

## Proener tells us

### Provence Has More To Offer Than Just Sun!

If Proener Renewables -the supplier of renewable energy electrical power stations- chose to set up in Provence, the choice was above all a logical one. The strategy is today showing results, as their Director of International Development Javier Asensio Marin confirms.

#### > Spanish roots, but international ambitions!

**Javier Asensio Marin:** Since its founding in 2004, Proener Renewables has acquired a solid experience in the construction of turnkey, photovoltaic solar energy power stations and has rapidly become an industry leader in Spain. With its sights set on wider horizons for growth, the group very quickly decided to expand internationally, setting up in Italy (Milan) and France (Aix-en-Provence).

#### > The appeal of the Provence region?... It's more than just the sun!

**Javier Asensio Marin:** The sun wasn't the only reason we decided to set up in France... even if the Provence region does enjoy a particularly sunny climate. Our decision was heavily influenced by market trends and, indeed, the region chosen was the one that showed the highest rates of attraction. Furthermore, this drive is well supported by excellent rail and air connections with Madrid and other European cities. For us, this was essential.

#### > Green lights all the way!

**Javier Asensio Marin:** Setting up here was made easier by the support we received from Provence Promotion. The development agency gave us the keys we needed to access the local business community, complete all the administrative procedures, find staff and, to start with, find premises in a local business center... This last option meant we could make a quick retreat if the business's development didn't live up to our forecast. Today however, we -the four staff who work in the French branch- have moved into an office in Aix, a sure sign that we have faith in the French market!

### Find out more:

The Proener Group website: <http://www.proener.com>