

PRESS RELEASE

Berlin, June 16, 2009

DESERTEC concept taken up: industry engages in unique project for clean power from deserts.

Industrial leaders from Europe and the Mediterranean area will join to form the DESERTEC Industrial Initiative (DII) with the mission to transform European energy supplies. The infrastructure behind the idea is that the earth's deserts receive sufficient amounts of energy to fuel mankind for an entire year every 6 hours.

DESERTEC has created a new vision of energy supply based on a joint cooperation between countries, regions, big companies and smaller industries to harvest the power of the sun.

The DESERTEC Foundation is a charitable initiative of the Club of Rome composed of dedicated citizens to provide a suitable platform for this cooperation. The founding meeting of the DESERTEC Industrial Initiative (DII) will be held on July 13, 2009 by invitation of Münchener Rück and the DESERTEC Foundation.

There is an inevitable need for energy production and no matter which path is taken there will be financial expenditures connected to it. The central objective of the DII is to ensure clean, lasting, cost effective energy to our future generations. This possibility has been proven achievable by the German Aerospace Center on the study of desert energy.

Friedrich Führ, member of the board of directors for the DESERTEC Foundation, "The DESERTEC Concept has the best capacity for economic programs. It promotes the industry because it invests private contributions into renewable energies. It does not subsidize outdated technology, but focuses on the core challenges of the future: Energy decline, water and food shortage, and the drastic reduction of CO2 output. The regions of North Africa and the Middle East have the capability to accelerate the industrialization, creation of workplaces, produce clean energy, and substantial energy for the desalination of sea water for the growing population demand. Moreover, the necessary basic conditions must be created and existing barriers be removed."

About DESERTEC

The DESERTEC Concept was developed by the Trans-Mediterranean Renewable Energy Cooperation (TREC) and a worldwide network of scientist, politicians, and entrepreneurs associated with the Club of Rome. Founders of the DESERTEC Foundation include the German association of the Club of Rome and members of the TREC network from four continents.

The DESERTEC Foundation serves as an ambassador and sponsor for the DESERTEC Concept. The purpose of the concept is to insure the livelihood of mankind based on a lasting, developing, and peace supporting form of power production. The DESERTEC Foundation brings together political, economic, civil, and social interests thereby forming a powerful political influence.

The DESERTEC Foundation advertises by public relations the DESERTEC Concept to obtain as many supporters as possible. It also performs as a policy consultation at the national and supranational level in Europe. It also promotes MENA regions worldwide by implementing the DESERTEC Concept with legislators and influential social circles.

You can find more information at www.desertec.org.

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