EGS sub-sector 1:
Energy Efficiency / Renewable Energy

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EE / RE Importance

• Long term sustainability
• Security of supply
• Remote energy supply
• Environment
• Need of EE / RE in the energy portfolio

EE / RE Business Activities

• Intermediaries for distribution companies
• Concessionaires
• Remote rural electrification
• Supply chain
• Service specific added value
• Independent energy auditors
• Contractors
Impacts on Local & National Economies

- Remote electrification
  (example of Ka’awa, Yemen)
- Large-scale wind energy
  (example of Egypt)
- Manufacturing
  (example of Syria, Sudan)
- Research & development
  (example of Masdar, UAE)

Administrative Challenges

- Vision
- Strategic planning
- Positioning
- Innovative ideas
- Recruiting and retaining talents
- Cultural challenges
- Uncertainties
- Ability to take time out to plan the course of the business
- Organizational re-evaluation
Financial Challenges

- Financing availability
- Financial planning
- Building financial expertise
- Access to financial resources
- Quantifying economic values of technologies and services
- Risk mitigation

Market Challenges

- Customer needs and awareness
- Effective and innovative market oriented solutions
- Branding, benchmarking and evaluating initiatives
- Competing/Complementing the international business
- Marketing and sales
- Customer orientation
Technical Challenges

• Capacity building
• Competencies
• Lack of government and industry standards
• Product and services range identification
• Technologies
• Operations
• Knowledge transfer
• Research & development

Other Challenges

• Bureaucracy
• Lack of recognition schemes
• Lack of support from the governments, banking sector, financial institutions
• Small market size
Government Support

• Political vision and will
• Policies and mechanisms
• Promote renewable technologies
• Improve access to finance
• Establish customized lending guidelines
• Provide credit risks coverage for lenders
• Encourage firms to reinvest revenues
• Lower revenue and profit taxes
• Provide direct subsidies that lower production costs
• Incentive schemes to promote manufacturing of new and renewable energy equipments

Donors Support

• Economic impact analysis studies
• Market analysis studies
• Pilot projects
• Pilot projects evaluation and follow-up
• Awareness
• Liaise with financial instruments / lenders
• Feasibility studies
Large Corporations Support

• Localizing added value
• Building capacity through the localization of supply chains
• Improving standards
• Facilitating access to finance
• Partnering across segments and with other development actors to facilitate local development
• Training on business planning skills, including training in financial management
• Helping in building capacity and encourage environmental stewardship

Questions?