

LONGi Green Energy's Quest for Growth and Sustainability in a Changing Solar Landscape

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LONGi Green Energy Technology Co., Ltd., a leading player in the global solar market, earned a spot on Forbes China's 2022 Top 50 Sustainable Development Industrial Enterprises list on February 7, 2023. Founded in 2000, LONGi focused on customer-driven growth and comprehensive energy transformation. The company's mission to foster a greener world through solar energy led to its establishment of five key business areas: monocrystalline silicon wafer cells and modules, commercial and industrial solar solutions, green energy solutions, and hydrogen equipment. In 2021, LONGi launched a photovoltaic-focused decarbonization program and began producing alkaline water electrolyzers for hydrogen. The company also initiated "PV + Transportation" projects to enhance metropolitan grids and advance green energy adoption. Despite its success, LONGi faced significant challenges due to rapid sector evolution, heightened competition, and the need to integrate new technologies. By late 2023, the company undertook a reorganization, including layoffs, to address an oversupply of solar products and the impact of long-term Chinese subsidies. The case provides insights into balancing short-term performance with long-term technological advancements.

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