



Terra
ADVISORY

Business Profile

June 2025

A Youth-Led Boutique Consultancy Firm



terradvisor.co



Doha, Qatar

Member of:



مركز قطر للمال
Qatar Financial Centre



About Us



Terra Advisory LLC is a youth-led boutique consulting firm driving sustainable energy and climate resilience across the MENA region.

Headquartered in Doha, Qatar, Terra Advisory leverages regional expertise and local insight to support governments, development partners, and mission-driven businesses. We specialize in delivering multidisciplinary advisory services, project development support, and strategic technical assistance rooted in deep contextual understanding.

While independently registered, Terra Advisory operates in close synergy with Terra Energy Ltd—its Africa-based parent firm. Together, we form an integrated ecosystem of innovation, bridging markets across MENA and Sub-Saharan Africa, and driving high-impact solutions through shared talent, methodologies, and partnerships.



Our Mission



Our mission is to enable inclusive, climate-resilient growth by bridging strategy and execution. We help our clients translate ambitious sustainability goals into actionable pathways—through evidence-based planning, collaborative delivery, and local capacity building.

We support governments, development institutions, philanthropies, the private sector, and project developers through tailored strategies, grounded research, and results-driven implementation—from early-stage design and feasibility to investment mobilization and operational execution



OUR GLOBAL PRESENCE



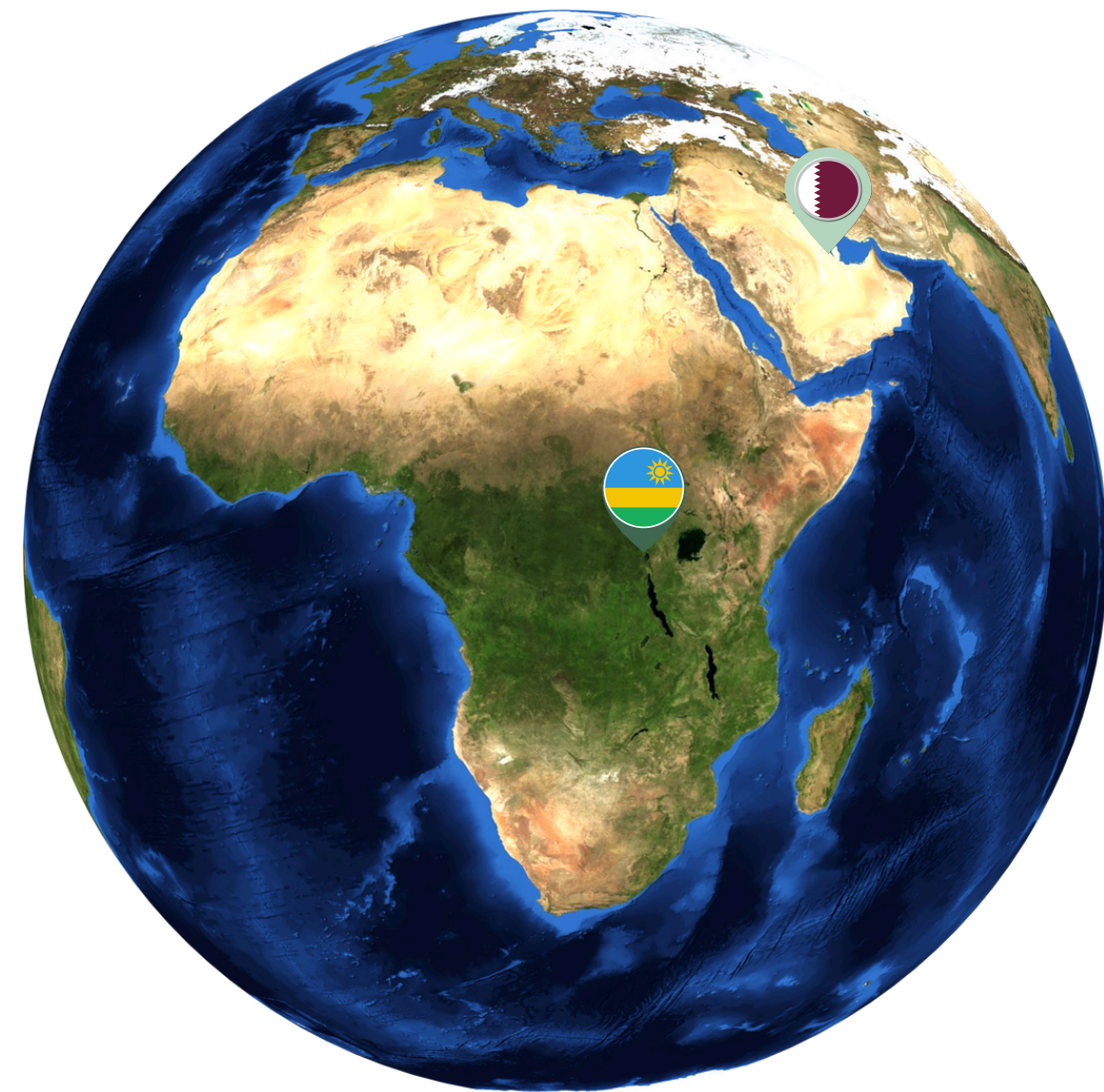
Since 2022, our parent company, Terra Energy Ltd has been actively shaping Africa's clean energy transition. In 2025, Terra Advisory LLC was established in Doha to connect MENA's capital and expertise with emerging markets in Africa, while also advancing sustainable development and green growth initiatives across the region.

 Kigali, Rwanda (Group Headquarters)

Terra Energy Ltd: Serving sub-Saharan Africa with advisory services, feasibility studies, and technical support for sustainable energy transition and climate resilience.

 Doha, Qatar (Wholly Owned Subsidiary)

Terra Advisory LLC: Focusing on green growth, investment promotion and facilitation, and regional partnerships across the MENA region, and enabling south-south cooperation between the Middle East region and Africa.



Our Services



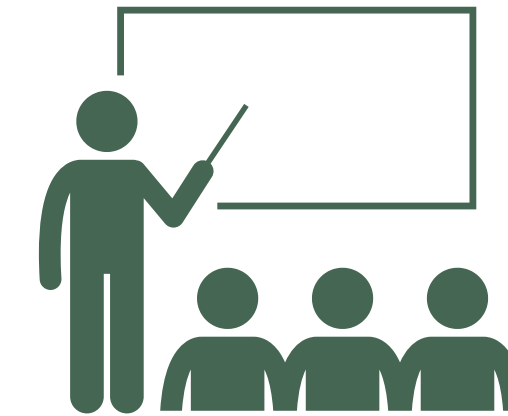
Technical Assistance & Advisory Services:

- Strategic advisory on energy transition, climate finance, and green growth
- Investment promotion
- Policy analysis
- Technical assistance for DFIs, MDBs, and philanthropies



Business Development & Project Management:

- Intl. business development services
- Techno-economic feasibility studies
- Project management and development services



Training and Youth Empowerment:

- Youth development program
- Corporate training programs in renewables, environment, and climate
- Entrepreneurship training
- Research training programs



Dr. Mohamed Alhaj

Founder



Terra Advisory  

- Renewable energy expert with strong expertise in renewable energy technology, climate change, market research, desalination, energy policy, technical assistance, and private-sector development
- Consulted for major development agencies and intl. organizations such as GIZ, BASE, kFW, UN, AFD, BRD, and the Africa Enterprise Challenge Fund
- Technical Expert for the Qatar National Renewable Energy Strategy
- PhD in Sustainable Energy (research on solar-driven thermal desalination), Hamad Bin Khalifa University, Qatar
- Certified ILO Trainer (Start and Improve Your Business)
- Expert Contributor for the World Bank B-Ready Project
- Country Contributor for the Africa Solar Industry Association (AFSIA)
- Chairman of the Youth Task Force at RES4Africa Foundation
- Recipient of multiple awards, including the Best Green Sustainable Initiative 2018, by the Ministry of Energy & Industry, Qatar
- Speaker at the UN Energy Conference 2021

Featured in:

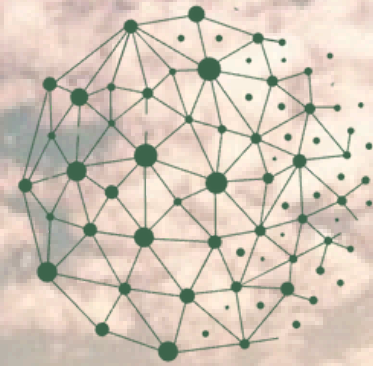


Key Project Experience

Our parent company, has delivered a wide range of projects across energy transition, climate finance, policy advisory, and private sector development in Africa and the MENA region

- Climate Finance Advisory Services for the Implementation of the Ireme Initiative in Rwanda - **2024 - 2026**
- Development of a strategy for UNCTAD for promoting renewable energy investments in Tanzania, Ethiopia, and Seychelles - **2024**
- HORIZON Europe Project: SUNNY: Sustainable energy systems for refugee and host communities in Africa - **2024 - 2028**
- Technical assistance services for the Youth Startup Fund, for RES4Africa Foundation - **2024 - Present**
- Youth Training Program on renewable energy, implemented for “Rufaqa” - a *Qatar Charity* initiative - **2024**
- Feasibility study for implementing a novel CSP+storage technology in sub-Saharan Africa - **2023**
- Techno-economic feasibility, engineering design, and environmental assessment study for a 200 MW solar PV project in Chad - **2023**
- Market assessment study and stakeholders consultation for establishing the Sudan SME Catalytic Fund - **2022**
- Smart financing to scale up RE and e-mobility through customer-driven business models in Africa - **2022**





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From Insight to Action for a Resilient Tomorrow



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