

# AEG

## GOOD VIBES, GOOD MATCH, GOODENERGY – AEG DISTRIBUTION IN ARGENTINA



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*Starting in August 2018, GoodEnergy has joined the AEG partner network for solar products, taking up the distribution in Argentina. We have interviewed Julian Bartoli, Goodenergy co-founder and Sales manager, on the new adventure ahead.*

### **Julian, how do the perspectives of the Argentinian market look at present? Who is GoodEnergy aiming to reach with AEG products, where is your target market?**

In spite of the challenges of the peso depreciation, distributed generation and of course renewable energy are one of the main areas of interest for the country (especially under the program RenovAr). The Government recently published new rules for the distributed generation law establishing, among others, the creation of a ca. ARS500 million (14 million USD) fund for the Distributed Generation of Renewable Energies to support homeowners and small and medium-sized enterprises with financing. Distributed Generation will remain a major driver for the Argentinian market and we aim at reaching our customers precisely in this segment with our AEG offer. We mainly target small and medium companies in the residential sector in Argentina. However, we also rely on our project experience with large multinational companies.

### **Tell us more about GoodEnergy.**

Nowadays, we are 11 people in our company, covering regional

sales, corporate and government sales and administration. Our team is a young one: the average age is 29. We are most proud of the loyalty and commitment of our team members: we strive to make our company a most appealing place to work and grow. Talented and committed solar experts are a rare asset in our country and we want our employees to feel motivated in building a bright future for themselves and our company.

### **What makes you special to your customers?**

We take pride in our customer service (from pre-sale to after-sales), and in our way of engaging with our clients: we are young, passionate people and we try to put that into our client service and sales day-to-day business. This has taken us where we are today – nine times awarded with national awards for entrepreneurship and our service model and with a network of over 70 resellers. We highly rely on our committed resellers to help us reach the whole of Argentina in the most efficient way.

### **What is the added value you think AEG will bring to your consumers?**



We believe that partnering with AEG will help us in different ways: first, it's an honor for us to work with such a prestigious brand and with a company such forward-thinking and technology-focused as Solar Solutions. Further, we believe that with the AEG product portfolio we'll bring a quality and technology offer in our country with no match: our country and our customers really appreciate the value of high-end products, so we know AEG solar modules and IMM tech will fit right into our clients' mindset - a great match for the Argentinian solar market.

