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SirajPower CEO Laurent Longuet on the significance of solar

"While traditional energy generation is shifting, renewable energy sources should happen faster to mitigate climate change"

Laurent Longuet
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Tipping point in the pursuit of solar energy utilisation

The Middle East has been rapidly adopting renewable energy, with solar power becoming much more significant for a successful renewable energy shift – it is becoming mainstream.

According to MESIA, energy investment in the MENA region could reach \$1 trillion in the 2019-20233 period.

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Hence, the Middle East is yet to reach its tipping point in the utilization of solar energy.

There's tremendous potential in a region where factors such as the rapid demographic is leading to increased electricity demand. governments have set ambitious targets and have launched positive

programs and initiatives.

We are on the right track but we need to continue tackling some of the obstacles we are still facing in terms of legislation, technology, investments in R&D, financing, procurement and also the enhancement of integration between regional countries.

Mandate for solar power

With technology improving rapidly, individuals are now more familiar with the regulations from governments which are provided in order to help develop the renewable energy industry.

Though significant improvements have been achieved, some of the drawbacks faced in renewables are barriers in scaling up.

As mentioned before, the region has been quick in adopting renewable energy. According to IRENA latest predictions, if the GCC realises its renewable energy plans, the region could create cumulative cost savings of US\$76 billion by 2030.

For instance, the region's installed power capacity grew fourfold between 2014 and 2017.



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The UAE is leading the way by hosting 68% of the GCC's installed renewable energy capacity and hopes to generate 50% of its power from renewable with long-term Energy Strategy.

For the moment, a significant share of renewable energy capacity installed by 2030 is expected to emanate from the MBR solar development. But Dubai, the most mature market in the region, is relying as well on the successful implementation of its ambitious Shams rooftop solar programme to meet its 75% clean energy goal by 2050.

If the regulatory framework could surely be improved, it is already sufficient for a wide adoption of the solar rooftop solutions throughout Dubai.

Today, the public sector serves as role model, paving the way for the private sector to adhere to this national ambition of having solar rooftop on every roof by 2030.

As a company, this is what SirajPower thrived to do since its establishment by encouraging businesses to go green.

We are witnessing positive moves with over 50MW secured to date and the largest portfolio in the market.

Rapidly evolving technology dampening enthusiasm?

I do not think that this would act as a deterrent for those adapting sustainable ways to harness energy since as I mentioned earlier, we live in a world where technology is improving rapidly.

Taking into consideration solar panels from the past and comparing them to the current, we only notice that the benefits outweigh the drawbacks.

Solar panels being produced in recent years are better developed. It's however better to start saving energy, reducing your electricity bills and carbon footprints now than later. There can only be benefits.

Talking limitations

As the market continues to grow, some of the limitations related with solar energy are, firstly, the availability of talents to develop this potential market.

Some limitations come today as well from the rate at which clients adapt this energy.

Our ultimate vision is to contribute in changing the way the world is powered, starting with the Middle East.

We want to continue encouraging businesses to adopt renewable energy sources for a better future, especially solar power as it remains highest value in the region.

We aim to further cement our position as the regional champion in solar distributed energy in the UAE and the Middle East.

Climate change

While traditional energy generation and consumption are slowly but massively shifting, renewable energy sources should happen faster to mitigate climate change.

This became even more critical at a time young people across the world are speaking against government and business leaders to take action and protect the planet.

The Middle East has around half its population under the age of 25, thus has the potential to make significant contributions to the sustainable development of the region and the world.

Educating potential customers

The solar market in the region is growing steadily with governments' resilience to diversify their economy and invest in renewable energy. We have seen a lot of positive initiatives and policies to encourage the adoption of solar energy.

We encourage and educate our customers through the company's dynamic promotions, business-friendly and innovative solar financial models which are customized to make it easier to use and more accessible.

As one of the pioneers in developing the solar industry in the region, SirajPower is privileged to share its expertise and experiences through various national and regional solar speaking engagements which create awareness, inform and educate customers on the importance of solar energy and its benefits on their business and our environment.

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