

Mr. Michele Greca

Vice President (VP) & Chief Executive Officer (CEO) of Ascot Industrial srl

Michele GRECA VP, CEO and shareholder of the family business, is fully in charge of the international activities of the company with foot print in 59 emergent countries in Africa, the Middle East, Asia pacific and Americas; a long, winding and successful path commenced 25 years ago, carried out with passion, enthusiasm and determination.

Being brought up in Congo contributed to shaping the strong and flexible character required when facing the difficulties to build business opportunities in emergent markets;

Since 1986, Ascot is one of the world's leading suppliers of customized High Efficiency Energy products, hybrid power plants and diesel & gas generators, a successful business developed thanks to Michele's passion for travel and human relations.

In 1994 he was in charge of developing business opportunities in Vietnam and China, followed by the Libyan experience in 1997; in 1998 Michele moved to Baghdad Iraq where he secured different power projects inside the UN Oil for Food Program till 2002 when he moved to Sudan to execute projects in power and water which lasted for 10 years;

Michele's motivation ensured that he personally kick started the 59 current operations and today with an active park of 34.000 installations worldwide he is proud to have contributed to the reduction of emissions worldwide; Ascot Hybrid power systems in telecoms have a successful and documented track record capable of reducing fuel use by up to 77% against customer baseline at sites with 2kW loads and up to 98% when adding an alternative energy source such as PV Panels or Wind.

"Today, when I see one of our products powering villages or telecom sites in an off-grid scenario, I feel proud to have contributed to the development of humanity. As they are 'born' in an Ascot factory, I like to think of our products as sons who have left for an important humanitarian mission, and from time to time I like to visit them to make sure that they continue to serve the world to the best of their ability."

Education: Humanistic Studies (Liceo Classico Eschilo di Gela) , Dr in Economy and Statistics (Milan University, Cattolica Sacro Cuore)

Born in Enna, Italy April 1966.