



JJ-LAPP Partners with Clenergy to Make Solar Energy Accessible in ASEAN

The partnership will see JJ-LAPP distributing Clenergy solar mounting gear in 6 South East Asian countries, securing the region's move towards sustainable energy

Singapore, 7 June 2021: JJ-LAPP, the cable technology joint venture of diversified industrial conglomerate, Jebsen and Jessen Group, and LAPP Holding Asia, has expanded their partnership with Clenergy, a globally renowned solar mounting gear provider, for the distribution of Clenergy's products in countries across South East Asia.

The partnership will enable engineering, construction, and procurement companies in ASEAN, including Singapore, Malaysia, Thailand, Indonesia, Vietnam, and the Philippines to access Clenergy's entire portfolio of products through JJ-LAPP's extensive regional network.

Electricity demand in South East Asia (SEA) is increasing at a tremendous rate, projected to [grow at a 3.7% annual rate during 2016-2040](#) – twice the global average. To meet the growing electricity consumption and at the same time achieving ASEAN's [target to secure 23% of their primary energy from modern, sustainable, and renewable sources by 2025](#), SEA countries are substantially scaling up their deployment of renewables in the energy sector.

This has resulted in the SEA region being one of the fastest growing solar energy markets, with the share of renewables in the region's primary energy mix predicted to [rise to 37% by 2040](#). JJ-LAPP and Clenergy's partnership comes at a time when the industry's confidence in investing in renewables is growing due to the region's rising population, economic growth, and nascent renewable energy capacity development.

"The synergy of Clenergy's long-standing experience in the solar energy space backed by the strength of our network and reach within ASEAN will make sustainable energy practices more accessible and drive the industry forward," said **John Hng, Regional Head of Business Development, JJ-LAPP**. "This is an exciting time for us as we continue to pursue growth opportunities while developing the solid foundation that we've built throughout the region.

Mr Hng added that working with Clenergy will augment JJ-LAPP's existing offering of products and solutions for the renewable energy and solar industries, enabling them to offer customers a one-stop solution for all of their product needs.

Clenergy's range of solar mounting gear from their SolarRoof, Ground, Water, and Elevate series, will complement JJ-LAPP's current suite of offerings such as the LAPP solar cables and connectors, Trina solar panels, and Huawei solar inverters to meet the growing demand for renewable energy in the region.

"The use of renewable energy has not just been proven to be beneficial to the environment but has also been seen as a driving factor in aiding the [economy's development](#). We already see a global shift in investment towards renewables, particularly with [solar power in Asia](#), and we hope this promotes industry participation in green technology," Mr Hng said.



Daniel Hong, Chief Executive Officer, Clenergy, said, “We are excited to be partnering with a leading brand like JJ-LAPP. With their network, we aim to bring the latest technology in the sector to local projects in the ASEAN region. This partnership will strengthen the solar industry offerings in the region and enable the industry players to benefit from the quality and technical superiority that we have to offer.”

With the cost of generating renewable energy rapidly declining, ASEAN countries have an opportunity to shift towards more sustainable business practices. Malaysia is already the [world’s third-largest producer of photovoltaic \(PV\) cells](#), while investment in Thailand’s solar manufacturing industry contributes to the PV output for global markets. Singapore is also focusing on solar PV deployment as a sustainable energy source, and is forecasted to [add 1.2GW of new power capacity generated between now and 2030](#).

Partnerships like JJ-LAPP and Clenergy will encourage more companies to go green by offering one-stop easy access to world-renowned and state-of-the-art products and solutions for renewable energy. It is a milestone towards a brighter future for the solar industry that will aid the region in achieving greater renewable energy adoption and increase sustainability efforts.

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About JJ-LAPP

JJ-LAPP was founded as a joint venture between Jebsen & Jessen and LAPP Holding Asia, a subsidiary of LAPP Group in Germany, to become the leading cable and connectivity solutions provider in ASEAN. We bring value to our customers by localising German innovation, manufacturing our high-quality products in Indonesia, and complementing this with a suite of products sourced from world-renowned brands. This enables us to provide a wide range of solutions that maximises return on investment for our customers.

Serving across ASEAN, our team is committed to building trust-based partnerships with our customers and helping them achieve the business success they desire. We are proud to have served the Building Automation, Industrial Automation, Renewable Energy, Original Equipment Manufacturer, Transportation, and Automotive sectors with cable and connectivity solutions since 1980.

For more information, visit <https://www.jj-lapp.com/>

About Clenergy

Clenergy is a high-tech Sino-Australian founded enterprise in the global solar PV industry. We specialize in the development, manufacturing, and engineering of solar mounting gear for your next renewable energy site. With its genesis in Australia and footprint across the world, Clenergy has grown from being a boutique solar solutions provider into a passionate, globally renowned renewable energy company with nearly 500 employees and 7 offices around 3 continents.

For more information, visit <https://www.clenergy.com>