

## MEA &amp; CA Renewable Energy Markets

# LONGi

## Solar's innovative strategies propel growth, sustainability

President of LONGi's MEA and CA region, **Jia Chao**, discusses tailored solutions, community engagement, and future technological leadership; says innovation is our focus to enhance product efficiency, reliability, and cost-effectiveness

### Amer Malik

In a recent interview with Energy Update Magazine, Mr Jia Chao, President of LONGi's Middle East and Africa as well as Central Asia region (hereinafter referred to as MEA and CA region), shed light on LONGi's pioneering approach in the global green energy market. Emphasizing innovation as a driving force, Mr Jia Chao elaborated on the company's commitment to adapting technologies to meet regional demands, navigating challenges, and fostering sustainable growth in dynamic markets. The discussion also delved into LONGi's community engagement initiatives and its vision for leading technological transformation in the renewable energy industry.

**EU: Mr. Jia Chao, thank you for joining us today. Let's start with LONGi's innovative approach to meeting the unique demands of the green energy market. How does the company adapt its technologies to suit the target market while considering specific regional demands?**

**Mr Jia Chao:** Thank you for having me. LONGi's approach revolves around leadership of innovation. We recognize the importance of tailoring our technologies to meet the unique demands of each market. We focus on high-efficiency solar panels, such as the development of ultra-high efficiency modules, which aligns with the growing demand for maximizing energy output within limited space. By adapting our strategies to cater to regional demands, we ensure that our products are well-suited for the specific needs of each market.

**EU: Speaking about the Middle East & Africa (MEA) and Central Asia regions, what is LONGi's vision for sustainable growth in these dynamic markets?**

**Mr Jia Chao:** Understanding the diverse needs and dynamics of each country within the MEA & CA region is at the core of our thought process. We have tailor-made strategies and products to suit specific market conditions, regulatory environments, and energy demands. It is crucial to build strategic partnerships with local governments, businesses, and organizations, and we strive to adapt to the local regulatory framework. Leveraging regional expertise is key to accessing local markets successfully.

**EU: How does LONGi plan to navigate challenges and contribute to the renewable energy landscape in the MEA & CA region?**

**Mr Jia Chao:** Innovation is our focus to enhance product efficiency, reliability, and cost-effectiveness. We invest continuously in research and development to bring cutting-edge technologies that align with the region's renewable energy landscape. Identifying growth opportunities, we expand our presence in emerging markets within the MEA & CA region.

**EU: Turning to community engagement, what initiatives does LONGi undertake to contribute to the communities in which it operates?**

**Mr Jia Chao:** LONGi is committed to community engagement through initiatives such as renewable energy-related workshops, seminars, and training sessions for local

communities, schools, and professionals. Our programs aim to raise awareness and impart knowledge about solar energy and its benefits. Providing job opportunities and skill-upgrading programs for community members is at the heart of our social responsibility. We prioritize hiring locally and offer training programs to enhance the skills of the workforce.

**EU: How does LONGi balance business success with social responsibility, and what impact does this have on the communities it operates in?**

**Mr Jia Chao:** Striking a balance between achieving business objectives and fulfilling social responsibility is crucial for us. Both aspects go hand in hand, especially when executing specific projects in certain areas. We believe in engaging local communities in a meaningful way, creating a positive impact on the lives of all stakeholders. By investing in education, specialized training, health, and the environment, we aim to contribute to the betterment of local people.

**EU: Looking ahead, what are LONGi's future plans in terms of sustainable advantages, innovation, and its role in leading technological transformation in the industry?**

**Mr Jia Chao:** LONGi remains focused on sustainable advantages and innovation. We aim to lead technological transformation in the industry through innovation, R&D investment, and capacity building. Our goal is to bring about a low-carbon transition to the world with clean energy, and we are committed to creating competitive products and solutions. ■



