



Federal Ministry  
for Economic Affairs  
and Climate Action



MITTELSTAND  
**GLOBAL**  
ENERGY SOLUTIONS  
MADE IN GERMANY

# Information Event Pakistan

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

03.11.2022 / Online

Facilitator

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

# 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

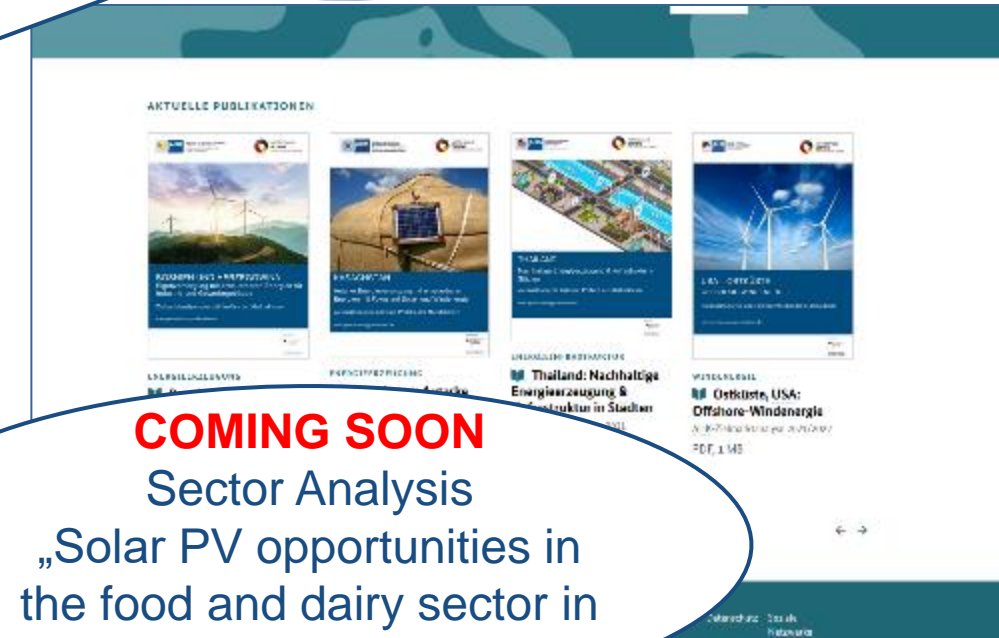
## Publications

- 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](http://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 successful implemented projects abroad through **performance showcase**



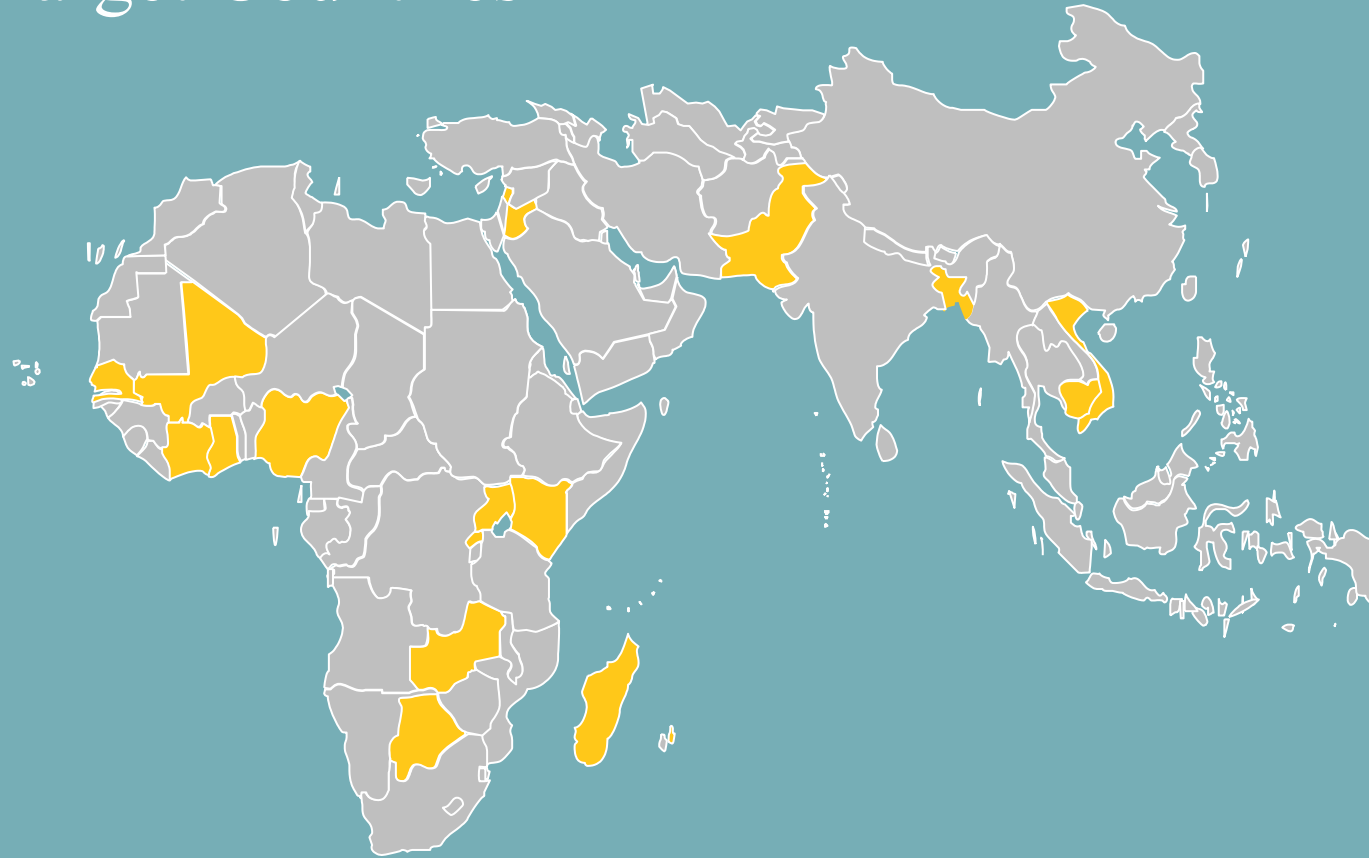
# Project Development Programme (PDP) for developing and emerging markets

- 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 East 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](http://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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