



PROVENCE PROMOTION

ESE France... tell us

Never without the sun...

ESE is a Belgian company created in 1987 and a historic player in thermal solar energy, but paradoxically the reasons it chose the South are unrelated to the sunshine in the PACA region! Its reasons were logistic and economic! The Belgian company did not have any outlets in France, and has decided to attack the French market because French energy policy now encourages solar power, and it has been decided to set up a commercial outlet with this aim in mind. The beginning of a solar story to which Provence Promotion contributed, and told by Pierre Guedj, manager of the ESE France subsidiary



Pierre Guedj

> A very sunny Belgium...

Pierre Guedj : The Belgian enterprise is specialised in solar thermal energy and it is also one of the pioneer companies in this field; its specialty is that it integrates the entire value chain from research to sale, and including production. The company is now set up essentially in Europe with two leading countries (Belgium and Germany) and also in Asia. In continuing its development, the company's new installation in France, specifically in Gémenos, is consistent with its ambition of capturing new markets, including in France ...

> Solar energy has a bright future again in France

After years of stagnation, solar energy is once again appearing in main land France supported by France's commitments towards Kyoto agreements. An ambitious remotivation program started in 1999 materialises this involvement. The objectives are to install 250 000 solar water heaters in 2010 (compared with 18 000 in 2005). The market is now on a rising curve which should expand, taking account of environmental and social factors and the price of energy. It is estimated that the European thermal solar sensors market (hot water and heating) will be 2.5 million m2 in 2006.

> A spearhead site in Gémenos

In this context, the mission of the Gémenos site is to revitalize the use of solar water heaters in France. The chosen situation is particularly relevant because the Aubagne urban community (GHB) has a very dynamic solar energy policy (Sun festival, installation on public buildings: stadium, school, social housing, etc.).

More globally, the choice of the region has several advantages: an equally determined policy in terms of renewable energies, logistical advantages due to its geographic situation and its infrastructures (airport, roads, etc.) without forgetting a very operational and encouraging welcome with Provence Promotion's services.

> Sunshine and men...

Furthermore, deployment of such a market is related to its training program: many partnerships have been set up in this respect, firstly in the PACA region and also in Colmar, Strasbourg, Toulouse... etc., while Gémenos is the pilot relay for a commercial set up. Job prospects at this location are between 12 and 15 persons if a production (assembly) site is set up, and slightly less if only the commercial, storage and logistic part is implemented.

ESE Belgium :

ESE is a pioneer on the solar energy market, and integrates all techniques specific to thermal solar power as a result of its continuing long term interest in new technologies. In particular, ESE is now recognised as being a specialist in high technology solar water heater systems. The company has set up R&D activities with European research centres (Fraunhofer Institute in Freiburg/Germany; Materia Nova in Mons/Belgium) to achieve this, and has participated or is participating in innovative projects with industrial international groups (LG in Korea, Arcelor in Europe).

For further information:

<http://www.ese-solar.com/ese/accueil.php>

The ESE site

<http://www.enerplan.asso.fr/>

The site of the professional solar energy association