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AFRICAN UTILITY WEEK PREVIEW

Initiative brings more German companies to AUW

The German Energy Solutions Initiative which is coordinated and financed by the Federal Ministry for Economic Affairs and Energy will be bringing seven German companies to African Utility Week (AUW) for the German pavilion.

German Energy Solutions Initiative division head **Christina Wittek** says, following discussions with African experts and companies from the clean energy sector, German companies identified South Africa as the gateway into neighbouring countries.

The companies, which are small and medium-sized enterprises (SMEs), will exhibit 'energy solutions – made in Germany' at AUW. According to Wittek, the initiative helps

German SMEs tap into foreign markets as well as transfer expertise on energy solutions.

She mentions that all the companies that will be on the German pavilion are energy solution providers ranging from battery storage solutions and digital measurement equipment manufacturers, systems providers for producing, measuring, testing as well as calibrating electrical quantities to providers of cooling and air-conditioning technology.

"AUW is a great platform to share insights about the latest developments in the clean energy, energy efficiency and water markets."

The German pavilion is returning to AUW for the fourth time, "We have appreciated the high professional organisation of

AUW and we are happy to be a part of it again in 2018. With participants from many sub-Saharan countries, for example, Namibia, Nigeria, Uganda and the Democratic Republic of Congo, the fair serves as a gateway to promising markets," says Wittek.

Therefore, through the initiative, more German companies are establishing offices in South Africa to tap into the rapidly growing demand in renewable energy, energy efficiency, smart grids and storage technologies.

"Even though the energy markets are still at the early stages in some African countries, we see enormous potential for renewable energy as well as the possibility of establishing a sustainable energy system," explains Wittek.

She points out that the African markets have been gaining importance in the initiative as some countries are still lacking access to energy.

"German companies have gained a lot of experience and skills in the energy sector and can therefore provide the necessary technologies and expertise."

The German Energy Solutions Initiative is currently organising about 30 activities related to the African continent. These activities include eleven German Bilateral Chamber of Commerce trade missions from Germany to various African countries as well as eight fact-finding missions to Germany.

Additionally, the initiative has also organised five information events on African energy markets, which will take place in Germany and two technology showcases presenting best practice projects using energy solutions 'made in Germany' that have been implemented in South Africa and Kenya.

The initiative also has an upcoming trade mission to South Africa which will take place from September 17 to 21 and will focus on the topic of 'self-supply with renewable energies in industry and municipalities'.

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RENEWABLE ENERGY
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