subsidiary of UTC.

Ali Zerouali graduated in engineering with a degree in organizational management from Ecole des Mines de Paris & HEC Paris.

An advocate of African optimism, convinced that energy is fundamental to sustainable development and growth, Ali strives to promote a green revolution on a regional and continental scale in his work at Masen.

Ali is married and a father of one child.