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PROINSO Strengthens Its Position in Mexico With a New Distribution Partnership



Photo: PROINSO and Solar Power Ground co-exhibited at Green Expo in Mexico City earlier this year

Mexico City, Mexico (29 November 2018): PROINSO, a global leader in the solar energy market, has signed a distribution partnership with Solar Power Group (SPG), a leading solar distributor in Mexico. The synergy will result in an enhanced product and service offering, and higher distribution efficiency.

This distribution partnership will allow the companies to consolidate PROINSO's global experience derived from over 2.7 GW of projects and over a decade of partnerships with world-leading solar manufacturers; and

SPG's position as a leading solar distributor in Mexico. PROINSO and Solar Power Group will provide turnkey professional project services to their clients for commercial and industrial, utility, and residential and off-grid projects. PROINSO's global project experience and long list of corporate and government clients serves as a guarantee of trust and the highest quality of service.

PROINSO's distribution channels will be spread throughout Mexico, with warehouses located in Monterrey, Guadalajara, Manzanillo, CDMX and Nuevo Laredo, resulting in increased speed of delivery and reduced logistics costs, which will ultimately benefit the end customers. Moreover, PROINSO will continue to provide education to solar professionals through training events, webinars and technical consultations. The partnership will also elevate the product mix to include premium brands such as SMA, Jinko Solar, Longi, QCells, BYD, Trojan and PROINSO PV Rack.

Back in 2012, Mexico set an ambitious target to increase the amount of electricity generated through clean energies to 50% by 2050. The solar market in Mexico has faced exponential growth since 2016, reaching 570 MW of installed capacity in 2017. Mexico's differentiated auction system - free of tax incentives and subsidies - is regarded as one of the most sophisticated procurement mechanisms for renewable energy, with the latest auction resulting in the world's lowest average price for solar in a regulated auction.

Pablo Gonzalez, Country Head at PROINSO Americas, said: "We've observed increased speed of activity in the solar market in Mexico this year, so this is the perfect time to strengthen our position and ramp up for an exciting year ahead. We believe we found a great partner in Solar Power Group and look forward to facilitating deployment of new commercial and industrial projects through joint efforts."

Solar Power Group is one of the top-ranked distributors in Mexico providing full support for solar PV projects including engineering, procurement, installation and commissioning. The company has been working with Tier-1 PV manufacturers to offer bankable solutions for residential and commercial solar projects. Their portfolio counts over 50 MW of projects in Mexico supplied since 2014.

Roberto Moreno, Managing Director at Solar Power Group said: "We are excited to join PROINSO's global network and continue our operations in Mexico on a more strategic level. We are confident that this partnership will create an excellent synergy, leveraging our strong client base in Mexico and PROINSO's global expertise, and accelerate the growth of our business both horizontally and vertically. "

About PROINSO www.proinso.net

PROINSO is a global leader in the solar energy market with business units in distribution and integration, technology and project development services. We offer a full-service portfolio for solar projects of all scales, including: procurement, engineering, project development, finance, and construction. PROINSO's Qualified Installer Network is our go-to workforce for installation and O&M services; counting over 2,500 certified solar installers.

PROINSO is trusted by blue-chip companies and governments around the world. Since our establishment in 2006, PROINSO has supplied over 2.7 GW of projects and has operations on five continents. PROINSO is a recipient of the 2018 Queen's Award for Enterprise - the highest accolade for business success in the UK - in recognition of its outstanding performance.