

**IFC****International  
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## Media Advisory

# SAVE THE DATE Lighting Africa 2008

**First Global Business Conference for Off-Grid Lighting in Africa  
5-8 May, 2008**

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**Washington, DC, January 16, 2008** –The World Bank Group is inviting the media to attend *Lighting Africa 2008*, the 1<sup>st</sup> Global Business Conference for Off-Grid Lighting in Africa, to be held on May 5-8, 2008. The event will take place at the *La-Palm Royal Beach Hotel* in Accra, Ghana. *Lighting Africa* is a joint IFC and World Bank initiative which seeks to provide modern lighting to the 250 million people in Sub-Saharan Africa who lack access to electricity, by 2030.

Attending journalists and reporters will have the opportunity to meet and interview business CEOs, lighting industry representatives, World Bank Group officials, and top innovators in the field, including the winners of our 2008 global lighting competition, who will be selected at the conference and granted up to \$200 000 for their ideas on the design and delivery of innovative, low-cost, high-quality, non-fossil lighting products to low-income consumers in Sub-Saharan Africa.

The media program will also include a site visit to a local off-grid community to document the need for better lighting solutions, and to capture the impact modern lighting can play in enhancing the quality of life for hundreds of millions of Africans.

The *Lighting Africa* project was officially launched in September of 2007, and aims to facilitate the development of a robust off-grid lighting market in Africa, supporting

business development, increasing economic opportunity. The conference is designed to increase awareness of the significant market opportunities for improved lighting products and services; to link global investors with local suppliers and service providers; to promote entrepreneurial networking; to share market intelligence, business and financing model structures for lighting projects; and to showcase innovative products and promote business development.

The conference is expected to attract more than 300 participants, bringing together a diverse array of global players, from representatives of the global lighting industry to international financial institutions, private developers, governmental and non governmental organizations, and others.

For more information and to register, visit: [lightingafrica.org](http://lightingafrica.org)