

## **Jurawatt technology in action in Pakistan: This is just the beginning - much more to come!**

There is a power shortage in Pakistan, even though the country's population consumes less than a quarter of the global average. But there is no shortage of annual sunlight. Each year provides around 300 days of sunlight; the solar radiation amounts to 5.3 kWh/m<sup>2</sup> and day. Great reasons for developing solar energy. However, the environmental conditions can be punishing.

Temperatures of over 50 °C, wind and aridity, desert climate, as well as heat and high air humidity - the demands on solar technology in Pakistan are high and can vary by region; this is where the DESERT technology by the Bavarian solar specialist Jurawatt can prove its strengths, as it is specially designed for extreme weather conditions.

### **The first Jurawatt projects in Pakistan have already been completed**

The authorised distributor for Jurawatt in Pakistan is the Royal Trading Co.; owner Babar Suleman is optimistic: "As authorised distributor from Pakistan we have started installing projects; this is the beginning, lot more to come."

### **Energy policy in Pakistan: positive outlook for solar energy**

Currently, fossil fuels account for the largest share of electricity supply at over 60 percent; second place is claimed by hydropower at 30 percent. Yet between what is known as peak demand and what the power plants can maximally supply, there was once a shortfall of around 5 gigawatts in Pakistan. The consequence was that power in the country would often be (and often still is) simply switched off - resulting in negative implications for living conditions as well as economic growth.

The government has set itself the goal of closing this supply gap by 2018 and substantially increasing the share of renewable energies. Photovoltaics shall also be used to cover the demand for energy, since rural areas in Pakistan are often not connected to the power grid. The regulatory body for energy, NEPRA, has therefore introduced a feed-in remuneration scheme for solar energy, divided among the regions. However, this scheme has also faced some criticism from energy experts. Patrick Thoma: "The conditions are not easy, but we see great potential for our developments and expertise in Pakistan. We also have a strong and reliable project partner for Pakistan in Royal Trading."

### **Interview with Babar Suleman KH., CEO of Jurawatt partner Royal Trading Co. in Pakistan**

#### **Mr Suleman, how long has your company been engaged in the topic of solar energy?**

Babar Suleman: "We shifted our focus towards renewable energies in 2014. This is because, on the one hand, this sector is experiencing rapid growth, and on the hand, it is urgently needed in our country. Demand is constantly rising.

Our company was founded in 1973 by my late father KH Suleman, initially as a trade and import company. I took over the company in 2014 and my goal is now to further expand our positive reputation in the market and also utilise our knowledge and expertise for other sectors."

### **What were your first DESERT module projects?**

Babar Suleman: "Our first project was commissioned in December 2014 and was compelling from the very beginning. It concerned a 10 kW facility. This was followed by a private system of 3 kW and then an 8 kW facility as well as a further facility providing 10 kW. We began in Lahore.

We have now been an authorised distributor for Jurawatt GmbH since January 2016. This represents another milestone in our company's history. Our aim now is to not only be active regionally but also across the whole country. We have accredited distributors throughout Pakistan who we are working with. This will establish Jurawatt as a reliable, well-known brand in the whole of Pakistan."

### **How many DESERT panels have you already installed?**

Babar Suleman: "In a relatively short period of time, outside the 'season', we have already constructed systems amounting to 30 kW. A further 150 kW are currently in the pipeline - these will come online in the course of upcoming months."

### **What are your plans for the future?**

Babar Suleman: "We want to greatly expand our marketing activities and above all utilise social networks, messaging platforms as well as chambers of commerce.

We aim to make our company, our philosophy, DESERT technology and the quality of Jurawatt products well-known throughout Pakistan. This is why we are also organising road shows in order to raise awareness. And we are putting all our energy into this.

So far we have only been involved in the government sector; this should now change. I am convinced that both sides will benefit from this.

In all of this, we wish to uphold our entrepreneurial tradition, our philosophy of friendliness and appreciation of the customer. That is because this forms the strong foundations which I took over from my father - I intend to continue to move in this direction and lead our company to a bright future."

### **Press contact:**

Jurawatt Vertrieb GmbH  
Daimlerstraße 1  
91161 Hilpoltstein / Germany

Phone: +49(0)9174/9778304-13

Fax: +49(0)9174/9778304-24

Email: [info@jurawatt.de](mailto:info@jurawatt.de)

Internet: [www.jurawatt.de](http://www.jurawatt.de)

