



Strategic vision for green energy transition

## LONGi's products gain fame in Asian, Western, Australian markets

Company's Central Asia Regional Manager **Alex Li** in an interview with Energy Update unveils LONGi's growth plans, quality commitment, and social responsibility; says our CSR initiatives in Central Asia focus on funding education, healthcare, and environmental projects

**EU: Speaking of efficiency, how does LONGi maintain its competitiveness in terms of product efficiency, especially in comparison to other solar panel technologies?**

**AL:** Efficiency is a key area where LONGi excels. Our dominance over competitors lies in the production of both monocrystalline and polycrystalline solar panels. Monocrystalline panels, in particular, are the most efficient type, delivering up to 23.2 percent efficiency based on cutting-edge technologies. LONGi remains ahead of the curve by offering high efficiency at competitive prices, making us stand out in the market.

**EU: Moving on to your commitment to local employment and skill development in Central Asia, could you shed light on LONGi's training and educational programs for the local workforce?**

**AL:** Certainly. At LONGi, we prioritize hiring local talent and providing training opportunities to support the communities in which we operate. Our training and educational programs in Central Asia aim to enhance the capabilities of the local workforce. We believe in creating sustainable employment opportunities and fostering skill development to contribute to the overall growth of the region.

**EU: Regarding environmental and social responsibility in Central Asia, how does LONGi contribute to sustainability, and what are the company's environmental conservation initiatives?**

**AL:** Our primary contribution to environmental sustainability lies in promoting and providing high-quality solar products aimed at reducing carbon emissions. By encouraging the adoption of renewable energy sources like solar power, LONGi indirectly contributes to environmental conservation in Central Asia. We are committed to being a responsible corporate citizen, and our initiatives go beyond business operations to create a positive impact on the environment.

**EU: Lastly, could you elaborate on LONGi's Corporate Social Responsibility (CSR) initiatives in Central Asia, particularly in terms of community outreach programs?**

**AL:** LONGi's CSR initiatives in Central Asia focus on funding education, healthcare, and environmental projects in the communities where we operate. These programs are designed to create a positive impact beyond our business operations. We actively engage with local NGOs and community groups, collaborating on joint projects that address social and environmental issues. Our aim is to contribute meaningfully to the well-being of the communities we serve. ■

In a transformative move to navigate the evolving dynamics of the Central Asian market, LONGi Green Energy Technology Co., Ltd. (hereafter 'LONGi'), a global leader in the green energy sector, has unveiled an enhanced strategy vision.

With a focus on expanding its presence, the company aims to penetrate deeper into the Central Asian market through a multifaceted approach. Mr Alex Li, Central Asia Regional Manager of LONGi, shared insights into the company's initiatives, product excellence, and commitment to local communities in an exclusive interview with Energy Update during the inauguration of LONGi's Lahore office.

**Energy Update (EU): Mr Alex Li, thank you for joining us. To begin, could you elaborate on LONGi's strategy for further exploration in the Central Asian market?**

**Mr Alex Li (AL):** Thank you for having me. LONGi is committed to expanding its footprint in Central Asia by focusing on three key pillars: expanding our distribution network, establishing local partnerships, and introducing innovative products and modules tailored to the specific needs of the region. We are also actively engaging with policymakers to advocate for favorable policies that promote the widespread adoption of solar energy.

**EU: LONGi is recognized globally for its high-quality solar products. How does the company ensure that its products meet the diverse needs of both Western markets and those in Asia, including Australia?**

**AL:** LONGi Group, established in 2000, is the world's largest monocrystalline silicon producer and a major player in the solar industry. We provide comprehensive solar PV solutions that are adaptable to a wide range of project applications. Our products have gained acclaim in Asian, Western and Australian markets due to their high power ratings, energy yields, and proven reliability. LONGi panels are designed for residential, commercial, and industrial applications, offering efficiency and affordability.

