Step up your PV game with SegenSolar

Guest speaker
Jacolien Richards
Sales Manager

September 1st
3pm CAT

Organised by
AFSIA
Africa Solar Industry Association
MEMBER'S RESOURCES

AND BENEFITS

COMPANIES DATABASE
B2B MATCH-MAKING
EVENTS PROMOTION AND MANAGEMENT
WHO'S WHO INTERVIEW
PROJECTS DATABASE
TENDERS DATABASE
WEBINARS & PRODUCT SHOWCASE
JOB PORTAL

AFSIA SERVICES

AFSIA
Africa Solar Industry Association
AFSIA ACTIVITIES HIGHLIGHTS - 2021

**Launch Annual Outlook Report**
- **AFSIA Solar Awards**
- **16 NOV**
- **2021**

**Green Hydrogen opportunity for Africa**
- **POSTPONED Conference: DRC Solar Trade Mission**
- **16 NOV**
- **2021**

**Latest tech updates for large-scale solar (LONGi)**
- **Optimize ROI with SA 100MW threshold**
- **20 SEP**
- **2021**

**Trina Solar**
- **SustainSolar Energy Financing**
- **28 OCT**
- **2021**

**Jinko Solar**
- **Segen Solar Portal**
- **28 OCT**
- **2021**

**C&I in SADC countries (Segen Solar)**
- **Irrigation solaire (FR)**
- **14 SEP**
- **2021**

**PV-diesel hybrids in Nigeria (Elum)**
- **Solar for healthcare**
- **14 SEP**
- **2021**

**14 SEP**
- **Small things that make a big difference in solar**
- **2-3-4 NOV**
- **2021**

**Solar for healthcare**
- **TBD (LONGi)**
- **2-3-4 NOV**
- **2021**

**Focus on Storage**
- **14 DEC**
- **2021**

**14 DEC**
- **EV+PV in Africa**

**World Future Energy Summit Abu Dhabi**
- **06.**
Step up your PV game with SegenSolar

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Webinar

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Organised by
AFSIA
Africa Solar Industry Association
Michael Lappin
Sales & Office Manager SADC Manager
South Africa

- 9 years experience in solar industry
- Previously worked with MSolar in Kenya
- Extensive experience working with the sales, financial and stock-holding aspects of a company
- Responsible for the direct management and development of the Cape Town office as well as engaging in market research
SegenSolar (Pty) Ltd WELCOMES YOU
THE WEBINAR WILL START SHORTLY

Should you have any questions, please use the Q&A button and our Technical experts will respond.
WHO ARE WE?

A GLOBAL DISTRIBUTOR AND WHOLESALER OF PHOTOVOLTAIC SOLUTIONS.

Simply put, SegenSolar is a one-stop shop for all things solar with an unrivalled product portfolio. SegenSolar offers dedicated customer support and an impressive distribution network.

EFFICIENT:
- Agility & fast reaction to market changes
- Various delivery and collection options
- Simple design and quote tools

RELIABLE:
- 24/7 access to stock
- Pre- and post- sales support
- 30-day price guarantee*

KNOWLEDGEABLE:
- Technical helpline
- Industry leaders
- SegenSolar Training

Contact SegenSolar (PTY) Ltd | Email: info@segensolar.co.za | Tel: 011 085 2600
**OUR HISTORY**

- **2004**
  - SEGEN Ltd
  - Established in the UK and has since become the largest distributor of PV equipment to the UK

- **2009**
  - SEGEN Ltd
  - Opens Bolton warehouse, solidifying its position in solar

- **2015**
  - SEGEN Ltd
  - Acquires UK Distributor Zenex
  - SEGEN Ltd
  - Introduces complimentary brand ‘Wholegreen’
  - SEGENSOLAR (GmbH)
  - Established as a subsidiary of Segen Ltd in Germany and Benelux
  - SEGENSOLAR (Pty)
  - Established as a subsidiary of Segen Ltd, supplying solar PV to Southern Africa

- **2019**
  - SEGEN Ltd
  - Expands opening Hull office

- **2020**
  - SEGENSOLAR GmbH
  - DE expanded supply into Poland

- **2021**
  - SEGEN Ltd
  - Opens second UK based warehouse in Swindon

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OUR PRESENCE

UNITED KINGDOM: 86 People
- Bolton
- Huddersfield
- Aldershot
- Swindon
- Hull

GERMANY: 17 People
- Cologne
- Benelux

POLAND: 3 people

SOUTH AFRICA:
- Joburg: 116 people
- Cape Town: 25 people

TOTAL: 247
OUR CORE MARKETS

WHICH AREAS DO WE SERVICE?

SegenSolar operates across **three core markets in Southern Africa**, each with unique needs requiring different products and services.

**RESIDENTIAL:** Installers working with **homeowners in South Africa**, mid to high-end price point, usually grid-tied or requiring back-up rather than completely off-grid.

**COMMERCIAL GRID-TIED & STORAGE PRODUCTS:** EPC customers working on **large commercial or industrial-scale installations**. The project-focused nature of these installations requires enhanced levels of account management and service.

**SADC:** Typically, small-scale installers working in neighbouring SADC countries with a focus on Botswana, Namibia, Zimbabwe and Zambia. **Off-grid, Residential, C&I and Utility Scale Projects.**
OUR KEY SERVICES

WHAT MAKES US DIFFERENT?

- Stock holding in JHB, CPT for immediate dispatch and East Rand for collections, **providing payment is cleared by 11h00**
- Access to **future in-bound stock** for project planning
- Kit Builder with **30-day price guarantee**
- Immediate access to **product information and datasheets**
- **Next day** delivery
- **Same day and next day** collections
- **Dedicated** account managers
- **Pre and post** sales technical support
- Regular and **free installer product training**
- Industry news and informed promotions
SEGENSOLAR’S KIT BUILDER SOFTWARE IS A UNIQUE, FREE TOOL AVAILABLE FOR ALL CUSTOMERS VIA THE PORTAL.

This user-friendly tool helps installers **build a tailor-made PV system**, specified as a client requires, with all the components expertly matched.

**THE BENEFITS OF USING KIT BUILDER INCLUDE:**

- **Best price guaranteed** – Additional 3% net saving for any combination of panels, inverter and batteries, installers won’t find those prices anywhere else on the portal
- **Simplicity** – One-click result according to the Kit selected, simply choose from a range of compatible number of panels and batteries
- **Complete and accurate** – Proceed to quote against designs that work with suitably specified additional components required
• 27 years experience in FMCG and renewable energy

• Previously worked with Consumer Goods Council of South Africa, Kellogg Company and Amalgamated Beverage Industries

• Expert at managing diverse customer base

• Responsible for residential sales department and new business development (together 70%+ of SegenSolar revenue)
thank you,