



Federal Ministry
for Economic Affairs
and Climate Action



Information Event Pakistan

„Energy Storage Solutions in the C&I Sector in Pakistan“

03.11.2022 / Online

Facilitator





Federal Ministry
for Economic Affairs
and Climate Action



German Energy Solutions Initiative

Marie-Anne Serve, Country Manager – Pakistan, PDP

03.11.2022

Facilitator



The German Energy Solutions Initiative

- Facilitates business partnerships in the field of renewables energies, energy efficiency, smart grids and storage technologies
- Based on a **parliament decision** 2002 with the aims
 - to support SMEs
 - to distribute smart and sustainable energy solutions
 - to contribute to international climate protection
- Coordinated and financed by the **German Federal Ministry for Economic Affairs and Climate Action**

Your Market Entry – We accompany you



Market Development

Information Trips for foreign decision makers to
Germany

Technology marketing through publications, technical
conferences, trade fairs, website



Information and Consulting

- **Information events** about technologies „Made in Germany“ and **Webinars** on export markets
- **Technical events** in BMWK on relevant export topics



Information and Consulting

Publications

- Target Market Analysis
(Zielmarktanalysen - ZMA)
- Finance and Country factsheets
- Market studies

News and tenders from target countries.

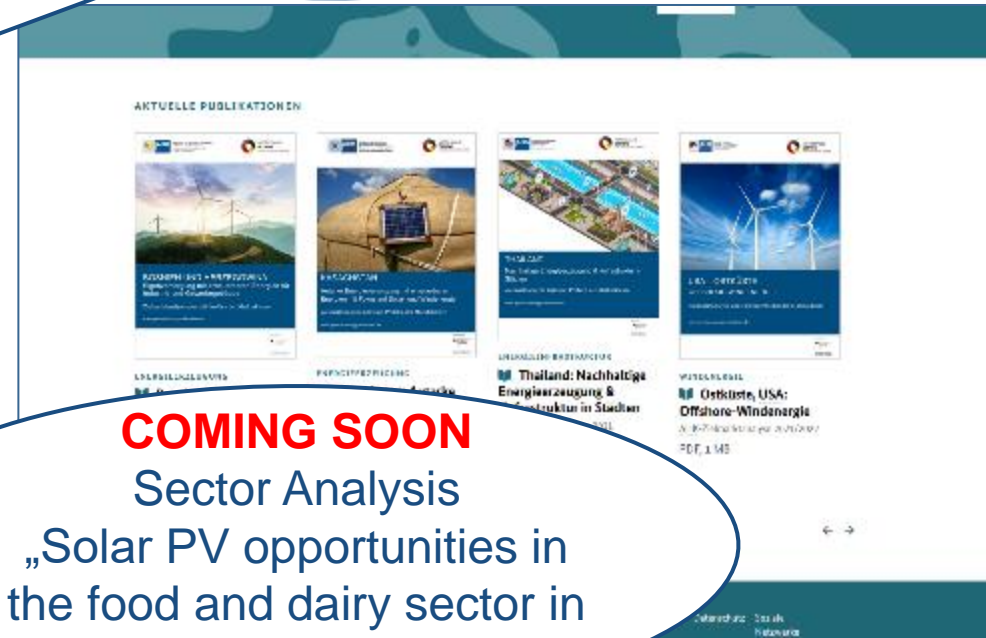
Monthly **Newsletter**

COMING SOON

Target Market Analysis
„Energy Storage
opportunities in the C&I
sector in Pakistan“

COMING SOON

Sector Analysis
„Solar PV opportunities in
the food and dairy sector in
Pakistan“



www.german-energy-solutions.de

Networking and business opportunities

Energy-Business Trips abroad



Sometimes beforehand:
Information events
(online)



Optional: individual **financing
advice** on selected business
trips in the company

In addition: support to
Consortium creation of German
companies in a modern process



Energy Business Trip

Next Business Trip to Pakistan

„Energy Storage for C&I“
27/02/23 – 03/03/23

- Companies present their energy solutions to local experts and companies in a one-day **technical conference**
- Companies meet potential local clients and partners thanks to **business meetings** organised by the AHK



Marketing Support

- Common German booth at **foreign trade fairs**
- Showcase of **reference projects** on the international website
- Online **Companies database**
- **Roof-brand** for companies' communication



Reference projects abroad

- Implementation and marketing of reference projects with the **RES (Renewable Energy Solutions)-Programm**
- Presentation of already successfully implemented projects abroad through **performance showcase**



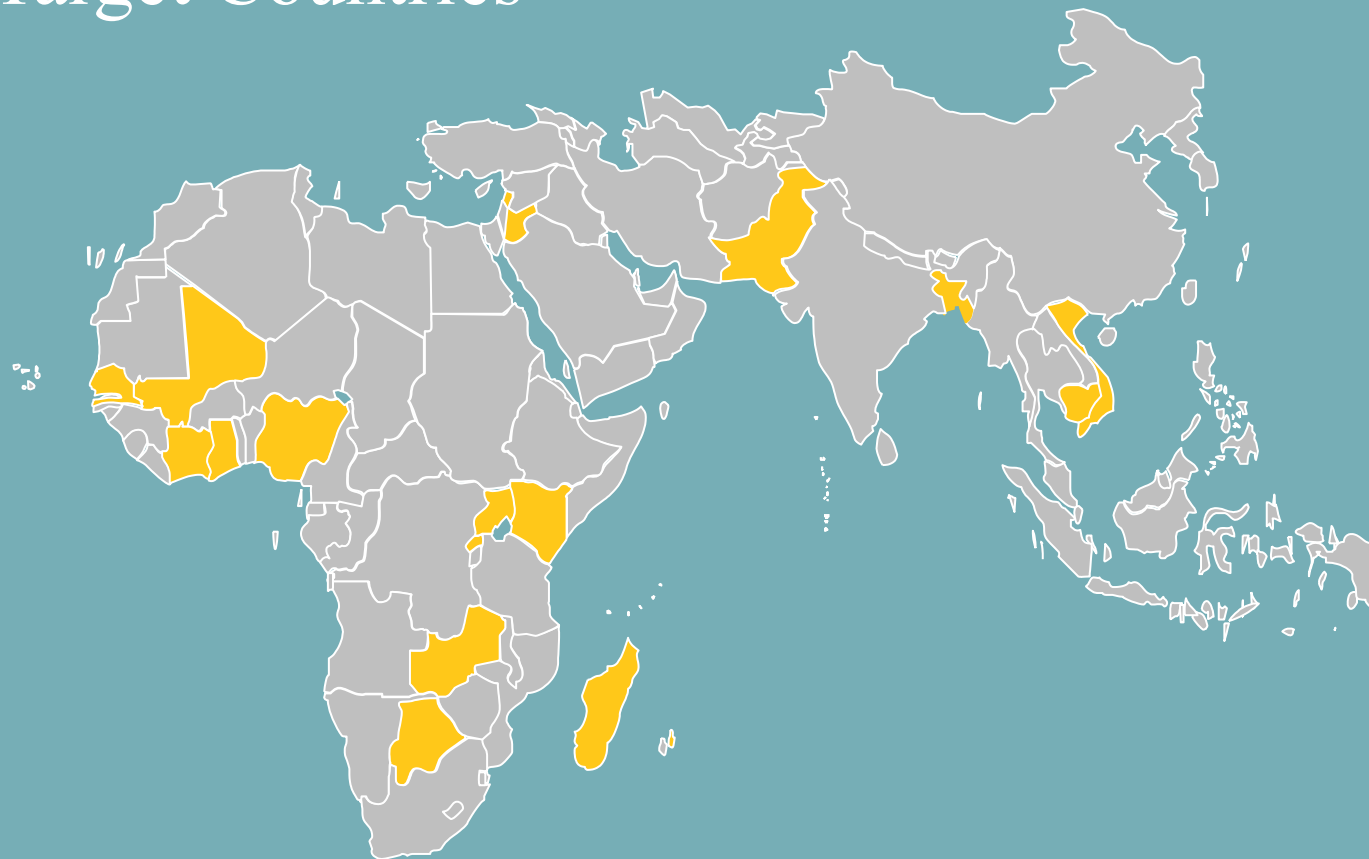
Project Development Programme (PDP) for developing and emerging markets

- Identifying energy needs and advising on technological solutions
- Technical training courses and workshops
- Policy advice for sustainable investment
- Focus on Solar PV, Energy Efficiency, Green H2
- Implemented in Sub-Saharan Africa, South and South Asia, Middle East by GIZ



**Next German Training
Week in Pakistan**
„Project Development“
21/11/22 – 25/11/22

PDP's Target Countries



Project Development



Project
Development

- Identification of commercially viable and scalable projects
- Evaluation of economic, political and technical risks
- Lead of project opportunities forwarded to German SME

Focus PDP Phase IV: Power supply for C&I segment

Information

www.german-energy-solutions.de/en

- **Online database:** Profiles and contact information of German companies
- **Latest information** about German energy solutions
- **Upcoming events** of the initiative
- **Newsletter**



Next steps and events / Pakistan

- **Online evaluation survey** of the Information Event
- Publication of the **presentations of the Information Event** on the German Energy Solutions Initiative Website
- Publication of the **Target Market Analysis** „Energy storage opportunities in the C&I sector in Pakistan“
- Publication of the **Sector Analysis** „Solar PV opportunities in the food and dairy sector in Pakistan“
- **German Training Week** „Project Development“: 21-25 November 2022 in Lahore
- **Business Trip** „ Energy storage opportunities in the C&I sector“ : 27 February-3rd March 2023

Contact us

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Project Development Programme (PDP)

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