

# **Philips Lighting Egypt launches 'Green Switch' campaign**

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**Philips Lighting has launched a campaign in Egypt to promote the very significant benefits of a general switch to energy efficient lighting.**

These include cost and energy savings worth up to EUR120bn world wide, and both a reduction in the load on power stations and consequent environmental benefits due to a reduction in carbon emissions.

The campaign will target both consumers and the business sector, with a message that switching from older inefficient lighting to new technologies will allow immediate energy savings and fast paybacks on your electricity bills. Research from Philips shows an average 40% energy saving is achievable per light point.

One of the key issues that the campaigns intends to highlight is the fact that the current switch over rate to energy efficient lighting in Egypt as throughout the World, is very slow and needs to speed up. At current rates it will take up to 30 years to benefit fully from today's energy savings.

Currently, public and private sector buildings account for 60% of lighting used across the world, and only a small fraction of them use efficient lighting solutions. The switch aims to benefit all energy users during the current economic and environmental circumstances.

Mr. Tamer Aboul Ghar, Country Manager & Lighting General Manager East Africa, Philips Egypt, said:

'There has been a revolution in lighting during the past few years and current technologies can provide savings of up to EUR120bn worldwide annually. Now that the means are available, the crucial step is raising awareness through this campaign.'

The 'Green Switch' campaign was launched at a press conference which took place today at the Four Seasons Nile Plaza and was attended by Dr. Ibrahim Yassin Mahmoud, UNDP Project Technical Director, Energy Efficiency Improvement & Greenhouse Gas Reduction, Mr. Tamer Aboul Ghar, Country Manager & Lighting General Manager East Africa, Philips Egypt, Mr. Ahmed Nabil, Marketing Manager for Philips Egypt, and Mr. Robert Koopman, Segment Manager MEA, Islands & Trade, Philips Lighting Middle East.

'In Egypt, the share of lighting accounts for nearly 23 % of the total energy sold in the country. The lighting consumed by the residential, commercial, governmental and public lighting sectors, represent more than 20% of the total energy consumption while the 3% are consumed by the industrial sector,' said Dr. Yassin

Philips, the world's leading lighting company, is committed to providing energy efficient lighting solutions in Egypt. It is also committed to promoting awareness about the reasons and benefits of a switch to 'Green' Lighting in order to help turn the potential benefits into reality.

(AME Info)