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## SOLAR ENERGY POTENTIALS IN SOUTHEASTERN EUROPEAN COUNTRIES

The climate in Southeastern European countries is relatively similar to that of the Middle East and North Africa, where the annual sun irradiation is theoretically high according to Solar GIS data. Today, the photovoltaic systems technology sector is exponentially expanding in the international energy market. The aim of this paper is to study, compare, and analyze this important field in related countries and propose solutions to develop and encourage a solar energy market in Albania, where the economy has been gradually increasing in the last ten years. The potential for a renewable energy sector in Albania is promising, mainly because of the important presence of wind and solar energy resources. An additional objective of this study is to try to apply the results obtained in similar countries in the Balkans to increase the socioeconomic benefits and the creation of job opportunities in the country, as well as contributing to the protection of the environment and economic growth. According to a study by IRENA, published on 2018, renovating energy systems very soon will become more expensive than conventional technology of energy produce. Therefore, the price of fossil fuel has decreased in the last decade followed by the falling price of power renovating technology. This is thanks to developing a stronger global trade of this technology. In this paper, we discuss the importance of exploiting photovoltaic systems in mountainous regions and villages –where public electricity is unavailable – to be widely used in heating, lighting, and irrigation, as well as to support grid systems. In addition, the advantages of photovoltaic technology are introduced and illustrated to motivate public establishments and government owned electrical sectors to use and develop this technology.