

# First in the Know

Hear it First Here | Sunsynk Monthly | Updates / News

## New Tech In Solar

NEXT  
PAGE

### Interview with Dave Watkins

Sunsynk's Field Sales Technical Manager, page 2.

### A Solar Future

The Innovative Solar Panel Technologies, page 4.

### Know Your Market

Tailoring Your Approach to Different Solar Customer Motivations, page 8.

### Understanding Capital Allowances

Tax Relief for UK PV Installers & Their Clients, page 10.

### Thailand: The Journey to Net-Zero

The Journey to Net-Zero in the Land of Smiles, page 12.

Introducing

# THE ELECTRIC GENERATOR

# Interview with Dave Watkins

## Sunsynk Field Sales Technical Manager

**Interviewer:** Dave, can you tell us about yourself?

**Dave Watkins:** Hi everybody, I'm Dave Watkins, Sunsynk's Field Sales Technical Manager based in the Midlands, I've worked most of my life in the electronics industry specialising in manufacturing and distribution. I have held two directorships; Voltek Automation and Acam Technology, and within these roles I was responsible for sales and marketing. During my tenure at Voltek Automation, I achieved the accolade of becoming a Royal Warrant holder for supplying hi-frequency lighting to Buckingham Palace. A significant portion of my working life has been spent supplying electrical and security installers, which is a business model similar in style to how Sunsynk operates today.

**Interviewer:** What did you do before coming to Sunsynk?

**Dave Watkins:** I was working in the UK security industry supplying electrical wholesalers with CCTV and security products when Keith approached me and offered me the chance to work in the renewable energy market for Sunsynk. My role would be to introduce new Sunsynk products to UK-based installers.

**Interviewer:** What is your current role in Sunsynk - where is your office?

**Dave Watkins:** Actually, my office is mobile. I travel the country with the Sunsynk Demonstration Van which is a fitted out Mercedes Sprinter which has a rear compartment displaying a working inverter and battery-storage set-up. A built-in video monitor assists me in introducing Sunsynk products and operating systems to



potential distributors and installers. In addition, technical colleagues can visit my display to learn about battery storage and inverter systems.

**Interviewer:** What is a normal day in your office?

**Dave Watkins:** My average day is very varied but normally falls into three main areas. Working as part of our external sales team I will attend pre-arranged events to support Sunsynk distributors who are seeking local renewable product installers. I will normally arrive at these events around 7.30 am and prepare the van for use by our distributors. On other occasions, I work directly with installers and technical colleagues and give a presentation to students and installers on how a Sunsynk inverter and battery system work together. The interactive display in the back of the van helps me greatly in demonstrating the workings and ultimately the benefits of our inverter and battery solutions. The third type of role is where we organise regional training days and hire conference rooms to teach interested local installers the technical know-how required when working with Sunsynk products.

**Interviewer:** Can you explain your market area?

**Dave Watkins:** Basically, I cover the whole of the

UK with an emphasis on electrical and renewable distributors and installers.

Sunsynk has many different models of inverter and batteries, which models do you think are doing best? Currently, within the UK, the Ecco Range for domestic installers is the most popular with good sales though we are noticing an upward trend with the Three Phase models. As awareness grows in the commercial sector we expect the 50kW Inverters and the Innagator range to take off.

**Interviewer:** Where do you see Sunsynk going in the next two years?

**Dave Watkins:** I can see more installers switching to Sunsynk inverters and batteries as their efficiency and flexibility have obvious benefits over the competition. I also see an increase in battery storage installation within the UK, as the marketplace has moved from a niche to a core market sector which will expand.

**Interviewer:** What do you do in your spare time Dave?

**Dave Watkins:** As the father of an eleven-year-old daughter, most of my spare time is spent running her around to different friends' parties and school activities. Of course, there's Aston Villa football team which I follow enthusiastically, especially this year when they seem to be doing well.

**Interviewer:** Any favourite hangouts or restaurants?

**Dave Watkins:** My past history of growing old disgracefully has led me on an exploration of numerous watering holes around the world. Lan Kwai Fong in Central Hong Kong was an old favourite. Covent Garden in London and Sukhumvit in Bangkok are also places I have visited in the past. These days though I generally prefer to hang out in haunts closer to home so when I'm not touring the UK in the Sunsynk demonstration van I can usually be found around the Broad Street area of Birmingham.

NEXT  
PAGE



# A Solar Future: The Innovative Solar Panel Technologies Shaping Tomorrow

In recent decades, the solar panel industry has witnessed remarkable advancements, paving the way for a new era of renewable energy. From enhanced efficiency and the introduction of novel materials to cutting-edge manufacturing techniques and flexible designs, these innovations are making solar panels more accessible and efficient than ever before. Let's delve into the pioneering solar panel technology trends that are shaping the future of this industry in 2024.

## **Bifacial Solar Panels: Harnessing Sunlight from Both Sides.**

Bifacial solar panels offer a unique advantage in solar energy generation by capturing sunlight from both the front and back of the module. This innovative design allows them to utilise reflected sunlight from various surfaces, such as the ground, water, or nearby structures, resulting in increased electricity yield. As the global demand for clean energy continues to rise, bifacial solar panels have gained significant traction due to their versatility and efficiency, making them valuable assets in applications ranging from commercial installations to large-scale solar farms.

## **The Dawn of Flexible and Lightweight Solar Panels.**

Continuous advancements in materials and manufacturing techniques have paved the way for the emergence of flexible, thin, and lightweight solar panels, opening up a realm of possibilities for their application in diverse settings. These innovative panels are designed to be adaptable, making them well-suited for a range of uses, from powering portable devices to seamlessly fitting onto curved surfaces. Their flexible nature allows for unconventional placements, including integration into clothing and backpacks, while their lightweight design enhances their installation potential on various structures such as vehicles, buildings, and even spacecraft.

## **Perovskite Solar Cells: A Promising Solution for Affordable Manufacturing.**

As the cost of solar panels has significantly decreased over the past few decades, finding ways to further reduce manufacturing costs has become increasingly challenging. However, the affordability of solar modules is crucial for their widespread adoption. Enter perovskite solar cells, a promising solution due to their low production costs and high efficiency. Perovskites are semiconductor materials known for their crystal structure resembling perovskite minerals, capable of effectively converting sunlight into electricity due to their ability to absorb a wide range of wavelengths.

## **Transparent Solar Panels: Harnessing Energy Without Compromising Aesthetics.**

The advent of transparent solar panels has ushered in a new era of sustainable infrastructure, where windows and building facades can now generate electricity while preserving light transmission and visibility. These groundbreaking panels employ photovoltaic (PV) technology, allowing for seamless integration into architectural elements such as windows and building exteriors. By utilising photovoltaic glass that maintains transparency, these panels serve a dual purpose - creating visually appealing structures while simultaneously generating renewable energy.





NEXT  
PAGE 

### **The Rise of Smart Solar Panels: Unlocking Efficiency and Performance.**

The increasing integration of smart solar panel technologies, including sensors and Internet of Things capabilities, is revolutionising the solar panel industry. This integration enables superior monitoring, maintenance, and optimisation of solar panel performance, leading to enhanced efficiency and effectiveness. By incorporating smart technologies into solar panels, the efficiency and lifespan of solar PV arrays are significantly boosted, promoting a more proactive and responsive method of generating solar electricity and laying the groundwork for a smarter, interconnected energy infrastructure.

### **Optimising Renewable Energy with Energy Storage.**

In 2024, the integration of energy storage systems with solar panels is expected to witness significant advances and updates. One key area of focus is the development of more advanced battery technologies, such as Lithium Iron Phosphate and flow batteries, specifically designed for solar energy storage. These batteries offer higher energy density, longer lifespan, and improved charging and discharging capabilities, allowing for more efficient utilisation of stored solar energy. Sunsynk makes sure its batteries are at the cutting edge of battery technology.

### **Advancements in Efficiency: Solar Panels Reaching New Heights.**

Over the past two to three decades, solar panel efficiency has seen remarkable advancements. In the early days, solar panels had a conversion efficiency of around 10%, meaning they could only convert about a tenth of the sunlight they captured into usable electricity. However, thanks to continuous research, development, and technological breakthroughs, solar panel efficiency rates have increased dramatically. Today, it's common to find solar panels with conversion efficiencies exceeding 20% or even 25%, allowing solar photovoltaic (PV) systems to convert nearly a quarter of the sunlight they receive into clean, renewable energy.

As solar PV module technology continues to evolve, the feasibility of renewable energy is rapidly increasing. Through enhanced efficiency, the integration of smart technologies, and advancements in materials and design, solar power is becoming an increasingly accessible and versatile energy source. The latest solar panel technology advancements are reshaping the way we think about energy and its role in modern life.

# Installer Spotlight

**Name:** Terry Bennett

**Company:** TB Electrics

**Location:** Northwich, Cheshire

**Number of Sunsink Systems Installed:** 140+

**Favourite Sunsink Product:** Our personal pick for favourite product would have to go to the Sunsink 3.6kW Hybrid ECCO inverter due to its flexibility with PV input. This means that the customer can benefit from a larger array across East/West roofs, meaning they can sustain a smoother generation curve throughout the entire day, whilst also avoiding complications with G99 approval.

TB Electrics was established in 2001 with Terry and Louise working together to start the electrical side of the business – Terry was a fully time-served Electrician and had previously worked for a local Electrical firm and Astra Zeneca since the age of 16 before starting up TB Electrics.

In 2011, they saw the direction renewable energy was heading and became MCS Approved installers for Solar PV - the day before the Government halved the FIT rate! From then onwards, they designed and installed Solar PV for many customers as part of any electrical works they carried out.

Solar PV installations are now the main work undertaken by TBE, along with other energy-saving measures such as EV Chargers and LED lighting. We have witnessed the solar industry's ups and downs, often referred to as the 'solarcoaster', and now people are agreeing with what we have been saying for the last thirteen years – the solar industry is changing significantly day by day. Despite these changes, Solar PV remains our passion, and we endeavour to provide bespoke systems for our customers, helping them reduce their electricity bills and enabling a source of

income through exported electricity via the Smart Export Guarantee.

We are a NICEIC approved installer, as well as having MCS accreditations – not only for Solar PV systems but also for battery installations. We are TrustMark and RECC approved, giving our customers peace of mind when choosing a reputable installer. We provide a Ten-Year Workmanship Warranty on all our installations. Our electricians are fully qualified in The Installation of Small Scale Solar Photovoltaic Systems, the Design, Install and Commissioning of Electrical Energy Storage Systems, as well as holding their 18th edition of Electrical Installations and their Inspection & Testing qualifications.

We cover the North West of England, Shropshire, Staffordshire and North Wales. We would be reluctant to provide National cover, as we like to be able to provide a quick onsite presence in the event of any issues, which is less feasible if we are further afield from our installations.

TBE were lucky enough to be one of the first Companies to install Sunsink products in the UK – this was based on Lee Dobson working for us at the time of them starting up over here. They were incredibly helpful when starting up, with training sessions being held at Keith's home! We have maintained a close professional working relationship with the team at Sunsink ever since.

One of our first Sunsink installs was to help a client with a 3-phase commercial system. The building had a 3-phase 100A supply and housed three separate businesses, which was problematic because if all three businesses used 33A at the same time, the power would trip. To overcome this problem, without paying an exorbitant amount for a new connection supply, we designed and installed a 24kW inverter with 45kWh of battery storage for each business, utilising Sunsink's key feature of grid peak shaving, meaning the batteries will only discharge when the incoming grid power reaches 33A per business.

Although this was a challenging first project, we are delighted that these systems are still running smoothly, not only alleviating the issue at hand but also saving the customers money on their electricity bills and reducing their carbon footprint. Regardless



of installation type, be it commercial or domestic, customer satisfaction underpins our company values, which is why we were delighted at the launch of the Sunsynk Support portal. It allows our dedicated post-installation technical support team to receive timely updates from the Sunsynk experts, which we can then relay to our customers and resolve any issues with their systems. We have five-star Google reviews that highlight our dedication to providing excellent solutions for our customers.

To date, we have installed over 145 Sunsynk installations and are very proud of our Master Installer status. The Sunsynk monitoring portal is easy to use and features many controllable variables, which helps us resolve customer queries remotely. We are very excited about the upcoming release of the LifeLink systems, and we have several off-grid installations eagerly awaiting this technology.

We will once again be showcasing our business at the Royal Cheshire County Show in June this year. Last year, we had a working Sunsynk Solar PV system that we used to power a refrigerator which provided visitors, staff and exhibitors with chilled refreshing drinks! Our stall will be bringing this back this year as it was such a hit, so if you're passing, please pop in

and say hello. We look forward to seeing you there. drinks! Our stall will be bringing this back this year as it was such a hit, so if you're passing, please pop in and say hello. We look forward to seeing you there.

**NEXT  
PAGE** 





# Know your Market: Tailoring Your Approach to Different Solar Customer Motivations

As a solar installer, understanding your market is crucial for success. The motivations that drive homeowners and businesses to embrace solar energy can vary greatly, and tailoring your approach to these diverse motivations can mean the difference between closing a deal or losing a potential customer.

Ultimately, each customer wants to know "what's in it for me?" - but the answer to that question varies significantly depending on the individual. While some are driven by environmental concerns, others prioritise energy independence or financial gains. Effective marketing requires speaking directly to these distinct needs and aspirations.

## **The Environmental Crusaders**

This group is driven by a strong commitment to combating climate change and reducing their carbon footprint. When marketing to environmental crusaders, highlight the sustainability benefits using powerful statistics and real-world examples. Emphasise greenhouse gas reductions, resource preservation, and improved air quality. Partner with local green initiatives to boost your eco-friendly credibility.

The key marketing concept here is selling an aspirational vision of creating a cleaner, healthier

world for future generations. Tap into their desire to make a tangible positive impact.

## **The Energy Autonomy Seekers**

For this segment, the allure lies in the freedom and resilience that solar power provides. Market energy independence - the ability to generate their own electricity and reduce reliance on utility companies. Highlight smart home energy solutions like batteries that allow storing surplus production.

The core "what's in it for me?" factor to emphasise is self-reliance and insulation from volatile energy prices or outages. Sell them on taking control of their power needs.

## **The Cost-Conscious Pragmatists**

This group is laser-focused on the financial payoffs - reduced energy bills, return on investment, and tax incentives. Provide detailed cost analyses proving long-term savings. Promote opportunities to generate income by selling excess energy back to the grid. The key value proposition here is the economic benefits. Market solar as a smart financial move that pays dividends over time while taking advantage of evolving energy marketplaces.



## Unified Marketing Strategies

While the core motivators differ, it's possible to create marketing campaigns that resonate with all three segments without alienating any one group:

- **Highlight Multiple Benefits**

Instead of dedicated single-issue campaigns, craft marketing materials that touch on the full range of benefits - environmental, self-reliance, and financial. This casts a wide net and lets each prospect gravitate towards their primary motivation.

- **Use Demographic Segmentation**

Leverage demographic data to tailor marketing tactics. For example, target affluent eco-conscious neighbourhoods with sustainability messaging, while pushing financial angles in more cost-sensitive areas.

- **Embrace Storytelling**

Share diverse customer testimonials and case studies showcasing various "what's in it for me" scenarios brought to life. This makes different motivations more relatable and tangible.

- **Deploy Multi-Channel Campaigns.**

Utilise a mix of traditional and digital marketing channels based on your target personas. This increases the likelihood of reaching all three groups effectively. For example, X (Twitter), Facebook, YouTube, print media, newsletters, events, live info sessions and talks etc.

- **Empower Sales Conversations**

Provide comprehensive training so your team can navigate motivational differences during customer interactions and customise sales conversations accordingly.

By understanding the distinct "what's in it for me" factors driving potential solar customers, you can create marketing strategies and sales approaches that compellingly speak to their unique perspectives. This focused execution will maximise your ability to resonate with diverse customer motivations, driving higher conversion rates and solar adoption.

**NEXT  
PAGE** 



# Understanding Capital Allowances: Tax Relief for UK PV Installers and Their Clients

As a PV installer operating in the UK, investing in the necessary equipment and assets is crucial for the growth and success of your business. However, these capital expenditures can often strain your finances. Fortunately, the British government offers a valuable tax incentive known as capital allowances, designed to ease the financial burden and encourage UK businesses like yours to invest in their future. Moreover, your UK clients can also reap significant benefits from these allowances when installing solar panels.

## What are Capital Allowances?

**Capital allowances are a form of tax relief provided by the UK government that allows businesses to deduct a portion of their capital expenditure on qualifying assets from their taxable profits.**

By claiming these allowances, you can effectively recoup a portion of your investment, reducing your annual taxable income and, consequently, your tax liabilities.



## The Potential Value for UK PV Installers

As a UK PV installer, you can benefit significantly from capital allowances. Many of the assets you invest in, such as solar panels, electrical systems, and other integral features, qualify for these tax reliefs. By claiming allowances on these assets, you can unlock substantial savings, freeing up cash flow for further reinvestment in your business.

## Benefits for Your UK Clients

In addition to the advantages for your business, your UK clients can also capitalise on capital allowances when installing solar panels. By highlighting these tax incentives, you can effectively demonstrate the long-term financial benefits of embracing solar power, making your offerings even more attractive and compelling to potential customers within the UK market.

## How Do Capital Allowances Work in the UK?

The amount and rate of capital allowances vary depending on the type of asset and when the expenditure was incurred. Here's how they apply to common assets for UK PV installers and their clients:

### 1. Plant and Machinery Allowances:

- **Solar Panels:** Classified as "special rate" assets, solar panels qualify for a 6% writing-down allowance annually on a reducing-balance basis for both you and your UK clients.
- **Electrical Systems and Lighting:** These "integral features" also fall under the special rate category, eligible for the 6% allowance.
- **Other Equipment:** Most other plant and machinery assets used by UK PV installers qualify for the 18% writing-down allowance each year.

## 2. Annual Investment Allowance (AIA):

- The AIA is a particularly valuable allowance for UK PV installers and their clients. It allows businesses to deduct up to 100% of the cost of qualifying plant and machinery assets, including solar panels and electrical systems, up to an annual limit of £1,000,000. This can significantly accelerate tax relief and reduce the payback period.

## 3. Super-Deduction and First-Year Allowances:

- Depending on the timing of the expenditure, your UK clients may also be eligible for additional allowances like the 130% Super-Deduction or 50% First-Year Allowance, providing even greater upfront tax relief.

### **The Impact on Your Business and Your UK Clients**

Capital allowances can have a substantial impact on your PV installation business's finances as well as those of your UK clients. By understanding and leveraging these tax incentives, you can position yourself as knowledgeable in your field, and show that you care about them and their business. Remember though PV installers are not tax advisors and should always encourage their clients to seek professional advice.

### **Who Can Claim Capital Allowances in the UK?**

Capital allowances are available to a wide range of UK businesses, including PV installers, property occupiers, investors, income tax payers, and corporation tax payers. Whether you're a small start-up or an established enterprise, these tax reliefs can provide valuable incentives for investing in your business's growth.

By understanding and taking advantage of the UK's capital allowances, PV installers and their clients can unlock significant tax savings, allowing them to reinvest in their businesses and drive growth.

*Disclaimer: This article should not be considered tax advice. Professional tax advice should be sought.*



NEXT  
PAGE





# Thailand: The Journey to Net-Zero in the Land of Smiles

Nestled in the heart of Southeast Asia, Thailand, the "Land of Smiles," is embarking on an ambitious journey to combat climate change and transition towards a sustainable, net-zero future. As the region grapples with the escalating impacts of global warming, such as floods, droughts, and rising sea levels, Thailand's commitment to mitigating climate change has become paramount to ensuring a prosperous and resilient future for its people.

## Renewed Global Impetus and Pressure from COP28

The most recent meeting of the United Nations Climate Change Conference, COP28, concluded at the end of 2023 with a historic agreement to transition away from fossil fuels and towards clean energy, with the goal of tripling renewables capacity by 2030. The meeting also established a framework for climate change adaptation and agreed to the 2024 establishment of the loss and damage fund to assist vulnerable nations affected by climate change. However, the progress made at COP28 is putting pressure on Thailand to cut its reliance on fossil fuels, review its emissions reductions targets to bring these into line with global levels, and step up its adaptation measures - posing a challenge to businesses, especially carbon-intensive industries like the energy sector.

Although Thailand was not among the countries at COP28 supporting the call for phasing out fossil fuels, global trends clearly point in this direction. With over 80% of its electricity supply coming from fossil fuel-powered generation, Thailand is strongly reliant on carbon-intensive energy sources. Nevertheless, meeting the COP28 goal of tripling renewables capacity by 2030 will be a considerable

challenge, and transitioning away from fossil fuels will have unavoidable consequences not just for energy businesses but for manufacturing industries and Thai consumers more generally.

## Thailand's Existing Climate Commitments and the Need for Realignment

In 2021, Thailand pledged to achieve a 30% cut in greenhouse gas emissions relative to the business-as-usual baseline by 2030, rising to 40% with international assistance. Reaching the 40% goal would limit emissions to 333 million tonnes of CO<sub>2</sub>-equivalent (MtCO<sub>2</sub>e) by 2030, just an 11% reduction on 2019 levels. This significantly lags behind the 43% target agreed at COP28. Moreover, Thailand aims for net-zero emissions by 2065, later than the 2050 goal set by most countries.

In light of the heightened global ambition, Thailand may face increased pressure to bring its targets into closer alignment with international norms when submitting its next Nationally Determined Contributions (NDCs) in 2025. However, any tightening will add pressure on the economy, especially the energy sector responsible for 70% of national emissions.

## Thailand's Energy Landscape: Navigating Challenges and Opportunities

Thailand's current energy landscape is dominated by natural gas, which accounts for nearly two-thirds of the country's electricity generation. However, depleting domestic reserves have necessitated an increasing reliance on imported fuel, presenting economic and energy security challenges. To address these concerns and reduce its carbon footprint, Thailand has solidified its commitment to renewable



energy, aiming for at least 50% of new power generation capacity to come from renewable sources by 2050. The Thai government's Long-term Low Greenhouse Gas Emission Development Strategy (LT-LEDS) sets ambitious targets, committing the country to carbon neutrality by 2050 and net-zero greenhouse gas emissions by 2065. Achieving these goals will require a rapid escalation of renewable electricity generation, with the share expected to climb to 68% by 2040 and 74% by 2050.

### **Embracing a Diversified Energy Mix: Paving the Way to Net-Zero**

Thailand's journey towards net-zero emissions is a multifaceted endeavour, encompassing a diverse array of technologies and strategies. While renewable energy sources like solar and bioenergy will play a pivotal role, the country is also exploring innovative solutions such as carbon capture and storage (CCS) for fossil fuel-powered power plants and the integration of green hydrogen into its energy mix.

The Electricity Generating Authority of Thailand (EGAT), the country's largest power producer, has forged a strategic partnership with Mitsubishi Heavy Industries (MHI) Group. This collaboration aims to accelerate knowledge sharing and training, bolstering Thailand's decarbonisation efforts and building upon a long-standing relationship that dates back to the 1960s.

### **Renewable Energy in Thailand: A Blossoming Sector**

Thailand's commitment to renewable energy is already bearing fruit, with 12% of its energy currently generated from renewable sources. The country has set an ambitious target to increase this share to 37% by 2036, marking a significant departure from its historical reliance on oil, natural gas, and coal.

The Thai government has implemented various measures to support the solar market, including feed-in tariffs, an Alternate Energy Development Plan, and incentives for the development of solar photovoltaic (PV) systems. These initiatives have encouraged the adoption of solar power by the middle class and some farming communities that see solar systems and these incentives as a way to reduce their electricity bills.

Moreover, utilities and the tourism industry have embraced solar PV systems as a means to reduce operational costs and promote sustainable practices, respectively. The government's Solar Rooftop Regulations of 2020, akin to a feed-in tariff, further incentivises PV owners by allowing them to connect to the grid and trade electricity.

### **Floating Solar Farms: Innovative Solutions for a Sustainable Future**

In a unique and innovative approach, the Thai government plans to harness the country's reservoirs, typically used for freshwater supply, as bases for floating solar farms. From 2023 to 2025, installations worth 90 megawatts (MW) per year are planned, showcasing Thailand's commitment to exploring unconventional and creative solutions to expand its renewable energy portfolio.

### **Energy Security, Flexibility, and Independence: The Multifaceted Benefits of Net-Zero**

Thailand's pursuit of carbon neutrality and net-zero greenhouse gas emissions extends beyond environmental considerations. By reducing its reliance on fossil fuels and energy imports, the country stands to bolster its energy security, flexibility, and independence – essential factors for long-term economic growth and resilience. Furthermore, Thailand's ambitions align with the broader goals of the Association of Southeast Asian Nations (ASEAN), the world's fourth-largest energy consumer. As ASEAN members collectively strive to wean themselves off their high dependence on fossil fuels, Thailand's leadership in this arena positions it as a pivotal player in the region's decarbonisation efforts.

### **Financing the Net-Zero Transition: Green Bonds and Impact Investing**

The private sector has also embraced Thailand's net-zero journey, evidenced by the growing issuance of green, social, and sustainability bonds. This trend aligns with the global shift towards impact investing, underscoring the recognition that sustainable practices not only benefit the environment but also present viable economic opportunities.

### **A Brighter, Greener Future for the Land of Smiles**

Thailand's journey to net-zero emissions is a testament to the country's unwavering commitment to combating climate change and ensuring a sustainable future for its people. By embracing a diversified energy mix, fostering innovation, and incentivising renewable energy adoption, Thailand is paving the way for a brighter, greener future in the Land of Smiles. As the nation navigates this transition and the various challenges, it serves as an inspiration for other countries in the region, demonstrating that economic growth and environmental stewardship can coexist. But, to achieve this future the question still hangs heavy over many business owners and consumers in Thailand - what will that mean for everyday life and costs over the next 30 years as they travel this road towards net-zero?

**NEXT  
PAGE** 



# THE ELECTRIC GENERATOR



## The Contour

Portable uninterrupted power supply,  
even in the most remote setting.

It's the perfect combination of pure sine wave inverter and Lithium Iron Phosphate batteries.

# Industry Events During Q2/3:

Why not make a plan this year to visit some of the industry events going on around the world. They can help you network, meet potential partners, grow your brand, discover the latest innovations, and connect directly with manufacturers and potential customers.

	<b>UK Solar Summit - London</b> <b>Dates:</b> 4-5 June 2024 <b>Location:</b> Novotel London West <a href="https://uss.solarenergyevents.com/">https://uss.solarenergyevents.com/</a>	
	<b>The Smarter Europe - Germany</b> <b>Dates:</b> 19-21 June 2024 <b>Location:</b> Messe München <a href="https://www.thesmartere.de/home">https://www.thesmartere.de/home</a>	
	<b>Installer Show - Birmingham</b> <b>Dates:</b> 25-27 June 2024 <b>Location:</b> NEC Birmingham <a href="http://www.installershow.com">www.installershow.com</a>	
	<b>11th Power and Energy - Kenya</b> <b>Dates:</b> 26-28 June 2024 <b>Location:</b> Nairobi, Kenya <a href="https://www.expogr.com/kenyaenergy/index.php">https://www.expogr.com/kenyaenergy/index.php</a>	
	<b>Solar &amp; Storage Live 2024 - Vietnam</b> <b>Dates:</b> 10-11 July 2024 <b>Location:</b> Ho Chi City, Vietnam <a href="http://www.terrapinn.com/exhibition/solar-storage-live-london/index.stm">www.terrapinn.com/exhibition/solar-storage-live-london/index.stm</a>	

NEXT PAGE 

## Connect with Sunsynk Today!

Follow us on our social media channels using the QR codes below to stay updated.

Find your nearest distributor using the QR code below and start installing Sunsynk today.

**Link to find out more**

**Follow Us | Contact Support | Share Feedback**



### Beginners

For beginners or if you want to find out more about our inverters and what they can do for you.

Visit: [www.sunsynk.org/ourinverters](http://www.sunsynk.org/ourinverters)



### Approved Installers

To see our approved installers and their locations please scan the code.

Visit: <https://www.sunsynk.org/approvedinstallers>



### Global Sales Team

To contact a member of our sales team please scan the code.

Visit: [www.sunsynk.org/globalsalesteam](http://www.sunsynk.org/globalsalesteam)



### Technical Support

For advice, help or troubleshooting please scan the code.

Visit: <https://www.sunsynk.org/tech-support>



### Our Distributors

To see distributors in your area please scan the code.

Visit: [www.sunsynk.org/ourdistributors](http://www.sunsynk.org/ourdistributors)



### Keith's message to our Sunsynk installers for 2024





## Contact Us

**Website** [www.sunsynk.com](http://www.sunsynk.com)

**Email** [customerservices@sunsynk.com](mailto:customerservices@sunsynk.com)

**Address** 17 Turnstone Business Park, Mulberry Avenue, Widnes, Cheshire, WA8 0WN

**Phone** +44 151 832 4300



For videos & more information, visit our **YouTube** channel



Visit our **Facebook** page for more information



Visit our website for **Distributors** information