



ESECA Closure Event

October 23, 2024



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¿What is ESECA?

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MEDEE
Maitrise Energétique des Entrainements Electriques

M4
MetaIndustry4

Cluster Energia
BASQUE ENERGY CLUSTER

Cluster Power electronics

LE2C
LOMBARDY ENERGY CLEANTECH CLUSTER

+550 companies and R&D centres

DER systems and smart grids

Renewable energies and storage

Digitalisation innovative solutions

ESECA Africa
European Sustainable Energy Cluster partnership for Africa

Cluster Energia
BASQUE ENERGY CLUSTER

M4
MetaIndustry4

LE2C
LOMBARDY ENERGY CLEANTECH CLUSTER

Cluster Power electronics

MEDEE
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Objective

Positioning European companies from the sustainable energy sector in sub-Saharan African markets



Market reports

Senegal



Ghana



Tanzania



Kenya



Rwanda



Networking events in Europe

+70 companies

- Interactive events



-   Lille (Sept. 2022)
-  Gijón (March 2023)
-  Augsburg (Dec. 2023)

- B2B meetings (+150)



- Visits to installations of interest for the energy sector



Internationalisation strategy plan

INPUTS

- Target market analysis
 - Exploratory trips
 - Feedback from EU companies
- International cooperation

OUTPUTS

- European SMEs value chain
 - General approach for the missions
- Most interesting markets to develop business missions
 - Projects funding opportunities

Business mission to Senegal

- Joint mission with another EU Project (AEWEN)
- EU delegation with 17 companies from the energy sector
- Main workshop with key stakeholders from Senegal
- B2B meetings with Senegalese companies on their facilities during the week



July 3-7,
2023; Dakar

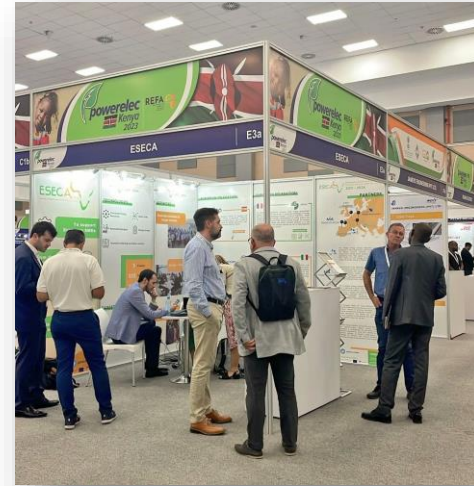


Business mission to Kenya

- EU delegation with 7 companies from the energy sector
- Specific workshop with 40 companies from Kenya
- ESECA booth at POWERELEC. Participating in the tradeshow, REFA congress and B2B meetings



October 2-6,
2023; Nairobi



Business mission to Rwanda

- EU delegation with 4 companies from the energy sector
- Specific workshop with 60 companies from Rwanda and B2B meetings
- Participation in LEAP-RE event



October 9-12,
2023; Kigali



Business mission to Tanzania

- EU delegation with 4 companies from the energy sector
- Specific workshop with 20 companies from Tanzania with B2B meetings
- Collaboration in the agenda with TAREA (Tanzania Renewable Energy Association). Participation in TAREA's Renewable Energy week
- Visit to facilities of interest



June 3-7, 2024;
Dar Es Salaam



Main results – the numbers

OVERALL
SATISFACTION

8

INITIATED
COLLABORATIONS

+100

BUSINESS
PARTNERSHIP
AGREEMENTS

+45

Main results – the experience

1

Analysis and market reports are key to understand these countries before developing a business mission

2

Exploratory trips are important to have an idea of how the organization and events work on these markets, also to make contacts of interest

3

Collaboration between EU SMEs is very relevant to pursue opportunities in these countries. Sometimes these collaboration gives access to projects together

4

To prepare a good agenda of meetings, count with an organisation you can trust and develop meetings at the facilities of the companies you are visiting

5

Organise the mission in the framework of a bigger event. If the meetings you organize are not quite successful, the event will give access to other contacts

6

If possible, collaborate with other similar initiatives. It will give you a broader view and better engagement with key players

What's next?



I know for sure that...

We have a deep database of African contacts in the energy sector

Experience on African countries, their regulation and culture for doing business

We would like to continue our collaboration towards international markets, including other European regions

THANK YOU VERY MUCH FOR YOUR ATTENTION!



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