

## **Solar Power from Nairobi to Cape Town: Highly Promising PV Markets in Africa**

**Particularly in the regions south of the Sahara, solar companies are finding highly promising opportunities for growth. Providing that the necessary technical capabilities and know-how are in place, the local conditions are ideal for high long-term revenues/yields.**

The BRIC countries, China, India, and Brazil, continue to be at the forefront of any discussions on attractive future growth markets. Yet the tenor at international solar conferences is somewhat different. While the sector continues to concentrate on these three driving forces of the global economy, its attention has also turned towards another region, one which has long stood in their shadow: Sub-Saharan Africa.

### **Optimal Conditions**

Alongside the highly promising use of Off-Grid Technologies for supplying the populations of remote areas with electricity, the solar industry also promotes further economic growth and significantly improves emission levels in these countries. These nation states have recognized the need for urgent action for some time. For example, financing volumes within South Africa for sustainable energy projects rose over recent years from \$20 million to the current \$5 billion annually.

With an average of 2,500 hours of sunshine per year, Sub-Saharan Africa has some of the highest solar radiation levels in the world. In such sun-rich regions, yields of up to 2,700 kilowatt hours per square-meter are achievable annually – on a consistent, practically uninterrupted basis. As a comparison, Germany, which is still recognized as a fundamentally good location for PV installations, has average solar radiation levels of between just 900 and 1,200 kilowatt hours per square-meter. This gives some idea of the vast potential of the market in Sub-Saharan Africa.

### **Know-how is in high demand**

The growing need within Southern Africa for solar-power plants is also mirrored in the increasing export quota of the German Photovoltaic Industry. According to BSW this quota should rise from 65 percent in 2013 to 80 percent in 2020. The Competence Centre for Sustainable Energy of the German Foreign Chamber of Commerce in South Africa has stated that the future of the solar sector lies in the project development business, and that companies with extensive international experience and the right know-how have a clear advantage. Talesun fulfills both criteria.



Our company has been involved in South Africa, the largest economic nation on the African continent, since 2014. Ageing power plants, a fragile grid, a strongly increasing demand for electricity – solar energy is a clean, cheap, and efficient solution to the supply shortages that such conditions make inevitable. The key factors of energy intensive industries, such as steel and construction, inadequate electricity supply capacities, and the growing population of South Africa, continually combine to cause power outages. Lately, the South African Central Bank warned that this would also damage the national economy. After strikes, the shortage of electricity is the second largest factor in production downtimes. A decentralized electricity supply based on solar energy offers an environmentally positive remedy to the crisis.

Yours  
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