

# SirajPower: Your Partner in Solar in Dubai



The Middle East is said to have an ‘addiction to oil.’ But as crises hit these oil-dependent countries over the recent years, this has already changed.

While countries like Saudi Arabia and the United Arab Emirates maintain their position as two of the world’s leading oil and gas exporters, they are more than welcoming in development of the renewable energy industry. Governments in the region, as well as the private sector, are making a radical shift towards green energy, diversifying their sources of power. One of the most commercially viable alternatives is solar energy. Recently, this has become a major power player in the Middle East which is no wonder: the deserts in this part of the world have a vast solar potential, and challenges which block this potential are being solved over time.

Upon finding an opportunity to enter the solar power industry,

SirajPower launched operations in Dubai in January 2016. The company is dedicated in delivering unique and tailored solar energy solutions, together with custom financing options to suit both the commercial and industrial needs of the clients.

SirajPower is a joint venture between Akuo Energy Solutions, an international company with Dubai-based design office and with a 1GW portfolio of renewable energy projects worldwide under operation, construction or financing; and Corys Environment, the environmental investment arm of Green Coast Enterprises, with a very large footprint in Dubai for many years.

Both have been operating in the field for a number of years and across multiple geographies. It is only in 2016 that the two have merged to provide comprehensive turnkey net metering solutions on solar rooftops in the Middle East starting with the United Arab Emirates.





There is still so much to look forward to about SirajPower according to the company's directors, David Auriau and Laurent Longuet.

"Siraj Power has the primary objective to become the leader in the production of decentralized power in Dubai and in the UAE," the two said jointly in an e-mail.

"First through the deployment of a large portfolio of Roof Top solar systems on commercial and industrial buildings but, in addition, by proposing and implementing innovative hybrid solutions combining solar and storage.

"To achieve this objective, Siraj Power will continue to build-up on its strong local presence in the UAE but we'll soon expand in the other countries in the region where decentralized electricity production by solar can bring significant value to customers. Siraj Power, alongside with its shareholders, will continue investing in the development of solar rooftop and solar and storage solutions."

Currently, SirajPower is the only company in Dubai which offers, under the same umbrella, the full range of activities related to solar net-metering. It is DEWA-certified to offer EPC solutions and licensed to offer leasing solutions.

With a team of 35 experienced and highly qualified people, SirajPower has defined an attractive value proposition for the commercial and industrial sectors in Dubai and the UAE. It has signed the first solar lease agreements, put into operation several solar rooftop systems in Dubai, built a significant pipeline of projects, and made significant steps in securing the financing of pipelines through a dedicated Private Equity Fund incorporated in the DIFC. After only less than two years of operations, SirajPower has already made several accomplishments and projects.

Their most iconic project so far is the implementation of a solar rooftop system on the new Headquarter of Axiom Telecom. This futuristic building

built in Dubai Silicon Oasis will generate a significant share of its electricity from a solar PV system located on its roof. Not only is this building unique by its architecture, it's also one of the most environmentally friendly buildings in the region.

Another noteworthy project by SirajPower is the Dubai Autodrome which will generate more than half of its electricity demand through solar rooftop solutions. That, in turn, makes this venue the most environmentally friendly track in the whole region.



When it comes to projects, a floating solar system is something that the people in Dubai should look forward to. The company is expecting to deploy the first floating solar solutions by early 2018 in Dubai.

SirajPower will do its best and overcome the challenges that are to come. "These changes are so fast and so important that it imposes us to remain agile but in the meantime ambitious. The sky is our limit!"

Another technology that SirajPower is working on is the solar tiles, which are currently being made to be more flexible in terms of the architectural requirements of buildings. There is also a plan by the company to tap the residential market where there is a growing demand from homeowners.

Both Auriau and Longuet recognize that there is competition around. "Our industry is moving extremely fast, both by the technology being used [and] through the business model being successful. Ten years ago, no one was producing electricity with the sun in the region. Today, this is developed everywhere and tomorrow, everyone will produce electricity from [the] roof."

While that is the case, the two assured that



## David Auriau

David is an expert in the infrastructure and power and utilities industries across Asia, Europe, and the Middle East with 20 years of experience. In the past decade, he served as a consultant and/or financier in the renewable energy sector, now working as one of the directors of SirajPower. This French guy is happily married with no kids thus far.



## Laurent Longuet

Working for 8 years in the renewable energy industry in the UAE, Laurent has held several positions in three companies: in MASDAR as a project director of Shams 1, in SunPower, and now in Siraj Power. He has also worked in some countries in Asia. Laurent, who was born in Paris, is a father of 4 boys whom he spends going to deserts, wakeboarding, and kitesurfing during their vacant time.

