



STATE OF ISRAEL  
Ministry of Industry  
Trade and Labor  
Foreign Trade Administration  
Investment Promotion Center



Israel  
NewTech

National energy & water program

# Power & Electricity World Africa 2011

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Government of Israel  
Embassy of Israel to South Africa



*The Israel Export & International Cooperation Institute*

[www.israelnewtech.gov.il](http://www.israelnewtech.gov.il)

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## The National Energy and Water Program

Israel NEWTech was established in 2006 under the leadership of the Ministry of Industry, Trade and Labor and with the participation of ten government ministries and official organisations. Israel NEWTech focuses on water and energy technologies and provides an infrastructure that encourages the development of technologies in this sector.

For more information on Israel NEWTech, please visit website: [www.israelnewtech.gov.il](http://www.israelnewtech.gov.il)

## The Israel Export & International Cooperation Institute

The Israel Export & International Cooperation Institute, founded in 1958, is supported by over 2,600 member firms, private sector bodies, and the Israeli government. The Israel Export & International Cooperation Institute promotes business relationships between Israeli exporters and overseas businesses and organisations.

### Energy & Environmental Technologies Department

The IEICI's Water & Environmental Technologies Department has an intimate acquaintance with the Israeli Water, Renewable Energy & Environmental industry exporters, which includes more than 400 companies, and about 100 start-ups. It has a proven ability to identify and match suitable potential business partners, organising one-on-one business meetings and is a focal point for contacts with the government as well as with the industry. By providing a wide range of export-oriented services to Israeli companies, and complementary services to the international business community, the institute helps to build successful joint ventures, strategic alliances, and trade partnerships. Contact:

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## The Trade and Economic Office, Embassy of Israel to South Africa

In light of Israel's rapid economic and population growth, it has become challenging to supply our own peak electricity demands. These challenges are inspiring Israeli researchers and entrepreneurs to work on cutting-edge energy technologies. It has led the government to introduce feed-in-tariffs, for large-scale solar power plants and for PV systems up to 50kWp. That is in addition to the very successful use of solar water heaters by 95% of the households in the country.

Based on decades of Israeli experience in the field of energy, The Embassy of Israel has put great emphasis on building platforms that would enable know-how sharing and technological cooperation between Israel and Southern Africa. Recognizing the strategic importance of alternative energy technologies for the economic growth and prosperity in the region, it has become our priority for cooperation. We believe that international cooperation is essential for keeping Israel's energy industry at the forefront of the global arena.

**Or Pearl**

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[www.israeltech.org.za](http://www.israeltech.org.za)

One goal -  
Wide  
partnership

### The national program is led by:

Ministry of Industry, Trade and Labor Foreign Trade Administration - Investment Promotion Center, Ministry of National Infrastructure

### Members:

The Israel Export & International Cooperation Institute | Prime Minister's Office | Ministry of Finance | Ministry of Foreign Affairs | Ministry of National Infrastructure | Ministry of Environmental Protection | Ministry of Science Culture & Sport | Ministry of Agriculture | Ministry of Negev and Galilee | Public Utility Authority- Electricity | Council for Higher Education Ministry of Industry, Trade and Labor: Office of The Chief Scientist | The Israel Standards Institute | Industrial Cooperation Authority | ASHRA - The Israel Export Insurance Corp. Ltd. | Economic Planning Administration | Knowledge-Intensive Industry Administration | Manpower Training and Development Bureau



**Al Hadeshe  
Green Energy Ltd.**

**Category:** Renewable energy, Analyzers and control systems, R&D

**Sub Category:** off-grid solar systems mobile and stationary

[www.alhadeshe-bps.com/green\\_energy.php](http://www.alhadeshe-bps.com/green_energy.php)

## Company profile

**Date of establishment:** 2008

**No. of employees:** 8

## Background on the company

Al Hadeshe Green Energy Ltd. designs and develops innovative stand-alone solar power systems. Our engineers are experienced with the complex task of integration solar power with energy storage means. Al Hadeshe Green Energy Ltd. has developed the 'Sabra 24/7' - the first Israeli mobile solar generator. Al Hadeshe Green Energy Ltd. is a sister company of 'AL Hadeshe - construction and development', a company for industrial construction with extensive experience with design and construct large scale project such as industrial plants and logistics centers.

## Examples of past projects

The company was partnered to the planning and production of the first large scale solar CPV cogeneration site.

The research and development team of 'Al Hadeshe - Green Energy' was involved in academics researches dealing with analysis and optimization of solar hybrid power system, dynamic behavior of state of the art storage energy devices and solar photovoltaic technologies. The R&D team continues to develop technology that provides each project the optimization for the right solution that will achieve high performance in energy efficiency and reliability.

## Technology & product(s)

**General description:** Solar Powered Generator for supply constant and reliable energy for rural areas as an alternative to the diesel generator.

**Function of the product(s):** Sabra 24/7 - a Mobile Solar Powered off-grid system offer the highest solar power for transportable solar system. Design to deliver power continuously 24/7 uninterrupted to various customers, such as: telecommunication facilities, military surveillance stations, water pumping, homeland security systems, isolated farms. The system has high mobility in off-road conditions, fast deployment at field, free of maintenance. Offer a green, reliable and cost-effective solution.

Sabra2.0 - designed as a complete system solution for remote area power applications. The stationary stand-alone hybrid power system can provide full automatic uninterrupted power output, with advance control and monitoring system. The Sabra2.0 aim to the telecom industry and to the homeland security sector. It based on optimal managing of renewable energy sources along with storage system. This is a modular and integrated system which tailored to the customer demands.

## Objectives / Target companies

Defense forces, telecommunications companies, homeland security companies, isolated farms.



**Category:** Renewable Energy Developer

**Sub Category:** Photovoltaic fields

[www.aravapower.com](http://www.aravapower.com)

## Company profile

Arava Power Company, a Siemens strategic partner, is Israel's leading solar developer. Arava Power brings together the know-how, technology, regulatory expertise and 100% financing for large (up to 50 MW), medium sized (up to 10 MW) solar fields and on industrial and agricultural rooftops (1-5 MW).

The company currently has 350 MW of photovoltaic (PV) projects under development.

**Date of establishment:** 2006

**No. of employees:** 30

## Background on the company

Arava Power Company is Israel's leading solar company and a pioneer in solar fields. The company was founded on 2006. In September 2009 the company joined Siemens as a partner company.

## Examples of past projects

Arava Power is currently constructing a 5 MW PV field at Kibbutz Ketura. It is scheduled to be complete in mid-2011.

## Technology & product(s)

Arava Power Company provides turn-key solar field solutions, that includes 100% of the finance, technology and know-how to provide green energy to national grids, often replacing diesel power stations.

## Objectives / Target companies

Seeking local management teams or partners throughout Africa; can provide to governments the expertise, funds and first large solar field projects.



**Category:** Renewable energy,  
Industrial Batteries.

**Sub Category:** Batteries Refurbishment.

[www.bsi-sa.co.za](http://www.bsi-sa.co.za)

## Company profile

BSI - Battery Solution International is pioneering the field of battery life extension and battery refurbishing for various types of batteries. We have developed an end-to-end innovative and unique solution, utilizing state-of-the-art technology. The entire process is supported by a green eco friendly approach.

**Date of establishment:** 2010

**No. of employees:** 5

## Background on the company

We extended the life of virtually any lead acid based battery, including "dry batteries". Industrial batteries (deep discharge), car batteries (starter batteries), and communication batteries. Extending batteries life effectively provides customers with a new battery, with full warrantee, at a much lower cost than purchasing a new battery. Our propriety technology applies a controlled and automated process.

## Technology & product(s)

### General description:

Our unique proprietary formula

Research and development have led us to find a unique formula, the most advanced of its kind in the world, which refurbishes batteries and extend batteries life.

### Function of the Product(s)

BSI Battery Additive. Our batteries additive is comprised of organic materials, and is completely free of metals and other foreign components. The battery additive is very effective- in just a few days, the additive seeps throughout the battery, and initiates an internal process that protects the battery and extends battery life to record lengths.

## Objectives / Target companies

Large vehicle fleets companies, communication companies, and mining companies.





**Category:** Renewable energy

**Sub Category:** Solar thermal

[www.chromagen.com](http://www.chromagen.com)

## Company profile

Chromagen is a world wide leader in solar thermal energy solutions since 1962. Chromagen manufactures solar collectors and tanks using state-of-the-art technology and is one of the largest manufacturers in the world. Chromagen provides systems and solutions for domestic use as well as more complex large central systems for commercial applications including hotels, hospitals, apartment buildings and industry. Chromagen's systems are sold in more than 35 countries worldwide. The major markets are: Spain, Italy, Australia, Mexico and the USA.

Chromagen's quality management scheme meets with the ISO 9001 standards and uses the highest quality standards of quality according to the leading international testing institutes.

Chromagen products in Europe are also certified by solar KEYMARK - the quality label for solar thermal products.

Chromagen is proud to provide its customers with high quality, efficient systems, and to be an active participant in the worldwide striving for a cleaner environment while harnessing renewable energy sources.

Core competences of the company:

- Highest quality standards
- Global distribution network
- Variety of solutions
- Vast Technical experience
- After sale support
- Profound market knowledge

**Date of establishment:** 1962

**No. of employees:** 200

## Technology & product(s)

**General description:** Solar thermal solutions for water heating.

**Function of the product(s):** Collectors & tanks for residential and commercial water heating.

## Examples of projects

From left to right: A swimming pool in Spain, A hotel in Crete, A house in Wisconsin US, A home in Florida US, A sport club project, sport club project in Spain.



## Objectives / Target companies

Distribution companies that are interested in becoming Chromagen's distributors.

Examples for such companies: Installation companies (water or heat systems installation), Do It Yourself companies, Water tanks manufacturer, Large project contractors, Utilities (electricity providers), Domestic heating product or solutions providers (gas, wood, electricity, oil).



**חברת החשמל**

**Category:** Training services in the electric energy field

[www.energytraining-iec.com](http://www.energytraining-iec.com)

## Company profile

Electrical energy consulting and training (Generation, Transmission & Distribution).

**Date of establishment:** 1923

**No. of employees:** about 14000

## Background on the company

### About IEC

IEC is a government owned Electrical Energy Company based and registered in Israel. IEC is a solo vertical integrated electrical utility in the state of Israel and as such, is responsible for all phases of the "Electrical Energy Chain" in the country (Planning, Design, Construction, Operation and Maintenance) in Secure and Safety mode. The system includes Power Generation, Electric Energy Transmission and Distribution and all Customers supply services. Currently (2010), IEC has an installed capacity of more than 12,700 MW, based on more than 63 units. Steam Power Plants (Coal, Fuel oil and Natural gas fired units), Jet and Industrial Gas Turbine and Combined Cycle units, the peak demand was above 11,200 MW. The transmission lines is based on High-High Voltage lines (400 kV and 161 kV), Substations with 15 MVA transmission capacity. The Distribution system is consists on 44,000 transformers for more than 2.4 million High & Low voltage customers. The Total yearly production in (2009) was almost 55,000 GWH. IEC's Customer services system is based on 5 different districts with industrial, commercial and urban characteristics in desert and mountain areas with a national customer services center to serve the 2.4 million customers. Israel has started in 1996 a reform in the power sector with the goal to introduce 10% of the capacity by IPPs and some privatization of IEC itself. Due to our strong position in this market, the Israeli government is performing all steps in this regard hand in hand with IEC. More see <http://www.iec.co.il>

### About IEC's Training Center

IEC's training is a part of the IEC's Human Resources Division based on five different sections (Management, Data Information, Generation & Transmission, Distribution and Customers Services, Engineering and Project Management). Each section specializes in an area of professional training and together they provide entire solution across all relevant technological and managerial fields. The training Department has been certified with ISO 9001. We, in IEC, feels that the combination of the technical experience presented by IEC field employees, with the didactic knowledge presented by IEC's Training Center employees, are ideal to provide any required training services, to compare and evaluate different equipments and systems in all the aspects of the "Electrical Energy Chain". Since we are an integral part of IEC the Training Center it's able us to provide this combination for any requested training.

## Examples of past projects

IEC's training center yearly activities are more than 800 Courses, about 4,000 training days (75,000 customers working days), in all aspects in the electric energy field.

## Objectives / Target companies

HR (Human Resource) and professionals in charge of training in Eskom, Other Electric energy producers and suppliers (Public and privet sector).





**Category:** Renewable energy

**Sub Category:** Consulting and Engineering services; Back up Power, Mobile Power

[www.interdan.com](http://www.interdan.com)

## Company profile

**Date of establishment:** 1984

**No. of employees:** 15

## Background on the company

Interdan, LTD, is a distributor and integrator of Photovoltaic independent, hybrid(solar/wind/fuel generator) and grid-connected electric power systems.

As distributor, Interdan supplies all solar and wind system components as well as kits for mounting by users and their contractors.

Uses of systems include home and community electrification, power back up to poor utility lines, grid connection with feed-in tariffs, power for telecom, computerized irrigation control, electric fencing and alarm, security and traffic lighting, water flow control and pumping

Interdan also supplies project management services such as: Feasibility studies, Site Analysis and selection, Systems design, Installation Project management, power field monitoring, protection and servicing.

## Examples of past projects

- Grid-connected solar systems, including tracking, starting in 1987 with the first demo system in the country, with a wide variety of private and commercial rooftop systems.
- Solar electric power for villages in The Galilee and The Negev, Israel.
- Security lighting through 700 Kms along borders.
- Solar and solar/generator hybrid power for telecom/radio system in the Sinai.
- Power System design for telecom installations, 2.2 megawatt grid-tie solar field.
- Surveys of solar systems performance for the Ministry of Energy.
- Water flow control systems for the Mekorot water supply Co. and floating solar system for water quality monitoring on the Lake of Tiberias.
- National network of public cellular phones for the Israel Bezeq Telephone Company

## Technology & product(s)

Photovoltaic Panels, Controllers, Batteries, Inverters(static and grid-tie), Inverter-Chargers(back up continuous power), DC Converters, Wind Turbines.

## Objectives / Target companies

- Importers/Installers of photovoltaic systems,
- Institutional and Commercial companies, agrarian and construction developers, defence/security government and private bodies needing solar power for projects.
- Electric Contractors able to sell line back up equipment and solar systems.



**Category:** Consulting and engineering services, Industrial waste treatment, Renewable energy, Solid waste treatment and Recycling, Waste water treatment

**Sub Category:** EPC for Telecommunication, studies and pre-feasibility studies, Supply of Pipes, Valves, Pumps in all grades

[www.www.meb.sg](http://www.www.meb.sg) | [www.nextcomgroup.com](http://www.nextcomgroup.com)

## Company profile

MEB Energy SA is a subsidiary of Nextcom Group and Bruxton Holdings. Both companies' headquarters are in Israel.

Nextcom and Bruxton are a worldwide leading integrator and EPC in the fields of telecom, renewable energy, water solution, Power, Gas & Oil.

Nextcom Group was established in 1992, today it is a listed company in the TLV stock exchange, and employs more than 800 professional engineers and technicians.

The Group has a vast reference of constructing big project for telecom infrastructures, networks integration, large solar farms, water distribution and plants – all with the biggest international clients – governmental ministries, enterprises, telecom operators and more.

All Group projects are conducted fully in-house, from planning & design to implementation and maintenance. The Group enjoys full ISO9001 certificate for all its activity fields.

## Examples of past projects

- Establishment of 150 on-grid solar farms turnkey, in total capacity of 10MW in Israel
- Establishment of 3000 turnkey telecom and cellular sites in Israel and in Africa
- Establishment of 5000km turnkey optical fibers all over Israel
- Construction of 300km water distribution lines in Angola.
- Establishment of municipal and industrial waste water treatment large-scale plants
- The Group was chosen by Better Place and Renault to design and implement the charging infrastructure of the first worldwide electrical vehicle national pilot.
- Power plant in Kazakhstan Supply of Pipes, Valves, Insulation, HVAC and Fire fighting systems, construction of HVAC, Piping, Insulation and steel structures.
- Utilities plant in Kazakhstan Supply of Pipes, Valves, Insulation, HVAC and Fire fighting systems, construction of HVAC, Piping, Insulation and steel structures.
- Gas compressor station in Uzbekistan (Supply of bulk material and equipment)

## Technology & product(s)

Telecom services and integration of all kinds

Telecom infrastructures services

WiMax and WiFi

In-house capabilities of supply and installation of solar and wind turbines powered cellular remote sites.

Water treatment and supply

Waste water collection and treatment

SCADA and control systems

## Objectives / Target companies

Telecom: CTO of the telecom companies

Municipalities and Mining: Directors of the water departments and Telecom departments,

Solar: Eskom, Municipalities; Directors of the power departments.



**Category:** Solar Water Heating

**Sub Category:** solar and electric water heating

[www.nimrod-solar.com](http://www.nimrod-solar.com)

## Company profile

NIMROD was founded on 1967 by Mr. Abraham Trablusky- an experienced manufacturer for SDHW Solar Domestic Hot Water Systems (Flat Collectors and Storage Tanks- Solar and Electrical heating) acting now as the Chairman of Board and the present Managing Director is already held by the youngest son Mr. Rami Trablusky.

**Date of establishment:** 1967

**Number of employees:** 70

## Background on the company

NIMROD is at present the Israeli leading manufacturer for advanced SDHW systems.

All the products, production procedures and production flow are currently supervised, tested and certified by IIS, the Israeli Institute of Standards, QAS the Australian quality Assurance Institute, the Australian Standards Institute, the Spanish INTA institute, the SABS South African Bureau of Standards and more already under certification.

## Technology & product(s)

NIMROD completely designs and manufactures its products. The R&D dept. is currently busy with the developing of the products, which are always far ahead from the existing in the worldwide Solar Thermal industry.

NIMROD made significant investments for the improving of the production procedures and technologies of manufacturing of its products. The new and advanced process of cleaning and internal Enamel coating of the Storage Accumulator Tanks is one of a few made during the last years. The process assures the excellent results of homogeneous Enamel coating to secure a long warranty period. The Collectors are design and produced with Copper tubes at a Drinkable standard. The production assures full heat transfer from the combustion chamber Copper Fins to the Copper grill tubing by updated Ultrasonic welding.

NIMROD exports at the present very successfully to Europe, Australia, Central America, Africa and South Africa, and intends to penetrate also the North and South American Market.

- More then 50 years of commercial activities and experience, of intensive R&D.
- An impressive presence at the SDWH private market in Israel, which is the largest user of this technology in the world (about 90%)
- Manufacturer and distributor of all the products needed for the implementation of a Domestic Solar Water Heating System: Storage Tanks from 30 to 300 liters of volume, Solar thermal Flat Collectors on various dimensions and finishes, components and accessories for the assembling and install of the systems (Connecting Kits) and metal frames (Hangs and Stands).

## Objectives / Target companies

Expansion of the Export and distribution of our products to new markets in the world.

NIMROD set South Africa and the African Continent as a strategic target for the expansion of its commercial export activities.

NIMROD concluded in 2010 its first stage of certification of its systems with SABS and will continue with this process along 2011.

NIMROD started to distribute its Solar Water Heating Systems in South Africa during 2010 through a commercial cooperation established with ELLIES.



**Category:** Electricity, Communication, cable TV, traffic & street light control, water, Irrigation & gas

[www.orldite.com](http://www.orldite.com)

## Company profile

Orlite Industries (Millennium 2000) Ltd. founded in 1959, focusing on development and manufacturing of advanced products and solutions made of composite materials and advanced technologies incorporating the latest technological innovations.

**Date of establishment:** 1959

**No. of employees:** about 150

## Background on the company

As a leading international company, Orlite offers a wide range cost effective high quality cabinets, impressively short time to market for customized or new enclosures and the most advanced UV protection coating system.

Orlite offer the most affordable solution available, for both outdoor and tailor made reinforced Polyester enclosures & bases.

## Examples of past projects

- Siemens - Traffic lightning
- EDP (Electricity De Portugal) - Electricity
- EDF (Electricity De France) - Electricity
- Edesur, Argentina - Electricity
- Thales - Railway signaling
- R&M - Communication

## Technology & products

Orlite offers a wide range of Fiber Glass Reinforced Polyester (GRP) enclosures & bases (available also in DIN standard), including its latest premium BLOOMGUARDTM enclosures line with a unique (patent pending) protective coating layer technology against glass fiber blooming.

Orlite is an ISO 9001:2008 certified company, equipped with the latest laboratory facilities capable to conduct most international cabinet tests such as IEC 60439-5 test and comply with all major international enclosures standards.

Outdoor enclosures key characteristics:

- High resistance to outdoor climate condition.
- High mechanical rigidity.
- Cost effective life cycle - Environmentally friendly.
- High quality cost effective cabinets.
- Wide range and tailor made cabinets.

## Objectives / Target companies

We are seeking for: Distributors and Agents, Strategic Alliances, Potential Customers, Infrastructure Integrators.



**Category:** engineering, consulting installers and service

[www.solarpower.co.il](http://www.solarpower.co.il)

## Company profile

SolarPower Israel Ltd. is a system integration company which provides renewable energy solutions.

We design, integrate, supply and install solar energy systems for grid-connected applications, rural electrification, telecommunications, security applications, irrigation and many more.

**Year of establishment:** 2003

**Number of employees:** 50

## Background on the company

privately owned. Member of the Solidgroup.

## Examples of projects

- Israel, Orange- Solar systems for GSM repeaters, Installed on 2004.
- ETC GSM project during 2005.
- Angola Telcom- supply of solar energy solution for MW repeater.
- MTN Cameroon - supply of 16 solar systems for BTS and MW repeater

## Technology & product(s)

- Kyocera Solar- one of the world's largest solar panels suppliers (Japan)
- SMA- grid-connected inverters (Germany)
- Fronius- grid-connected inverters (Austria)
- Victron Energy- Off-grid sine-wave DC/AC inverters (The Netherlands)
- MorningStar- charge controllers (USA)
- Steca- solar electronics (Germany)

## Objectives / Target companies:

SolarPower Israel Ltd. is a system integration company which provides renewable energy solutions. We design, integrate, supply and install solar energy systems for grid-connected applications, rural electrification, telecommunications, security applications, irrigation and many more.



*The Israel Export & International Cooperation Institute*

[www.israelnewtech.gov.il](http://www.israelnewtech.gov.il) | [www.trade.gov.il](http://www.trade.gov.il) | [www.investinIsrael.gov.il](http://www.investinIsrael.gov.il) | [www.export.gov.il](http://www.export.gov.il)