



## Case Study

### Powering Industrial Decarbonisation and Renewable Energy Growth in the UAE: AUKTIE's Strategic Engagement with KEZAD Group

#### Executive Summary

This case study explores how AUKTIE, a UK-based sustainable infrastructure consultancy, strategically engaged with KEZAD Group — the UAE's largest integrated trade, logistics, and industrial hub — to explore market entry pathways that align with the UAE's Net Zero 2050 strategy. Through targeted participation at a UK-UAE energy collaboration roundtable, AUKTIE positioned itself as a key enabler of industrial decarbonisation, modular energy infrastructure, and ESG-led capacity-building across the MEASA region.

#### Context: KEZAD and the UAE Energy Transition

KEZAD Group plays a central role in advancing the UAE's clean energy and industrial transformation ambitions. Aligned with the country's Net Zero 2050 strategy and emerging hydrogen economy, KEZAD provides a strategic launchpad for innovation-driven enterprises. Its sector focus — from advanced manufacturing to logistics and clean tech — offers fertile ground for partnerships that catalyse decarbonisation, clean energy access, and circular economic models.

#### AUKTIE's Strategic Fit

AUKTIE (A UK Trade and Infrastructure Enterprise Limited) is a recognised leader in decarbonisation strategy, renewable energy advisory, and modular infrastructure deployment. With over 25 years of experience across the UK and Africa, AUKTIE brings deep expertise in ESG-aligned project development, climate finance feasibility, and public-private collaboration. As the author of *\*The Green Billionaire\**, CEO Patrick Ogunnowo offers strategic insight into scaling sustainable wealth in emerging markets — insight that directly complements KEZAD's green growth objectives.

#### Identified Opportunities in KEZAD

AUKTIE's solutions align closely with KEZAD's strategic development objectives. Key collaboration opportunities include:

- Deployment of modular, low-carbon energy infrastructure within KEZAD's industrial zones
- Workforce decarbonisation through training and ESG certification programs
- Circular economy projects including organic waste-to-energy and industrial by-product

reuse

- Advisory support for climate finance, green logistics, and ESG governance frameworks

### Engagement Journey

AUKTIE's strategic engagement began with participation in the KEZAD-EIC UK roundtable in London, June 2025. In preparation, AUKTIE developed a tailored capability brief, aligning its offering with KEZAD's clean growth agenda. One-to-one meeting requests and post-event follow-up served to deepen mutual understanding and establish pathways for future collaboration, including pilot initiatives and policy-aligned solution sharing.

### Strategic Outcomes & Next Steps

- Establishment of contact with KEZAD and UAE stakeholders in clean energy
- Presentation of modular decarbonisation models suited for KEZAD's logistics and SME parks
- Potential MoU or feasibility study to test green solutions within KEZAD zones
- Planned follow-up site visit and proposal for a UK-UAE-Africa sustainable infrastructure pilot

### Lessons & Recommendations

AUKTIE's KEZAD engagement demonstrates the value of being prepared, policy-aligned, and impact-driven when exploring Gulf market entry. UK SMEs should tailor their propositions to host-country ambitions (like Net Zero 2050), engage through credible platforms (such as EIC), and frame their work as catalysts for joint value creation. Early alignment with climate priorities and stakeholder empowerment opens the door to long-term regional relevance.