



| Sustainable Management



EuPD Research & Joint Forces for Solar

Product Portfolio – Middle East & North Africa Solar Market

About EuPD Research

EuPD Research is a German market research and consulting company operating internationally with 20 years+ experience in renewable energy particularly solar photovoltaics (PV) and storage:

- Until mid-2019, we have conducted 2,000+ research and consulting projects about energy markets and renewable energies
- With forward-looking strategies, innovative solutions and sustainable research projects we establish successful business strategies for our customers
- Our focus is on research into sustainable growth strategies, as well as creating sustainable operational management systems

For us, access to market intelligence is the starting point for the development and implementation of business strategies

OUR MISSION:

- Keeping companies competitive
- Creating optimal framework conditions and developmental opportunities
- Placing the employees at the center of the corporate strategy and keeping them healthy & motivated

About Joint Forces for Solar

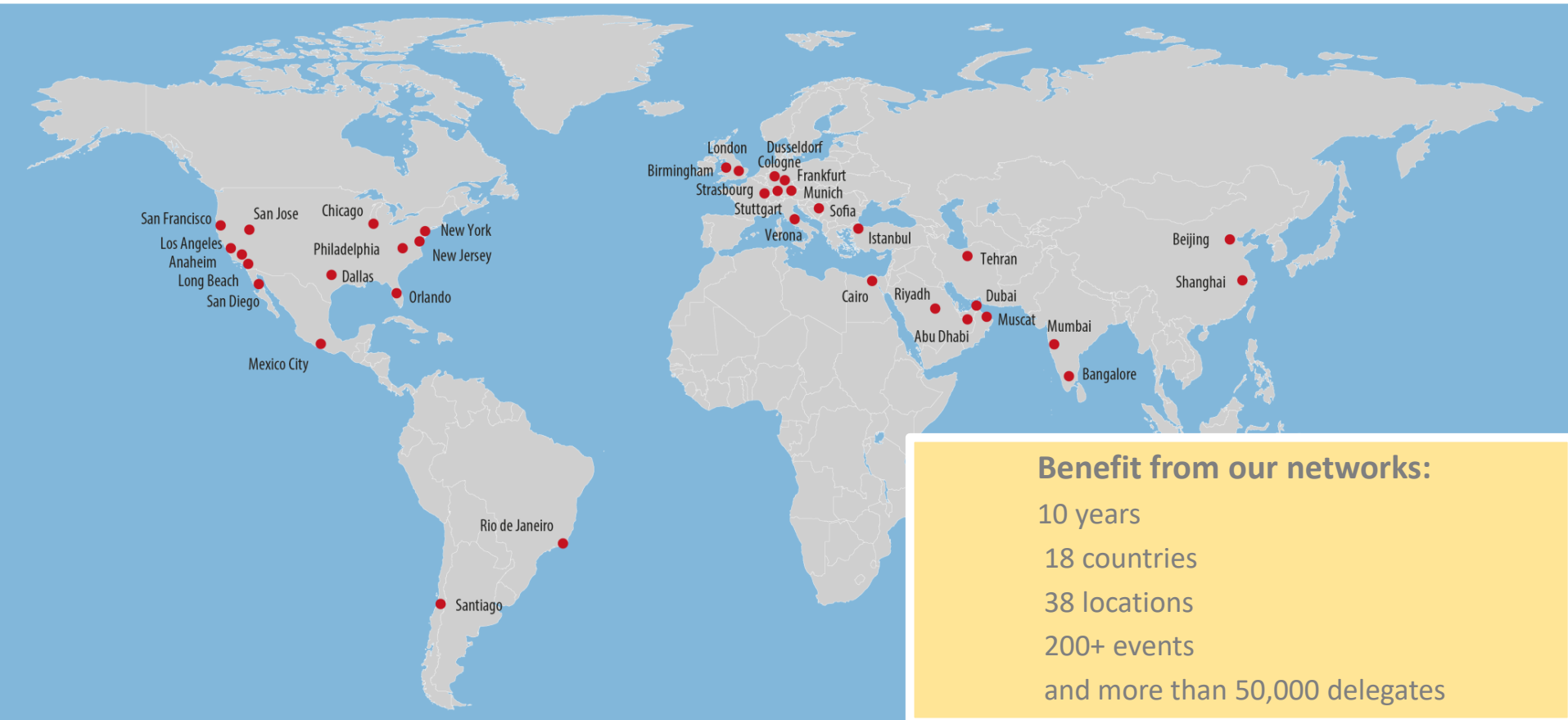
Joint Forces for Solar – Globally Leading Business Platform

- Global synergy of solar stakeholders
- Ranging from multinational corporations to industry associations and local installation companies
- Aims to expand the use of solar technologies at the global and local level
- Aims to establish a vibrant renewable and clean energy industry
- Provides target group oriented marketing support and all the benefits of its extensive local networks around the globe

OUR MISSION:

- To strengthen your position in the solar market, expand your local and international networks and increase sales!

Joint Forces for Solar – Track Record



Our Clientele (Excerpt)



Product Portfolio – Middle East & North Africa Solar Market

1. EuPD Research – Market Research & Consulting

EuPD Research: The B2B specialist for international market research and consulting in the solar and storage domain

Over the last 20 years, **EuPD Research** has been at the forefront of conducting **market research** and **consulting projects** in the **solar and storage** domains across geographies. With a global team, we offer exclusive market research and consulting services, shared services, multi-client reports and certifications to our customers globally including private & public entities, governmental and semi-governmental organizations.

Exclusive Services

- Market Entry Strategy
- Country Market Analysis
- Technology consulting



Solar PV + Storage Reports

- Global PV Installermonitor
 - End customer monitor
- Business and Industry monitor



Certifications

- Customer Satisfaction Seal
 - Top PV Supplier
 - Top Brand PV














2. EuPD Research – MENA PV Market Matrix

Solar PV is rapidly being deployed globally and the uptake in the solar PV market in the **MENA region** has been exciting in recent years. Furthermore, it is slated to increase even more in coming years

- The **Middle East & North Africa PV Market Matrix** is an **online tool** which provides insights into different MENA markets. The tool will be available to our customers on a **yearly subscription based** model. EuPD Research will update the tool on a regular basis to keep its subscribers abreast with the latest developments in the PV markets in the MENA region
- The MENA PV Market Matrix tracks several parameters on the **economical, political, regulatory, energy / electricity, solar PV readiness** and **Levelized Cost of Electricity (LCOEs)** of solar to identify the most compelling and lucrative PV markets in the region
- The information provided in the MENA PV Market Matrix will assist you in monitoring the dynamically changing environment of the PV markets and enter these new emerging markets at the right time with your product portfolio

2. EuPD Research – MENA PV Market Matrix

EuPD Research will track the most relevant parameters for solar PV developments for the listed country markets. This will include but will not be limited to the below mentioned items for each country market:

Main topics*	MENA
Economic Development Parameters (GDP, Interest Rates, Currency Exchange Rate)	Algeria 
Electricity Related Parameters (Electricity Prices, Electricity Demand, Electricity Mix, Electrification Rate, Share of renewables, Power outages (System Average Interruption Duration Index))	Bahrain 
Political Parameters (Political Stability, Investment Freedom, Local content regulations, Import duties on solar PV products)	Egypt 
Solar PV Related Parameters (Average Solar Irradiation, Installed Capacity, Projected Installed Capacity, Cumulated Installations, Funding / Incentive Schemes, List of solar associations, List of government authorities)	Iraq 
Other Relevant Parameters (List of major utilities, long listing of the companies in the local markets across the value chain, major projects announced / executed in the country markets till date)	Jordan 
Top News for the country	Kuwait 
Upcoming tenders	Morocco 
	Saudi Arabia 
	Oman 
	UAE 
	Yemen 

In addition, to the above information – EuPD Research will provide insights on country markets related to **Levelised cost of electricity (LCOE)**, **Solar PV Readiness Index (country rankings from attractiveness perspective)**, **grid parity**, **key trends in the market**, **list of conferences / exhibitions** amongst others.

3. EuPD Research – Workshops

Based on market research and consulting expertise of EuPD Research in the solar and storage domain, we offer our customers on-site workshop series on various topics including:

- Market sizing of solar (Residential, Commercial / Industrial, Utility segments) across global country markets
- Description of sales channels (direct / indirect i.e. via distributor) globally
- Pricing trends of modules, inverters and other BOS equipment (historical / current / future)
- Benchmarking various business models prevalent in the market (direct sales to installers / via distributors)
- Various service offerings (micro grids / hybrid solutions) of installers / distributors in the markets
- Market entry, brand positioning and sales channel strategy development



4. JF4S – Events & Business Matchmaking

For many years, JF4S has achieved an excellent reputation with innovative event formats around the globe. We offer members attractive stages to present their knowledge and expertise along with excellent networking and business matchmaking opportunities.

We offer our services in the ME region and organize events in all sizes:

Trade Fairs:

Open forums at the most important trade fairs in the region



Conferences:

Strictly content-oriented events with thought-out agendas



Networking Events:

Exclusive (invitation-only) networking events



5. JF4S – Lead Generation

Lead Generation is an exclusive service for companies trying to expand their customer base in the MENA region:

Project based on JF4S database

- Long-listing for potential customers according to their target group requirement
- Identification of target leads in co-ordination with customer → short-listing of companies
 - Full contact details of buying centre in the short-listed companies are handed over to customer
 - Active approach of short-listed companies by JF4S with the aim to schedule personal meetings for customer



6. JF4S & EuPD Research – Webinars

EuPD Research together with Joint Forces for Solar offers to host webinars on behalf of our customers' thereby:

- **Increasing Brand Awareness and Recognition** by showcasing your value proposition to the audience
- **Fast track business development** efforts by reaching out to the targeted group of potential clients
- **Leverage EuPD Research and JF4S expertise** in organization and inviting participants from JF4S extensive database of renewable energy stakeholders to ensure high quality participants





I Sustainable Management



THANK YOU

CONTACT US

Adenauerallee 134 | 53113 Bonn - GERMANY
www.eupd-research.com

Parag Bhamre

Partner
Phone + 49 228 97143-0
p.bhamre@eupd-research.com

CONTACT US

Adenauerallee 134 | 53113 Bonn - GERMANY
www.jointforces4solar.com

Daniel Fuchs

Vice President
Phone + 49 228 97143-45
fuchs@jointforces4solar.com