



Solar PV and Wind Target Market Study

Client:

Delegation of German
Industry and Commerce in
Kenya (AKH)

Location:

Nairobi, Kenya
Dar es Salaam, Tanzania

Start Date:

April 2013

Completion Date:

June 2014

Key Services:

- ▷ Solar PV Assessment
- ▷ Stakeholder Interviews
- ▷ Market Analysis

In 2013, ASD provided a detailed assessment of the potential of solar PV and wind for different market segments in Kenya and Tanzania for the Delegation of German Industry and Commerce in Kenya (AKH). The assessment also identified potential clients and business partners for German companies.

OVERVIEW

This assessment involved interviews with key public and private sector stakeholders in the solar PV and wind markets in Kenya and Tanzania. ASD also ran an analysis of market potential for solar PV and wind energy in both countries. For an integrated understanding for German companies looking to energy the East African market, ASD included a detailed description of market players including the public, private and donor sectors.

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