

# SUSTAINABLE AVIATION FUTURES

## MENA

Pioneering Pathways for Aviation Decarbonisation and Sustainable Fuel Production

## 2024 POST EVENT REPORT



# SUSTAINABLE AVIATION FUTURES MENA CONGRESS

SAF

From 12 to 14 February 2024, 200 global industry leaders joined us in Dubai to discuss roadmaps for sustainable aviation in the MENA region, discussing solutions to scaling SAF, the implementation of policies, strategies for decarbonisation and the importance of industry collaboration to accelerate capabilities for the region to lead SAF and Power-to-Liquid (PtL) production.

Taking place three months after the significant discussions of COP28 and CAAF/3, Sustainable Aviation Futures Congress MENA returned to Dubai for its second year. The Congress set out to build on the conversations of opportunity and potential at the forum, uniting global stakeholders to explore innovative solutions to scaling sustainable aviation applicable to the unique context of the region, highlighting capabilities for exploiting the abundance of renewable feedstocks and existing fuel infrastructure.

The congress mapped out opportunities for financing sustainable aviation, developing production pathways for SAF and advancing PtL production to a global scale, all providing the opportunity for MENA to pioneer a pathway towards a greener, more sustainable aviation industry. Read on to discover the key takeaways from the event and find out how you can get involved in 2025!



## SUSTAINABLE AVIATION FUTURES MENA CONGRESS IN NUMBERS



**200 SENIOR-LEVEL ATTENDEES** joined us in Dubai representing the brightest minds in the industry involved in aviation fuels, SAF, sustainability, airline strategy and policymaking



**60 INDUSTRY LEADING SPEAKERS** from throughout the aviation value chain, including airlines, fuel producers, policymakers and OEMs



**158 ONSITE MEETINGS** booked between attendees whilst at the Congress and over 500 direct messages sent



**5 STAR RATING** given to 93% of the sessions that took place across the 3 day Congress

**"IT FEELS A BIT LIKE FAMILY..."**

**"The SAF Congress is a great gathering to get connected with all stakeholders in the evolving SAF sector. It feels a bit like family."**

*International PtX Hub*



## THE PTL MARKET REQUIRES BOLD ACTION AND PRODUCTION INCENTIVES

In order for the MENA region to accelerate the availability of Power-to-Liquid and SAF production, the region must have production incentives to mitigate the risk of investment in production facilities. The influence of policy can be critical in catalysing the production of eSAF market and ensure that plans for facility development can be implemented at a faster pace. By combining existing infrastructure with incentives to scale, opportunities for production will accelerate the introduction of eFuels to the market.



## THE EUROPEAN INFLUENCE

With the impending ReFuelEU regulation coming into force in Europe from 1 Jan 2025, the MENA market is closely monitoring what next steps are needed to comply. The EU's policies will have the most influence on the region, with all airlines having to incorporate 2% SAF out of all jet fuel consumed.

The EU is leading in policy and regulation, but is lagging in production scale-up. MENA can capitalise on the impending mandates to lead SAF production and enhance the availability of SAF.



## THE IMPORTANCE OF FINANCE

It is anticipated that a significant cost gap will persist between conventional jet fuel and SAF. The MENA region has a unique opportunity to address these gaps in projects. With substantial capital in the region, investments can help mitigate project risks and ensure increased access to SAF. Success in project implementation and scaling up SAF production will inevitably involve risks, and pooling resources and financial capital can effectively mitigate these risks. Case studies from other industries underscore the importance of early movers in reducing costs to make a product commercially accessible. Increased collaboration to mitigate risks is key.



## THE CALL FOR ACTION

Various companies from the MENA region and around the world are demonstrating that production capabilities are steadily improving. Ongoing projects and Memoranda of Understanding (MoUs) continue to underscore the exciting opportunities that exist. However, there is an urgent need for increased action and investment. The entire value chain requires immediate attention and a clear pathway to solutions for decarbonisation. Companies emphasise that 2030 is not the primary concern for pathways; the focus is on what can be done in the meantime. The region highlights numerous opportunities for production and solutions for decarbonisation, but there is a pressing need for more options to be available now.

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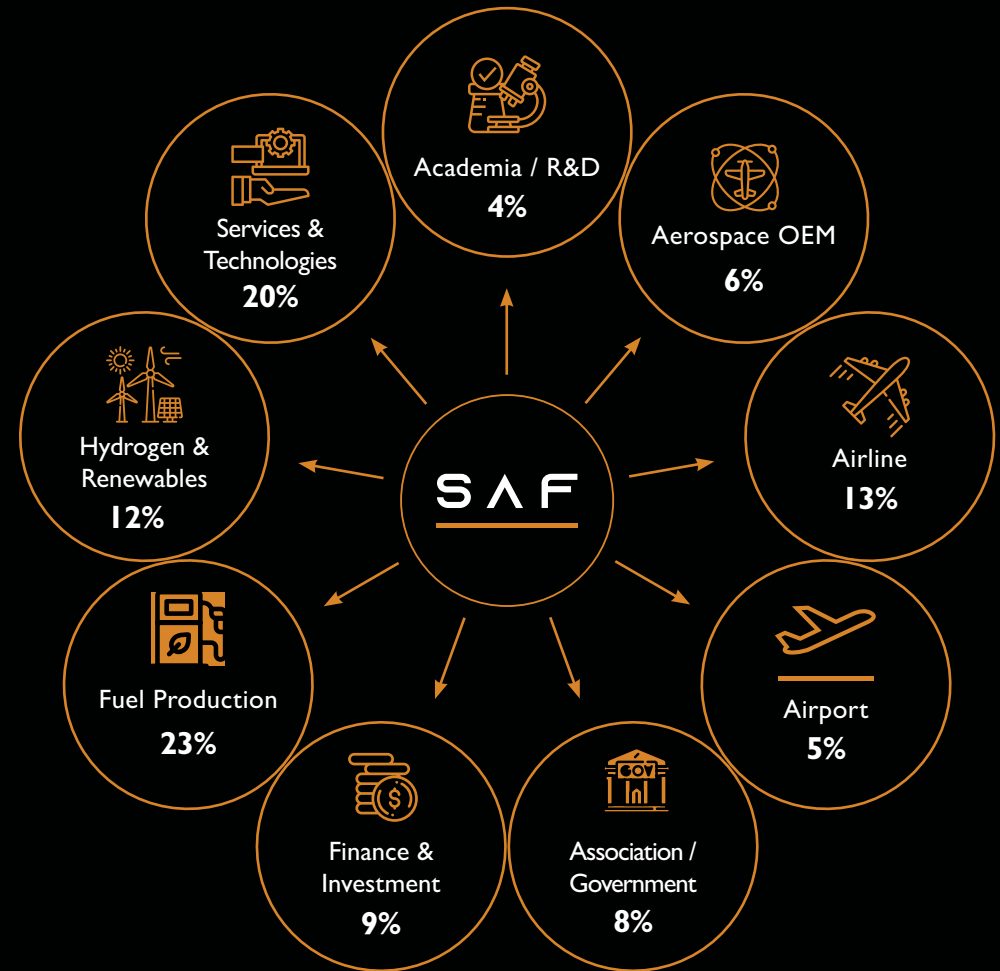
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## BREAKDOWN OF ATTENDEES FROM ACROSS THE ENTIRE VALUE CHAIN



# KEY SESSIONS AND TOP RATED SPEAKERS



87% of attendees downloaded the 1-2-1 networking app at Sustainable Aviation Futures.  
Based on their interactions and engagement the Top 10 Sessions and Speakers are included below.

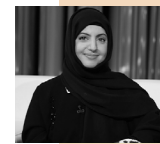
## TOP 10 SESSIONS

- 01 CAAF/3 and COP28 – What Next?
- The Role of eSAF in the Energy Transition 02
- 03 Regulation and Policy Focus Workshop
- Technologies and Strategies Available to Contribute to the Decarbonisation of the Aviation Industry 04
- 05 SAF Supply Chain Analysis and the Transportation of Renewable Fuels
- The Benefits of Shifting to SAF 06
- 07 Power to Liquids Focus: The Next Generation of Fuels
- Scaling Sustainable Aviation in MENA 08
- 09 The Influence of Global SAF Policies
- Financing and Ensuring Bankability for SAF and eFuels 10

## TOP 10 SPEAKERS



Andreas Isaza  
Chief Commercial Officer  
**Smartenergy**



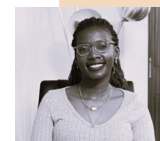
Maryam Al Balooshi  
State Lead Negotiator for  
Aviation Climate Change  
**General Civil Aviation  
Authority**



Ranjit Kulkarni  
Global Director, Business  
Development  
**Honeywell UOP**



Brendan Hundt  
Corporate Finance and  
Investments  
**King & Spalding**



Susan Nambusi  
Jet Fuel Data Analyst and Carbon  
Emissions  
**Kenya Airways**



Linn Tonsberg  
Asset Director  
**Air bp**



Soren Mikkelsen  
Business Development Manager,  
PtX  
**Topsoe**



Stephane Morin  
Manager, Experimental R&D  
**ADNOC**



Alex Kosmas  
Head of International Cooperation  
Middle East and Africa  
**Airbus**



Rena Rzayeva  
Manager, Group Procurement and  
Supply Chain (Fuel)  
**Emirates**

# THANK YOU TO OUR SPEAKERS

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**ANDRES ISAZA**  
Chief Commercial Officer  
**Smartenergy**



**ALEJANDRO RIOS-GALVAN**  
Director – Sustainable  
Bioenergy Research Consortium  
**Khalifa University of  
Science and Technology  
Management**



**WOUTER DU PREEZ**  
Co-Founder  
**Greenstar Aviation  
Partners**



**SAMI KAMEL**  
Chief Executive Officer  
**Dutco Cleantech**



**JO HOWES**  
Partner  
**ERM**



**MARCELLA FRANCHI**  
Senior Vice President,  
North Africa  
**Haffner Energy**



**STEPHANE MORIN**  
Manager Experimental  
R&D  
**Adnoc**



**SUSAN NAMBUSI**  
Jet Fuel Data Analyst and  
Carbon Emissions  
**Kenya Airways**



**SHANNON SCOTT**  
Senior Manager  
Environment Affairs  
**Emirates Airline**



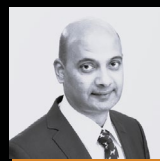
**FRANK MISCHLER**  
Director  
**GIZ**



**GRAZVYDAS BAJORAS**  
Director  
**iFuel**



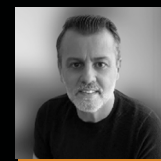
**CHRISTOPH WEBER**  
CEO  
**H2Jet**



**RANJIT KULKARNI**  
Chief Operating Officer  
**Honeywell UOP**



**SOREN MIKKELSEN**  
Business Development  
Manager, PtX  
**Topsoe**



**MARK PIEROTTI**  
Director Commercial  
Department  
**Abu Dhabi Aviation**



**RAFI KASPARIAN**  
Director MENA  
**Alton Aviation  
Consultancy**



**MICHAEL NAU**  
Director Lufthansa Sales  
and Sustainability  
**Lufthansa**



**AAMIR SHAMS**  
Senior Associate  
**Rocky Mountain  
Institute**



**NIKO SOLOPOULOS**  
Head of Commercial  
Transport Research  
**BloombergNEF**



**RENA RZAYEVA**  
Manager Fuel  
Procurement & Supply  
Chain Fuel  
**Emirates**

# THANK YOU TO OUR SPEAKERS



**ALEX KOSMAS**  
Head of International  
Cooperation Middle East  
and North Africa  
**Airbus**



**OMAR SAIF**  
Senior Specialist -  
Technology, Innovation  
and Entrepreneurship  
**COP28 UAE**



**DREW MELOANA**  
Senior Offering  
Management Leader  
**Honeywell UOP**



**MOHAMMED RUSTOM**  
Sales Director for  
Sustainable Technology  
Solutions  
**Honeywell UOP**



**LINN TONSBERG**  
Asset Director  
**Air bp**



**MARYAM AL BALOOSHI**  
State Lead Negotiator for  
Aviation Climate Change  
**General Civil Aviation  
Authority**



**LOURDES VEGA**  
Director of Research on  
CO2 and Hydrogen  
**Khalifa University  
of Science and  
Technology**



**YUSUF MACUN**  
Managing Director  
**Cranmore Partners**



**ENRIQUE GARCIA-  
CALVO**  
Managing Consultant  
**ERM**



**RASHID  
KIZHAKKAYIL**  
Quality and  
Environmental Control  
**Sharjah International  
Airport**



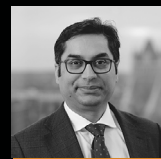
**FRANCOIS DAO**  
Vice-President, Middle  
East and Africa  
**EDF Renewables**



**MOHAMMAD ABU  
ZAHRA**  
Head of Middle East and  
North Africa Region  
**Global CCS Institute**



**VAMSI DURAIBABU**  
Regional Investment Lead  
**Global Green Growth  
Institute**



**ARUN MAGO**  
Managing Director,  
Head of Origination and  
Avisory  
**Societe Generale**



**PATRICK OERER**  
Board Advisor  
**Foundation Combat  
Climate Change**



**FATIMAH BELLO**  
Founder and Managing  
Director  
**SWD Futures Arabia**



**AYOUB HIRT**  
Head of Department,  
Green Chemistry,  
Bioenergy and Agritech  
**IRESEN**



**MARIA FLOUDA**  
Founder  
**Sustainability Switch  
Energy**



**JEAN PAQUIN**  
Chief Executive Officer  
**SAF+**



**SHUBHODEEP PAL**  
Chief Operating Officer  
**SimpliFlying**

# THANK YOU TO OUR SPEAKERS

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**EMAD ALHARBI**  
Board Member /  
Sustainability Advisor  
**Saudi Space & Aviation  
Sciences Association  
(SSASA)**



**SVEN DECKERS**  
Director of Strategic  
Planning  
**Dubai Airports**



**JAISION JOHN**  
ATM Portfolio Manager  
**Avia and Co**



**KHURRAM QURESHI**  
ATM Portfolio Manager  
**Dubai Air Navigation  
Services**



**DIMITRIS ORFANIDIS**  
Division Head Investment  
Portfolio Analysis  
**Saudi Aramco**



**LUIS MONREAL**  
General Manager Sales  
**Lufthansa Group**



**RALF DIEMER**  
Managing Director  
**eFuel Alliance**



**THANOS DERIZIOTIS**  
Aviation Director  
**Egis Aviation**



**SHARGIIL BASHIR**  
EVP and Chief  
Sustainability Officer  
**First Abu Dhabi Bank**



**FREDERICO  
FERNANDES**  
Associate Director  
**Wize**



**OLIVER PHILLIPS**  
Regional Head of  
Sustainable Finance  
**Barclays**



**BRENDAN HUNDT**  
Partner  
**King and Spalding**

Interested in speaking at Sustainable Aviation Futures MENA Congress in 2025? Get in touch with Programme Director, Harry Marples, for more information:



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# SAVE THE DATE

10 - 12 FEBRUARY 2025

SUSTAINABLE  
AVIATION FUTURES  
MENA

We are delighted to announce the return of **Sustainable Aviation Futures MENA Congress** in 2025!

Join us in Dubai next year as we continue to pioneer pathways for aviation decarbonisation and sustainable fuel production in the MENA region!

## MORE SPEAKERS | MORE CONTENT | MORE NETWORKING



**THREE day event** featuring 20+ hours of industry content, panels and keynotes covering the A-Z of SAF and uncovering MENA's unique regional potential



**100** expert speakers from throughout the aviation value chain, including airlines, fuel producers, policymakers and OEMs



**300** senior-level attendees representing the entire aviation and energy value chain



**15** hours structured networking to establish contacts in an industry set for exciting annual growth over the next three decades

 [WWW.SAFCONGRESSMENA.COM](http://WWW.SAFCONGRESSMENA.COM)

JOIN US IN 2025





For more information about joining us in Dubai in 2025 please contact:



**OWEN RAW-REES**

Commercial Director

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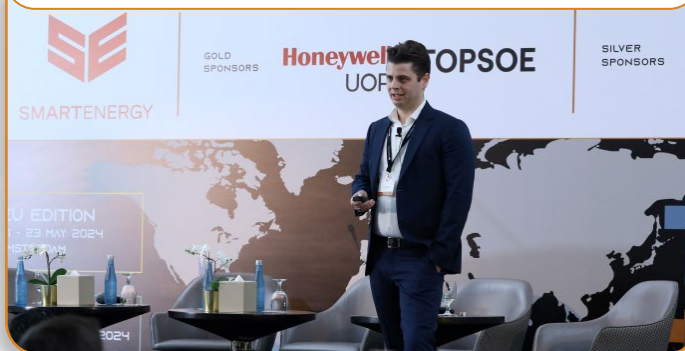
### TIERED SPONSORSHIPS

- Showcase your expertise during a presentation, panel discussion, pre-event recorded interview, or a featured webinar
- Enhance your company presence with a booth in the networking zone
- Secure additional passes for your team to attend



### BRANDING OPPORTUNITIES

- Feature your company logo and profile on our website and within all event collateral
- Include your company logo on all stage sets and banners live at the event
- Exclusively sponsor a networking break, premium dinner, charging station and much more



### TARGETED NETWORKING

- Secure your space in our networking zone to showcase your solutions, products and services
- Generate new leads and track stand visitors via our 1-2-1 networking app.
- Strengthen your business connections within the aviation and energy value chain



## SUSTAINABLE AVIATION FUTURES' GLOBAL REACH

**3K+**  
WEBSITE VISITORS  
PER MONTH

**1M+**  
EMAILS SENT PER  
SAF EVENT

**55**  
COUNTRIES REPRESENTED  
AT SAF EVENTS

**40K**  
POST IMPRESSIONS  
PER MONTH

For more information about sponsorship and exhibition opportunities, contact:



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DELIVERABLES	LEAD	DIAMOND	PLATINUM	GOLD	SILVER
<b>THOUGHT LEADERSHIP</b>					
WELCOME ADDRESS DAY 1	X				
KEYNOTE PRESENTATION (20 MINUTES)	X	X			
KEYNOTE PANEL DISCUSSION	X	X	X	Option A	
CONFERENCE PRESENTATION (20 MINUTES)	X		X	Option B	
CONFERENCE PANEL DISCUSSION		X			X
<b>NETWORKING</b>					
EXHIBITION STAND	4 Meter Backwall & Counter	3 Meter Backwall & Counter	2 Meter Backwall & Counter	1 Meter Backwall & Counter	1 Meter Backwall & Counter
SPEAKER PASSES	4	3	2	1	1
DELEGATE PASSES	4	4	3	3	2
<b>BRAND VISIBILITY</b>					
PRE-EVENT INTERVIEW	X	X	X		
LOGO ON ALL STAGE SETS, BROCHURE, WEBSITE, NETWORKING APP	X	X	X	X	X

# PICTURES FROM SAF MENA CONGRESS

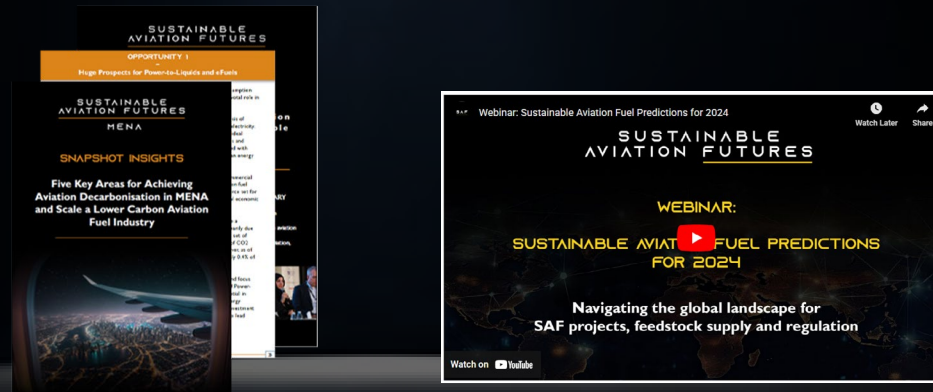


# KEEP UP TO DATE WITH THE LATEST INDUSTRY NEWS

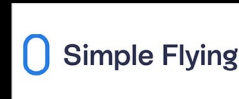
Brought to you by Sustainable Aviation Futures, the **SAF Spotlight** is a new monthly newsletter that will provide the latest strategies for scaling SAF and aviation decarbonisation via a series of exclusive interviews, whitepapers, reports, and industry news.

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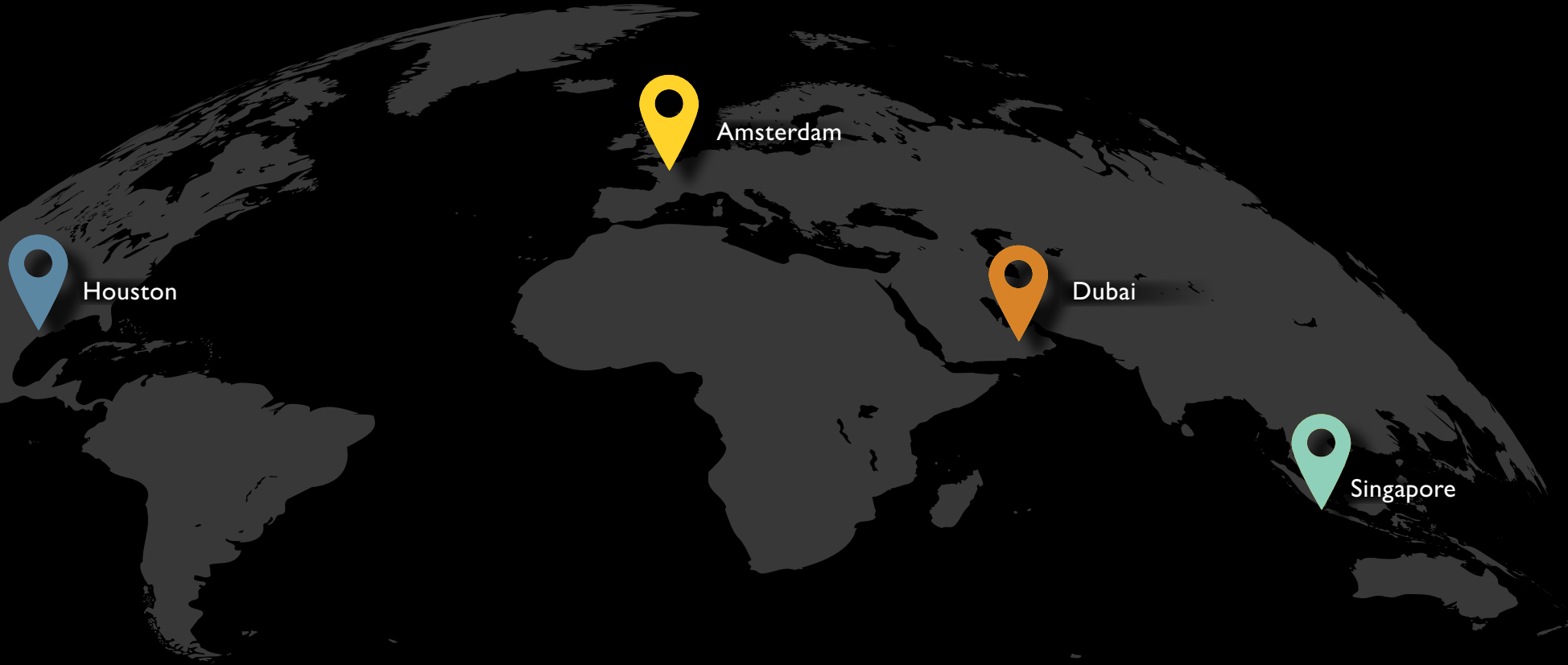


# SUSTAINABLE AVIATION FUTURES

## GLOBAL EVENTS

SAF

SCALING SAF PRODUCTION & ESTABLISHING PATHWAYS TO AVIATION DECARBONISATION



# SUSTAINABLE AVIATION FUTURES

## MENA

## CONTACT US

TO DISCOVER MORE ABOUT SUSTAINABLE  
AVIATION FUTURES MENA CONGRESS

### SPEAKER & PROGRAMME ENQUIRES



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