



Feature No. 13: Enersud Indústria e Soluções Energéticas Ltda

Brazil and countries around the world are seeking solutions to the burgeoning energy demand and global pollution issues created by powering their economies. Motivated by the Brazilian market's shift away from conventional petroleum and a budding world market for renewable energies, Bruno Bressan De Cnop founded Enersud Indústria e Soluções Energéticas Ltda in 2002 with the aim of being the first Brazilian company to develop eolic (wind) energy generators for private and public use. Enersud is the brainchild of former business management consultant De Cnop and his father in law, a retired engineer with over 30 years experience working in the energy sector. The business partners combined their experience and interest in creating energy to develop a line of innovative, renewable energy technologies.



As manufacturers of low capacity wind turbines, Enersud Indústria e Soluções Energéticas Ltda has emerged as a leader in the Brazilian renewable energy market. Enersud aero-generators produce between 250-1000 watts of wind energy and are capable of creating small-scale energy networks used to power lights, domestic appliances and telecommunications for sailboats, small businesses, farms, and residences. Enersud's products are being used in 16 of the 27 Brazilian states and have drawn the attention of international clients. By providing electricity and power, Enersud products create the opportunity for development in rural areas in Brazil; a life changing prospect not previously available in many communities. In fact, program planners from the Brazilian government's "Programa Luz para Todos" (Light for All Program) are discussing potential

collaboration with De Cnop, who sits on the executive board of the Associação Brasileira das Empresas de Energia Renovável, to increase access to energy for communities throughout Brazil.

The Enersud product line is evolving based on the superior technology behind the company's small-capacity wind energy generators. Additionally, Enersud offers other energy solutions such as a wind powered water pump, a river current water turbine, and industrial 5 and 10 kilowatt aero-generators, due to be released on the market later this year.

Enersud Indústria e Soluções Energéticas Ltda's long term business strategy is guided by the dynamic concept of sustainability, as De Cnop describes the enterprise's journey as a marathon not a sprint, towards providing the world with low impact, climate friendly, renewable energy sourced by an endless supply of wind - a principle in stride with the World Resources Institute's New Ventures program mission, who has supported the company with business development services. Looking towards the future of energy generation, the innovative minds behind the company strive to perfect the technology behind their products, which has led them to emerge as Brazil's wind energy specialist.

The Enersud team is looking for a US\$500,000 investment to grow their business by increasing production, building up their infrastructure, and hiring new employees. For more information on Enersud Indústria e Soluções Energéticas Ltda, visit <http://www.enersud.com.br/> or see the company's profile at www.new-ventures.org.

Written by Kelly Desy for the World Resources Institute ©2006 - The Rising Ventures Series features innovative small and medium businesses (SMEs) in emerging markets that deliver social and/or environmental benefits. These businesses have been identified through the New Ventures (www.new-ventures.org) and Development through Enterprise (www.nextbillion.net) projects. To view other Features in the Series, visit <http://www.new-ventures.org/risingventures>.