

LIGHTING AFRICA 2010 - MEDIA FACTSHEET

What is Lighting Africa's international business conference & trade fair?

- The Lighting Africa International Business Conference & Trade Fair is Sub-Saharan Africa's most important conference and trade fair of its kind. Held every two years, the conference aims at promoting the use of affordable and high quality off-grid lighting products and services targeting low-income populations in Sub-Saharan Africa

When and where is the conference taking place?

- Lighting Africa's second International Business Conference & Trade Fair on energy access and off-grid lighting will be held May 18-20, 2010 at the Safari Park Hotel in Nairobi, Kenya. The first conference was held in Accra, Ghana in May 2008

What are the main objectives of the LA 2010 conference?

- The conference will deliberate and discuss on ways of expanding the market for off-grid lighting products and services in Africa
- Interactions and engagement with the government and key stakeholders should contribute towards lowering some of the existing market, policy and regulation barriers
- The conference aims to increase investor awareness of the significant market opportunities for improved lighting products and services in sub Saharan Africa;
- To link global investors with local suppliers and service providers, and
- To share business and financing model structures

How is the LA 2010 conference structured?

The Conference will include:

- **Conference and knowledge exchange** sessions
- **A Trade Fair and Exhibition** where companies will showcase their latest products and technology advances
- **Lighting Africa Outstanding Product Awards ceremony** that will recognize outstanding off-grid lighting products available for purchase in Democratic Republic of the Congo, Ethiopia, Ghana, Kenya, Rwanda, Senegal or Tanzania
- **Side events** which focus on specific issues

Who are the main participants to the LA conference?

- The Conference is expected to **attract about 500 participants and 60 exhibitors over a three-day period**. Participants from across Africa and around the world will include delegates from the global off-grid lighting industry, entrepreneurs, manufacturers, distributors, energy service companies, equipment and service vendors, financial institutions, bilateral and multilateral organizations, senior policy makers, end-users, academia and others

Which companies will be presenting at the conference?

- **Multinationals:** SANYO, Philips, OSRAM and Schneider Electric
- **Financial institutions:** Acumen, Global Nature Fund, Tujijenge Africa, C-Quest Capital, LLC, E+CO and IFC's Cleaner Technologies Program
- **Off-grid lighting companies:** Thrive, D-Light, Barefoot, Sun Transfer, Sunlabob, Zara Solar, Wilkins Engineering

- **Research and academic institutions:** Humboldt State University, Lawrence Berkeley Laboratory, Fraunhofer Institute for Solar Energy and The Energy & Resources Institute (TERI)
- **Government Agencies:** Tanzania Rural Energy Agency, Liberia Rural and Renewable Energy Agency, Senegalese Agency For Rural Electrification (ASER), etc
- **Trade association:** China Solid State Lighting Alliance
- **Standards organizations:** Kenya Bureau of Standards, Ghana Bureau of Standards (GBS)
- **Marketing powerhouse:** TNS/research International
- **International and multilateral organizations:** UNIDO, GTZ, Clinton Foundation, etc

What will be the focus of the discussions at Lighting Africa 2010?

Discussion will revolve around the following:

- Industry insights on critical business and technology matters
- Innovative business and service delivery models to tap into this new market where consumers spend \$18 billion annually on fuel-based lighting
- The latest industry & market trends and forecasts including opportunities and challenges
- Consumer preferences in off-grid lighting with respect to service, quality and affordability
- Critical quality standards and certification issues

What outcomes should be expected of Lighting Africa 2010?

- The Lighting Africa 2010 Conference will offer many opportunities for business entrepreneurs to link up with international distributors interested in distributing off-grid lighting products
- The event is anticipated to forge partnerships and distribution agreements between international manufacturers of off-grid lighting products and distributors based in Africa
- Participants will witness the most recent market and technological trends and access the latest products, services and cutting-edge technologies from exhibiting companies
- Public recognition to off-grid lighting products that deliver affordable and quality lighting to low-income earning populations in eight Sub-Saharan African countries
- Winners of the Lighting Africa 2010-Product Award Competition will be announced during a gala dinner at the Conference. Winning products will be granted the rights to display the mention "Winner of the Lighting Africa Outstanding Product Award 2010" on packaging and marketing materials

Who is organizing the Lighting Africa 2010 Conference?

- Organized by Lighting Africa, the international conference and Trade Fair is a global event meant for the entire off-grid lighting community worldwide

What is Lighting Africa?

- Lighting Africa, a joint World Bank and IFC program, seeks to accelerate the development of markets for modern off-grid lighting products in Sub-Saharan Africa where an estimated 10 to 30 percent of household incomes is spent on hazardous and low quality fuel-based lighting products.
- The goal is to mobilize and provide support to the private sector to supply quality, affordable, clean and safe lighting to 2.5 million people by facilitating the sale of 500,000 off-grid lighting units by 2012 while, at the same time, creating a sustainable commercial platform that will realize the vision of providing 250 million people with modern off-grid lighting products by 2030.
- This platform will provide an avenue for social, health and economic development, especially for households and small businesses that will realize significant cost savings and increases in productivity.

Who are Lighting Africa's partners?

Lighting Africa is a donor-funded program implemented in partnership with:

- Africa Renewable Energy Access Grants Program (AFREA)
- Asia Sustainable and Alternative Energy Program (ASTAE)
- Energy Sector Management Assistance Program (ESMAP)
- Global Environment Facility (GEF)
- Good Energies Inc.
- Luxembourg
- Norway
- Public-Private Infrastructure Advisory Facility (PPIAF)
- Renewable Energy & Energy Efficiency Partnership (REEEP)

For more details

- Lighting Africa website: www.lightingafrica.org
- Lighting Africa conference website: www.lightingafricaconference.org