

Institute for Decentralized Electrification, Entrepreneurship and Education

"Value Chain of Pico PV Systems"

Rural Energy Access
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Value Chain target country



Sales/Installation

Importer/
Country distributor

Lokal Distributor

Dealer/ Installer

15-35% surcharge

15-25% surcharge

10-30% surcharge

Total surcharge 60-100% (without taxes and logistic cost)

Monetarely Value Chain



Know How /Investment	Production	Sales
Europe	1	<u> </u>
	Mainly Asia	Africa
Asia		
шо	Europe	Asia
US	 Africa	Latin America
Australia		

Value Chain & Component cost



Compone	ents 	Production/ Assembly	Sales/ Installation
Battery	20-30%	Mainly Asia	Africa
Solar Module	20-25%	Europe	 Asia
LEDs	10-20%	Africa	Latin America
Others (e.g.Cable Housing, Electronics)	25-50%		

Value Chain from Components to Sales



Components	Production/ Assembly	Sales/ Installation
41%	18%	41%
Battery	 Mainly Asia	Africa
Solar Module		 Asia
LEDs	Europe	
LED3	Africa	Latin America
Others (e.g.Cable Housing, Electronics)		

Value Chain for Cost of Ownership



Components	Production/ Assemby	Sales/ Installation	After Sales/ System extention
25%	10%	25%	40%
Battery	Mainly Asia	Africa	Africa
Solar Module	Europe	Asia	 Asia
LEDs	Africa	Latin America	Latin America
Others (e.g.Cable Housing, Electronics)		mbly can help to improve after	o increase market r sales service

Conclusions



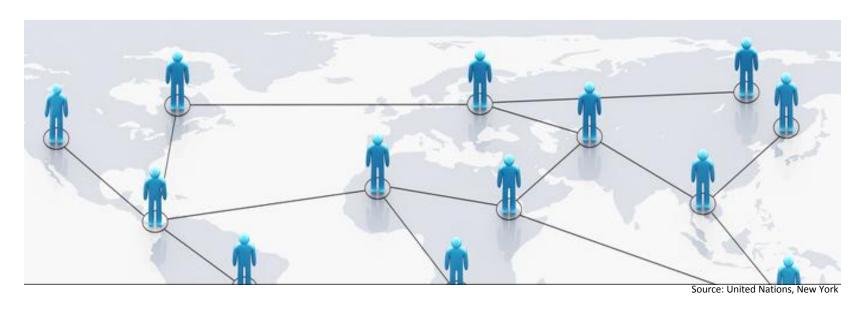
- To develop less developed countries it is important to leave there a bigger part of the value chain
- Local Assembly can increase the local value share by increasing the market penetration including the after sales service
- Example: First Assembly lines in Asia have not been set up to use cheap labor but to reach and develop the local markets
- Local component production is usually the last step to complete the local value chain



Thank you very much for your attention!

For additional information, please visit our homepage:

www.id-eee.net



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