



FOR IMMEDIATE RELEASE

## Sub-Saharan Africa Solar Conference in April to help meet Africa's renewable energy targets

1. Singapore, 19 November 2013 – Tapping on the growing capital and investment interest in solar energy project in the sub-Saharan Africa region, Magenta Global is pleased to announce the inaugural **Sub-Saharan Africa Solar Conference 2014** which will convene in Accra, Ghana from 23 to 24 April 2014.
2. The sub-Saharan Africa region presents lucrative opportunity in solar energy development, with an estimated of more than USD 40 billion a year of investments needed to address the power supply problem currently hindering economic growth. In addition, the governments' have recognised the importance of renewables, especially solar, in the energy supply mix.
3. According to the World Bank, access to electricity for households in Sub-Saharan Africa (SSA) is less than 25%, falling as low as 10% in rural areas. There is an urgent and dire need for SSA to address this crisis. The region receives one of the highest solar radiations in the world, making solar energy an obvious natural energy resource, particularly for off-grid locations limited by transmission and fuel transport networks.
4. This timely conference is a high-level strategic platform to bring together the Who's Who in solar energy infrastructure development to meet the energy demand gap of the SSA nations for rural electrification and for energy intensive industries such as mining, agriculture, real estate development, oil recovery, telecommunications, hospitals, medical & public facilities to explore solar energy investment and deployment. The conference will be attended by government officials together with leading investors, financiers, independent power producers and technology providers.
5. Speakers representing the government of SSA countries will share their plans, policies and incentives for the implementation of solar energy. Businesses will benefit from understanding the economics and technology parameters to ensure stability of energy supply and cut energy costs.
6. Top panel of speakers who have helmed successful projects in the region, international development agencies, investors and financial institutions will also address the conference and share key takeaways of their success.
7. The CEO of the conference organising company, Magenta Global Pte. Ltd, Singapore, Ms Maggie Tan, said “ This conference will provide a roadmap on how the Governments and Industries can work together to tap into solar energy - a clean energy that not only solve Africa's energy crunch but also provides job and stimulate economic growth. Any company that offers products and services related to the development of solar energy project must not miss the opportunity to assess firsthand the opportunities and business potential present in the sub-Saharan Africa region. The combination of the pressing energy shortage situation and the natural resource of solar radiation places sub-Saharan Africa in the optimum position to leverage on the bountiful opportunity that solar energy can offer.” Ms Tan encouraged companies,

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organisations, businesses and government that share Magenta's vision for the future of a sustainable clean energy supply for sub-Saharan Africa to be part of this key event.

8. The conference is organised by Singapore-based Magenta Global and supported by African Network for Solar Energy (ANSOLE), Tanzania Renewable Energy Association (TAREA), Renewable Energy and Energy Efficiency Partnership (REEEP) and Saudi Arabia Solar Industry Association (SASIA).
9. The conference will be held at La Palm Royal Beach Hotel in Accra, Ghana.
10. For more information about the conference please visit:  
<http://magenta-global.com.sg/subsaharanafricasolar2014/>

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Notes for Editor:



### **About Magenta Global – Owner & Organizer**

Magenta Global Pte Ltd is a premier independent business media company that provides pragmatic and relevant information to government & business executives and professionals worldwide. The organization provides the opportunity to share thought-provoking insights, exchange ideas on the latest industry trends and technological developments with thought leaders and business peers. With a strong focus in emerging economies especially in Africa, Middle East & Central Asia, Magenta Global works in partnership with both the public and private sectors.

[www.magenta-global.com.sg](http://www.magenta-global.com.sg).

### **Supporting Organizations:**



### **About ANSOLE - Supporting Organization**

The three main goals of ANSOLE are:

To foster training and education in solar energy at various skill levels (training and education)

To foster research activities in the field of solar energy among African scientists working within Africa and those in the diaspora (research)

To promote and encourage the use of solar energy in Africa (economy, development and environmental protection)

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#### **About SASIA - Supporting Organization**

The Saudi Arabia Solar Industry Association aspires to provide Saudi Arabia solar professionals with the opportunity to meet through workshops, conferences and lectures.

The Saudi Arabia Industry Association aspires to publish white-papers and research reports that aim to assist policy-makers on matters related to solar policies, standards, and product certifications.

The Saudi Arabia Solar Industry Association aspires to assist international solar companies establishing or contemplating the establishment of a representative office in the Kingdom of Saudi Arabia



#### **About TAREA - Supporting Organization**

The objective of TAREA is to promote the sustainable development of Renewable Energy in Tanzania Mainland. TAREA cooperates with all important enterprises in Tanzania, as well as (inter-)national organisations



#### **About REEEP - Supporting Organization**

The Renewable Energy and Energy Efficiency Partnership (REEEP) is a market catalyst for clean energy in developing countries and emerging markets. In this role, it acts as a funder, information provider and connector for up-scaling clean energy business models.

REEEP has a network of Regional Secretariats on the ground around the globe, including China and India, ensuring that all activities are locally relevant and focused. Over its lifetime, REEEP has been supported primarily by governments (Australia, Austria, Canada, the European Union, Germany, Ireland, Italy, Netherlands, New Zealand, Norway, Spain, Switzerland, the US and the United Kingdom), by institutions such as the OPEC Fund for International Development, and by contributions from the private sector. Robust governance and monitoring structures ensure that all contributions are spent transparently and effectively.