

The 'renewables – Made in Germany' initiative's collective expertise

The German Federal Ministry of Economics and Technology (BMWi) has commissioned the German-Bilateral Chambers of Commerce (AHKs), the German Energy Agency (dena), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Germany Trade & Invest (GTAI) to jointly implement the regional activities in South-East Asia under the 'renewables – Made in Germany' initiative. AHKs, dena, GIZ and Germany Trade & Invest have a wealth of expertise in trade promotion and development cooperation, accumulated over the years. Experience and networks in Germany and abroad can be pooled and used to promote renewable energy.



Partners in the 'renewables – Made in Germany' initiative



The German-Bilateral Chambers of Commerce (AHKs) represent German business and support German companies operating abroad. The chambers are responsible for the AHK business trip programme. They organize special events overseas and establish contacts with potential customers and partners in target markets. The local chambers are coordinated by the Association of German Chambers of Industry and Commerce (DIHK).



dena provides industry and export-specific information and advises German companies on issues connected with foreign markets. It also carries out marketing activities for German technologies and companies abroad. The "Solar Roofs Programme" is part of its remit.



GIZ is implementing the Project Development Programme (PDP). PDP organizes information events in Germany and abroad. It is responsible for organising business trips and trips for delegations visiting Germany. Capacity development and policy advisory services complement the range of services offered.



Germany Trade & Invest is responsible for foreign trade, and marketing Germany as a business location. Germany Trade & Invest also provides information about foreign markets.

Further information about activities in South-East Asia and contact details:

www.renewables-made-in-germany.com

www.renewablesb2b.com

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The 'renewables – Made in Germany' initiative

Renewable Energy in South-East Asia

Potentials, opportunities and support for new markets

www.renewables-made-in-germany.com

Renewable Energy in South-East Asia – quality power for the future

Renewables are synonymous with reliability, low energy costs in the long term and reducing pressure on the environment. Cambodia, Indonesia, Laos, the Philippines, Thailand and Viet Nam are rich in renewable energy potentials; German renewable energy companies have broad experience and offer top-quality products and services.

The ‘renewables – Made in Germany’ initiative brings together the two sides to promote renewable energy in the region.

The ‘renewables – Made in Germany’ initiative

→ facilitates and supports business partnerships:

Sector-specific networks and experience in South-East Asia and Germany help matching local and German business partners who then join forces to maximize project opportunities.

→ facilitates technology and know-how transfer:

Companies and high-ranking decision makers from South-East Asia become familiar with current developments in renewable energy technology, the German renewable energy industries and the policy framework. Knowledge is shared and business partnerships strengthened through training activities conducted in cooperation with German companies.

→ fosters renewable energy market development:

Policy advice for South-East Asian governments and business organizations contributes to an enabling environment for private-sector involvement and attracts investments to the region.

In South-East Asia, the ‘renewables – Made in Germany’ initiative is focusing on bioenergy, solar and wind power.

Services offered by the ‘renewables – Made in Germany’ initiative in South-East Asia

■ Information about German technology and South-East Asian markets

Expert lectures in South-East Asia

Local companies gain an insight into possible applications of renewable energy technologies and find out more about the specific know-how of German suppliers and service providers.

Country- and sector-specific market information

German companies learn about market access, the business environment, investment conditions and potentials in South-East Asia.

■ Brokering business partnerships and realizing projects

Trade shows

At trade shows in the region, local companies meet their German counterparts. Energy experts share their knowledge at the ‘renewables – Made in Germany’ exhibition stand.

Business trips to South-East Asia

Business trips from Germany to South-East Asia are organized by the German-Bilateral Chambers of Commerce. These trips establish contact between German and local companies and high-ranking decision makers – an excellent opportunity for networking and exploring possible avenues of cooperation.

Business and delegation visits to Germany

In Germany, South-East Asian executives and delegations see cutting-edge renewable energy technology in action. They have an opportunity to find out about the technology and the framework conditions in place in Germany.

Support to lighthouse projects

Advisory services covering project development, marketing and training activities help realize joint lighthouse projects.

■ Further support activities

Training activities in South-East Asia

Technical, business and management training courses for local companies and business associations facilitate a knowledge transfer between local and German partners.

Policy advisory services for sustainable investment

Policy advisory services support the spread of renewables in the region. Local and German companies alike benefit from improved conditions for market development.

Long-term support for business partners – promoting renewable energy in South-East Asia!

South-East Asia is one of the world’s most dynamic economic regions. Consequently, its energy demand is soaring.

The search for cost-effective alternatives to conventional energy sources is becoming increasingly important. Environmental and climate change concerns are reinforcing this development. As a result, renewables are rapidly gaining ground.

Markets do not yet reach their full potential.

In South-East Asia, interest in renewable energy technologies is already growing fast. Further improvement of regulatory frameworks and development of local capacities of businesses and industrial organizations will enable markets to achieve their full potential. German technology providers are still unclear about the current situation and framework conditions on South-East Asian renewable energy markets. They are hesitant to take the step into the region. This is where the ‘renewables – Made in Germany’ initiative comes in.

The ‘renewables – Made in Germany’ initiative encourages market development in South-East Asia.

The services offered by the ‘renewables – Made in Germany’ initiative are tailored to the needs of specific sectors and technologies. They create tangible value for interested businesses in the region and from Germany.

