

POST EVENT REPORT

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Magenta Global

A BIG THANK YOU

TO OUR SPEAKERS, EXHIBITORS & PARTNERS

SSA Solar 2014 thanks our speakers and partners for supporting our efforts in creating an independent and strategic conference for the Sub-Saharan Africa renewable energy industry.

EXHIBITORS:

SUPPORTING ORGANIZATIONS:

MEDIA PARTNERS:

FROM THE TEAM:
SSA Solar 2014

Dear Partners,

As part of Magenta Global's commitment to customer service, we are pleased to bring you the official SSA Solar 2014 Post-Event Report.
This report will provide you with an overview of what happened at the event and provide you with valuable information on the event's production, marketing & media campaign, as well as feedback from the event's participants.

Please look upon this report as a tool to measure the event's effectiveness for your company; it will also be instrumental in your preparations for the 2015 edition of the SSA Solar Conference & Expo.

We extend our utmost gratitude to our speakers, exhibitors & partners for their support and for contributing to the independent event for the Africa's renewable energy sector in the Sub Saharan Africa region.

We look forward to continuing our role as a valuable partner to you and will be back for a bigger event in 2015

Save the dates 23-24 April 2015 to join us again in Accra, Republic of Ghana.

All the best,
Sub-Saharan Africa Solar Conference Team



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EXECUTIVE SUMMARY

The Sub-Saharan Africa region presents one of the most exciting solar opportunities and markets in the world.

SSA Solar 2014 brings together Government Officials, Solar project developers, investors and manufacturers to discuss key policy issues, address the current status of solar in the renewable energy mix, probe investor's criteria for investing in solar projects & operational challenges facing the industry in achieving sustainability and scalability.





The inaugural Sub-Saharan Africa Solar Conference provided key policy updates, feed-in tariffs, incentives & targets for solar energy generation in Ghana, Senegal, Sierra Leone, Kenya, Burkina Faso, Nigeria, South Africa, and Tanzania amongst other. The two-day information packed event also presented current projects and case studies on both on grid and off-grid developments. The relative attractiveness & appropriate applications of solar energy in Sub-Saharan Africa were presented. Key highlights include utility scale Solar & peak demand challenges; what investors look for when investing in solar projects; lessons that can be learnt from the failures of some European utility scale solar projects & industrial applications of solar in mining, agriculture, medical facilities, etc

The Conference facilitated the exchange of fresh information, presented new investment projects and engaged industry stakeholders on viable project models for sustainable deployment of solar in Sub-Saharan Africa.





CONNECTING GLOBAL AND AFRICAN SOLAR STAKEHOLDERS

SSA Solar 2014 received excellent feedback from speakers and delegates.

Over 2 days, the Summit drew an audience of 120 attendees from 25 countries. We are confident that as the solar deployment gathers momentum & as global investments continue to flow into Africa, the Conference will be well positioned to serve as the region's gathering point to connect global players to industry stakeholders across Sub-Saharan Africa.

FACTS & FIGURES – SSA Solar 2014

120 Industry participants from **25** countries

27 **Senior speakers and discussion group leaders** lent their expertise and prominence to the event

70% of the participants represented **C-suite and senior management executives**

PROGRAMME OVERVIEW

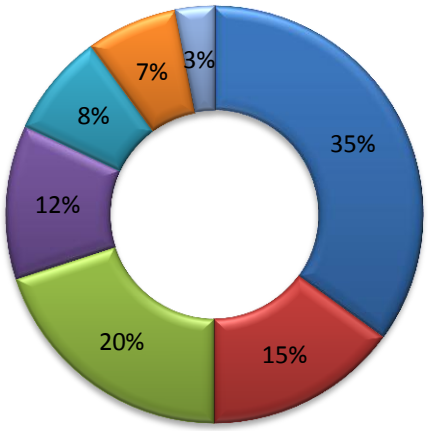
Extensive efforts were undertaken to create an informative and relevant agenda covering the latest and most important issues such as:

- Policy Updates & current electrification programs in Ghana, Senegal, Burkina Faso, Nigeria, Kenya, Sierra Leone, South Africa etc
- Dealing with inadequacies of energy generation – can PV solar technologies meet the shortfall?
- Updates on utility scale solar projects & licensing
- What's the perception and reality of the costs of solar energy
- Feed-in tariffs and Power Purchase Agreements updates
- Risk Mitigation for solar investors
- Growth of small scale off grid solar
- Opportunities for the manufacture of solar PV in SSA
- Opportunities in mini-grids & enabling regulatory framework
- Applications of solar technologies in street lightning, medical facilities, water pumping in agriculture, mining
- Public-Private Partnerships models
- Assessing operational, technical and financial feasibility of solar projects
- Local content requirements for solar projects & procurement issues
- Case experiences of establishing solar assembly plants in South Africa
- Prospects for low cost solar wafer manufacturing in sub Saharan Africa
- Capital raising option, role of development finance agencies & exit strategies
- Strengthening local participation & capacity building for entrepreneurs
- Meeting off grid electricity needs- from pico scale solar products to mini grids
- Innovative financing & establishment of bankable projects

PARTICIPANT ANALYSIS

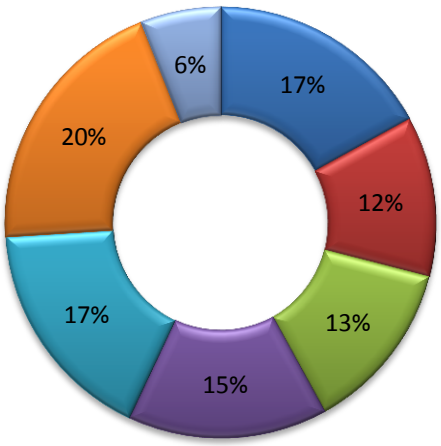
120 INDUSTRY EXECUTIVES ATTENDED THE SUMMIT ON THE 23-24 April 2014 at the Golden Tulip Hotel, Accra, Ghana

Participants Profile By Job Title



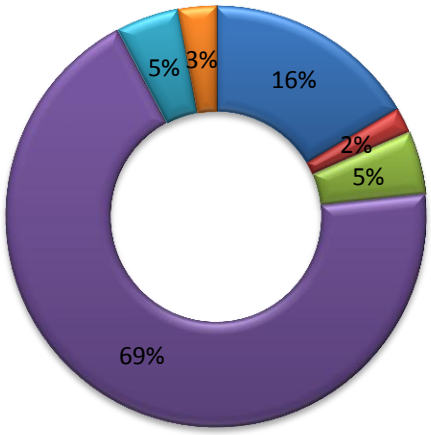
- MD/CEO/Presidents/GM/VP
- Directors/ Country Director/ Project Director
- Head of Solar Development/Director of Energy/Director Renewable Energy
- Marketing / Business Development & Sales Managers
- CTO/Head of off grid Solar & Technology Innovation
- Investment Director/Investment Manager, SSA Investment Team
- Government & NGO

Participants Profile by Industry



- Renewable Energy projects/ Power Plant & Generation
- Agriculture/Food Manufacture/ Oil & Gas
- Clean Energy Investment/ Project Finance
- Consultant/ Infrastructure Development/ Engineering Services
- Solar Technology & Equipment Vendors
- Government/ Energy Commision/Economic Cooperation and Development
- University/NGO

Participants Profile by Region



- Europe
- Canada
- China
- Sub Saharan Africa
- United Arab Emirates
- United Kingdom

WORLD CLASS SPEAKERS

at SSA Solar 2014



Seth Mahu Agbeve
Deputy Director, Renewable Grid Electricity
Ministry of Energy and Petroleum, Ghana



Wisdom Ahiataku-Togobo
Director, Renewable Energy Directorate
Ministry of Energy and Petroleum, Ghana



Dr. Daniel Egbe
Initiator and International Coordinator of ANSOLE and Chairman of the Board of Directors
ANSOLE e.V, Austria



René Tobias Meyer
Secretariat
GET FiT Uganda



Louis Seck
Former Minister of Renewable Energy, Senegal



Robert Pavel Oimeke
Director Renewable Energy
Energy Regulatory Commission, Kenya



Prof. Lawrence I. N. Ezemonye,
Director
National Centre for Energy and Environment, Energy Commission of Nigeria



William Bangura
EPA Board Member, Ag Director of Forestry,
Ministry of Agriculture, Forestry and Food Security (MAFFS), Sierra Leone



Annelize van der Merwe,
Director
Green Economy Trade and Investment South Africa, Department of Trade and Industry



Janos Bonta
Senior Investment Officer
FMO, Netherlands



Henrik Frøsig
Investment Director
Investment Fund For Developing Countries (IFU), Denmark



Jasandra Nyker
CEO
BioTherm Energy, South Africa



Ernest Nyarko
Investment Director
Harith General Partners, Ghana



Doug Coleman
Project Director
Blue Energy/ Mere Power Nzema Ltd, UK



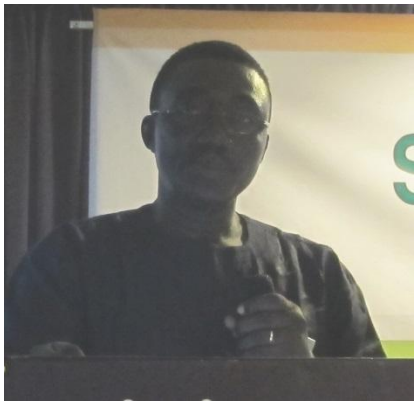
Skander Sayadi
Investment Officer,
European Investment Bank, Luxembourg



Mario Zen
V.P. Business Development
EnerDynamic Hybrid Technologies, Canada



Steffen Behrle
Team Leader, Renewable Energy
GIZ, Ghana



Samuel Adu-Asare
Member
African Renewable Energy Alliance – AREA, Ghana



Matthew Silvester
Sales Director Middle East & Africa
Jinko Solar Pty Ltd, China



Andrew Jaquiery
Project Manager, Engineer Renewables Energies & Wind Power
Jacobs SKM, UK



Mario Riello
Managing Director, Utility and Power Plants Sales EMEA
SunPower, Switzerland



Dr. Lamourdia Thiombiano,
Deputy Regional Representative for Africa & FAO Representative to Ghana
The Food & Agricultural Organization of the United Nations



Manuel Geiger
Senior Consultant / Business Development Manager
ILF Consulting Engineers, Germany



Ishmael Edjekumhene
Executive Director
KITE, Ghana



Abdel Karim Traore
Off-grid Solar PV Product Group Leader
SNV Netherlands Development Organisation, Burkina Faso



Nicola Bugatti
Expert Staff
ECOWAS Regional Centre for Renewable Energy and Energy Efficiency (ECREEE), Cape Verde



"Congratulations on the success of the Sub-Saharan Solar Energy Conference! Your wonderful organization was impressive."

River He
Sales Manager
China Ritar Power Corp

"Overall good way to meet professionals and get updates"

Davide Pasi
Business Development Manager
Sunpower Corp

"Very well organized, good to see various industry participants all under one roof"

Shantanu Dutta
Marketing Manager
Solarway F.Z.E

"Very Good, Useful, Overview of Solar developments"

Janos Bonta
Senior Investment Officer
FMO

"Excellent & Informative"

Robert Pavel Oimeke
Director, Renewable Energy
Energy Regulatory Commission, Kenya

"The Conference was a wonderful platform for networking. I gain alot"

Dr. Daniel Egbe
Initiator and International Coordinator of ANSOLE and Chairman of the Board of Directors
ANSOLE e.V, Austria

SSA Solar 2014

THE INTEGRATED MARKETING PERFORMANCE

Marketing of this event commenced 5 months before the event. An integrated plan combining the following media were used in promoting the event

Combination of media used

- Direct Mail – Conference brochures
- Partner Marketing Collaboration
- Billboard
- Web Traffic
- Online Listings
- Email Broadcast
- Telemarketing



Direct Mail – Conference brochures - Cover of actual brochure

A 4 page English brochure was mailed at 12, 7, 4 and 2 weeks prior to the event.

All partners' logos featured prominently on the front cover. A comprehensive market outreach to a **worldwide audience** selected from our comprehensive in-house database of the **renewable energy industry**.

Partner Marketing Collaboration

We worked hand in glove with our carefully selected industry Associations and trade journals. Regular bulletins and key messages including sponsors & exhibitors press releases were disseminated to their members and subscribers

Web traffic

The SSA Solar 2014 website
(http://www.magenta-global.com.sg/subsaharanafricasolar2014/index.php)
was developed and added to Magenta Global's mail portal (www.magenta-global.com.sg) **20 weeks** prior to the event.

Information listed on the website

- Program highlights
- Sponsors/ Exhibitors write up and logos that are hyperlinked to their websites
- Endorser's write up and logos that are hyperlinked to their websites
- Speakers' details
- Official media partners with web hyperlink
- Online registration
- Contact Us

The website had been designed to be user friendly and achieved high hit rates daily from interested prospective delegates - many of whom either register directly on-line or to enquire for more information.

The web link is prominently placed on all our conference brochures and other marketing collaterals used for promoting the event.

Online Listings

The Conference was listed on the following websites to widen the reach of our event promotion.

- Modern Ghana
- PR Inside
- Silo Breaker
- Pub Memo
- Re-Database
- Eco Business
- Alternative Energy
- Topix
- Solar Energy
- Linkedin: AfriCAN Climate
- Rural 21
- AONRG
- The Chronicle
- Rediff
- Area Network
- Mobile News
- Scand Oil
- African Business
- Solar Carbon Report
- EIN Press Wire
- Solar Plaza
- IT News Ghana
- Plexi
- Energy Vortex
- Solar International
- TPVIA
- African Climate
- Home Power
- PV Magazine
- Biz Trade Shows
- ECREEE
- UNI Ben
- Energy IISD
- Africa IISD
- Solar PV Directory
- GGEA
- SAAEA
- REEEP
- ANSOLE
- SASIA
- 10 Times
- PFBC
- TAREA
- EIN News
- Indian Power Sector
- ENF Solar
- Africa Business
- Photon
- Ego Tickets
- Business Ghana
- Africa Gateway
- Consulting Technology News
- Alliance for Rural Electrification
- Alternative Energy Africa
- PR Log
- Capitalist Frontier News Daily
- SSA Chamber
- Green Africa Directory
- ICTSD
- SPEC Pick
- Global Solar Technology
- Buzz Trick
- Renewable Energy Magazine
- Sector Publishing Intelligence
- FaceBook: Solar Energy for Africa
- Sci Dev
- African Wire
- Renewable Energy Database

Press

Press turnout on the event day included:

- Citi Fm
- Anadolu News Agency
- Construction Review
- TV Continental News
- Statcomm Africa
- Xinhua News Agency (Accra Bureau)

Telemarketing

A dedicated team of professional delegate sales personnel extended the market outreach with personal pitches to key executives.

Conference Programme

Day One – 23rd April 2014 (Wednesday)

8.00 *Registration*

9.00 **Opening Remarks by Magenta Global**
Maggie Tan
CEO

9.05 Chairman's Opening Remarks

Dr. Daniel Egbe
Initiator and International Coordinator of ANSOLE and Chairman of the Board of Directors
ANSOLE e.V, Austria

9.10 Opening Keynote
Hon John Abdulai Jinapor
Hon Deputy Minister for Energy & Petroleum, Ghana

9.30 What are the Feed-in Tariffs, incentives & policies to attract investment to solar developments in SSA?

Case study: Key takeaways for success
- Strategies to overcome the current market roadblocks
- What are the mitigation measures offered by the global community?
- Introduction to GET FiT Uganda Solar/PV component

René Tobias Meyer, *Secretariat,* **GET FiT Uganda**

10.00 Setting a favourable investment environment & policy implementation for successful business model for solar energy development

- What can regulators do?
- Factors that influence the success

Louis Seck, *Former Minister of Renewable Energy,* Senegal

10.30 Roundtable: Governments' plans to address Sub-Saharan Africa's energy crisis with the development of solar energy projects

Robert Pavel Oimeke, *Director Renewable Energy*, **Energy Regulatory Commission,** Kenya
Wisdom Ahiataku-Togobo, *Director, Renewable Energy Directorate,* **Ministry of Energy and Petroleum,** Ghana
Professor Lawrence I. N. Ezemonye, *Director,* **National Centre for Energy and Environment, Energy Commission of Nigeria**
William Bangura, *EPA Board Member, Ag Director of Forestry*, **Ministry of Agriculture, Forestry and Food Security (MAFFS),** Sierra Leone
René Tobias Meyer, *Secretariat,* **GET FiT Uganda**

11.15 *Morning Refreshments*

11.45 What are the strategies to manage and mitigate risk when investing in solar energy project in Sub-Saharan Africa?

- What are the risks to be aware of?
- What are the repercussions and impact on ROI should these risks be inadequately managed?

Janos Bonta, *Senior Investment Officer,* **FMO,** Netherlands

12.15 **<u>Investor Roundtable</u>: What are investors looking for when investing into solar energy projects in Sub-Saharan Africa?**

Henrik Frøsig, *Investment Director*, **Investment Fund For Developing Countries (IFU),** Denmark
Jasandra Nyker, *CEO*, **BioTherm Energy,** South Africa
Ernest Nyarko, *Investment Director*, **Harith General Partners,** Ghana
Albert Boateng, *Country Representative*, **CTI PFAN,** Ghana
Annelize van der Merwe, *Director,* **Green Economy Trade and Investment South Africa, Department of Trade and Industry**

13.00 *Networking Luncheon*

14.00 **Renewable Energy - From Policy to Deployment**

- Policy - political decision drivers
- Legal framework – policy to process
- Regulatory environment – process to delivery
- Developer engagement - delivery to deployment
- Global capital needs and requirement

This paper will track the flow of key connected events and actions, which are necessary to move from the setting of government policy to achieving the deployment of renewable energy assets. Consideration is given to the administrative, procedural and regulatory processes, which will translate policy into activity. Against this background the paper will overlay the needs of developers and investors and make reference to actual experience of renewable energy development in Ghana.

Doug Coleman, *Project Director*, **Blue Energy/ Mere Power Nzema Ltd,** UK

14.30 **Lessons learned from a developer and investor perspective**

- Case study of a project
- What are the factors to look out for?

Jasandra Nyker, *CEO,* **BioTherm Energy,** South Africa

15.00 **Innovative investment and financing models (to fill the void of infrastructure funding)**

- An overview of the various models
- What are the considerations when selecting a suitable model?
- Case study of EIB's achievements in sub-Saharan Africa

Skander Sayadi, *Investment Officer,* **European Investment Bank,** Luxembourg

15.30 *Afternoon Refreshments*

16.00 **From Canada to Africa. Power in one hour**

Mario Zen, *V.P. Business Development,* **EnerDynamic Hybrid Technologies,** Canada

16.30 **Forging Lasting Partnerships and Capitalizing on Market Opportunities: German-Ghanaian Cooperation on Renewable Energy**

- The role of the 'renewables- Made in Germany' initiative for the facilitation of Ghanaian-German business partnership
- The renewable energy program implemented by GIZ in Ghana

Steffen Behrle, *Team Leader, Renewable Energy*, **GIZ,** Ghana

17.00 How will the adoption of solar energy in sub-Saharan Africa be accelerated by local manufacturing of components?

- Skilled and cheap labour forces (continuous human capacity building necessary)
- High energy demand (only ~ 30% of sub-Sahara Africans have access to electricity)
- Government incentives
- Political stability
- Availability of raw materials

Dr. Daniel Egbe, *Initiator and International Coordinator of ANSOLE and Chairman of the Board of Directors*, **ANSOLE e.V, Austria**

17.30 Chairman's Closing Remarks
End of Conference Day One

Day Two – 24th April 2014 (Thursday)

9.00 Chairman's Remarks

Dr. Daniel Egbe

9.10 Addressing the need for accelerating the adoption of renewable energy technologies in commercial and industrial application to enhance socioeconomic development in Africa

- Current situation of RE development in sub-Saharan Africa
- Global efforts in scaling up RE application and its impact on Africa
- Adaptation of RE technologies in the commercial and industrial sectors such as oil fields, mining and telecommunication, agriculture, manufacturing

Samuel Adu-Asare, *Member,* **African Renewable Energy Alliance – AREA,** Ghana

9.45 Growth of Solar in Africa

- Currently installed capacity (which countries, how large, percentage of total production, countries announced goals for percentage of RE),
- Countries with supporting regulations for Renewable Energy and where PV should be used (high irradiation area, limited or no grid areas, go-generation and micro grids, lower cost of production areas compared to existing or traditional generation)

Matthew Silvester, *Sales Director Middle East & Africa***, Jinko Solar Pty Ltd,** China

10.15 *Morning Refreshments*

10.45 Large scale PV power stations: Electrical Networks, Output Variability and Cloud Analysis

- Solar Plant variability (the perception and reality)
- Real time irradiance and cloud movement
- Grid network size and response
- Case studies and forecasting
- Network system studies (PSS/E, DIgSILENT)
- Grid code constraints and renewable energy

Andrew Jaquiery, *Project Manager, Engineer Renewables Energies & Wind Power,* **Jacobs SKM,** UK

11.15 Financing Large Scale Solar Projects in Emerging Markets

Mario Riello, *Managing Director, Utility and Power Plants Sales EMEA*
SunPower, Switzerland

11.45 Strategy for enhancing food security with solar-powered irrigation

- Enhancing availability of mechanisation through (low cost) solar run farms tools and machinery: Increasing efficiency of farm production and potential income generation
- Widening access to environmentally friendly agro-processing facilities: Reducing post - harvest losses through solar based technology adoption
- Merging Policy frameworks for sustainable energy promotion and rural development for an integrated Green Economy approach

Dr. Lamourdia Thiombiano, *Deputy Regional Representative for Africa & FAO Representative to Ghana,* **The Food & Agricultural Organization of the United Nations**

12.15 *Networking Lunch*

13.30 Implementation of off-grid diesel-PV hybrid power plants in challenging climatic conditions

- Why PV/Diesel hybrid system?
- Toward a reduction of the LCOE and of the economic risk of power generation projects in remote area
- Designing an optimized large scale PV/Diesel hybrid system:
- Case Study of a large scale PV/Diesel hybrid system on an island in the UAE

Manuel Geiger, *Senior Consultant / Business Development Manager,* **ILF Consulting Engineers,** Germany

14.00 Going beyond the grid: An in-depth look at the policies, regulation and the implementation plans for solar energy in extending infrastructure networks, such as solar-powered irrigation and ICT services

- How will this affect existing infrastructure networks?
- What are the sectors that will be affected?
- How ready are the end users in embracing this change?

Ishmael Edjekumhene, *Executive Director,* **KITE**, Ghana

14.30 The business case for the industrial application of solar energy in meeting the electricity needs of the country's manufacturing sector.

- Case study of German breweries and how the success can be replicated in Africa

Dr. Daniel Egbe, *Initiator and International Coordinator of ANSOLE and Chairman of the Board of Directors,* **ANSOLE e.V**, Austria

15.00 <u>Panel Discussion:</u> Scaling towards solar energy

Abdel Karim Traore, *Off-grid Solar PV Product Group Leader*, **SNV Netherlands Development Organisation**, Burkina Faso
Doug Coleman, *Project Director***, Blue Energy/ Mere Power Nzema Ltd,** UK
Louis Seck, *Former Minister of Renewable Energy,* Senegal
Nicola Bugatti, *Expert Staff,* **ECOWAS Regional Centre for Renewable Energy and Energy Efficiency (ECREEE),** Cape Verde

15.45 Chairman's Closing Remarks

16.15 Afternoon Refreshments
End of Conference

We hope to see you present at the

2nd SSA Solar 2015

23-24 April 2015
Accra
Republic of Ghana

For more information on speaking & partnership prospectus, please contact:

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Maggie Tan
CEO
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Email: Maggie.tan@magenta-global.com.sg

About Magenta Global Pte Ltd

Magenta Global is an independent business media company. Magenta Global provides pragmatic and innovative information to business executives and professionals worldwide. Helmed by a team, with a combined industry experience of more than 50 years, Magenta Global is dedicated to equip businesses with research information, events, trade exhibitions, training solutions and peer to peer executive programs.
Magenta Global has a portfolio of more than 120 events and has successfully convened events in Bahrain, China, Colombia, Croatia, Egypt, Fiji, Indonesia, Ivory Coast, Kenya, Korea, Malaysia, Morocco, Mozambique, Myanmar, Oman, Peru, Qatar, Rwanda, Singapore, South Africa, Taiwan, Tanzania, Thailand, Timor Leste, Trinidad & Tobago, Tunisia, Turkey, UAE & Vietnam.

Key focus Areas are:

- Energy and Environment
- Technology and Telecoms
- Life Sciences and Healthcare
- Capital Markets and Insurance
- Business Management and Organisational Strategy
- Materials and Structures
- Commodities and Resources
- Infrastructure and Transport
- Maritime and Trade
- Law and Tax
- Communications and Marketing

In each of the sectors, Magenta Global organises training courses, specialist business forums and international conferences. Working in close partnership with both industry and governments, these events serve to provide cutting edge information and networking platform.
Based in Singapore, Magenta Global is currently stamping its footprints in Asia, Middle East, Africa, Central Asia & Eastern Europe & dedicated to equipping developing countries with access to information and technology transfer.

For further information about the event or company, contact:

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