Global Growth – Solar Energy East Africa is an Innovation Norway project intended for Norwegian companies with technologies and solutions for the energy sector and are willing to expand their business into the East African market.

Market Potential for Solar in East Africa

Geographically, East Africa straddles the equator, giving it a unique opportunity for a vibrant solar energy market. The region receives significant amount of solar radiation all year round, between 4-6 kWh/m²/day. However, in spite of the booming solar energy resources, over half of the population in East Africa countries have no access to electricity.

In response to this anomaly, the governments’ in the region have prioritized energy development and have thus set ambitious targets to intensify the electricity generation; mainly through renewable energy sources. To this end, governments’ have put in place an enabling environment for private sector to actively participate in power generation activities. Various support schemes have been implemented, for instance in Kenya there is a feed-in-tariff and a tax relief for solar products.

Business opportunities within the solar energy space include; development of solar farms, commercial & institutional solar projects, solar mini & micro grids, solar home-systems, and feasibility studies.

Project goals for companies participating in the project:

- Gain an understanding of the East African market, its specifics and business culture;
- Learn about business opportunities and possible financing schemes;
- Meet relevant stakeholders and business partners;
- Network with industry players;
- Prepare a business strategy for entering or expanding into the East African market.

Why participate and what to expect?

- Promising market opportunities in East Africa;
- Favorable funding schemes for projects in East Africa
- Workshops and training in business modelling and communication
- Mentoring one to one and in the group
- Access to expert insight to the market, industry leaders/players and arranged B2B meetings
- Easier and faster entrance to the East African market with reduced risk
- Networking with other participating companies and sharing experiences

Who may participate?

- SMEs and large enterprises offering relevant technology products or services
- Companies with ambitions for the East African market but no previous experience
- Companies that would like to increase their sales and strengthen their local presence
- Entities looking for partners to carry out projects with external co-financing, such as NORAD Enterprise Development for jobs program or other grants.

**Schedule:**

1. **Kick Off – Oslo, Norway (1 day – 31 May 2018 tbc)**

   Opportunities in the East-African market, how to do business, expert insight, Business Modelling, company presentations.

2. **Communication training (1 day – 12th June 2018 tbc)**

   Individual and group training. Workshop.


   Seminar, expert insight, industry meetings/visits, B2B meetings, networking, etc.

4. **Following up September-November 2018**

   From start and through the entire program period all participating companies will be supported and followed-up by a competent business advisor & mentor during the planning of a go-to-market strategy.

**Duration:**

3 – 5 months - from May to November 2018

**Participation cost:**

The participation fee per company is 15,000 NOK. Direct expenses connected to the project activities, travel and accommodation is covered by each company.

**For more Information, please contact:**

Joseph Mwangi, Project Manager, IN East Africa, Mobile: +254 705 804 408
Mail: joseph.mwangi@innovasjonnorge.no

Eirik Henriksen, IN Norway, Mobile:  +254 705 804 408, Mail: eirik.henriksen@innovasjonnorge.no

Rita Brokstad, Project Owner, IN East Africa, Mobile: +254 705 804 408, Mail: rita.brokstad@innovasjonnorge.no

---

**Entertainment centers**

- Uganda: Population: 41 million
  - GDP Growth: 5.2% (2017)
  - Access to electricity (2014): 20%

- Kenya: Population: 48 million
  - GDP Growth: 5.5% (2017)
  - Access to Electricity (2014): 36%

- Tanzania: Population: 55 million
  - GDP Growth: 6.8% (2017)
  - Access to Electricity (2014): 16%