

Press Release

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EuPD Research and the British Photovoltaic Association sign agreement

EuPD Research and the British Photovoltaic Association (BPVA) have reached agreement for their close cooperation in the global PV industry. This agreement is wide ranging and signals a commitment to combine their market expertise and through this increase public awareness not only in the British PV market but also on a global scale.

Bonn, Germany / London, UK. The leading research and consulting company in the renewable energy sector EuPD Research has signed an agreement with the British Photovoltaic Association, an industry trade association focused on the technology and application of PV in the UK. The agreement was signed by Daniela Schreiber, Director of EuPD Research, and Reza Shaybani, Chairman of the British Photovoltaic Association.

At the Ecobuild trade fair, on March 1 to 3, 2011 in London, UK, EuPD Research and BPVA will host a Knowledge Center and Presentation Theater located on the BPVA stand. Ecobuild is the largest showcase of sustainable construction products in the world featuring more than 1,300 exhibitors. Since its launch in 2005, Ecobuild has almost doubled in size every year to become the biggest event in the world for sustainable design and construction within the built environment. The show has a number of interactive attractions and live demonstrations including a major Solar feature.

Fruitful Cooperation in the PV industry

Within the scope of this cooperation, EuPD Research will provide BPVA with information on national and international PV market developments on a regular basis as well as expertise on market strategies suitable for furthering the solar industry throughout the UK. EuPD Research will increase market transparency in the UK by offering tailored informational services and analyses based on its in-depth market knowledge and know-how. BPVA members can take advantage of special terms available on EuPD Research's products and services.

"BPVA is delighted to be cooperating with EuPD Research and see great benefit for the association from their expertise and market know-how in the solar sector", says Reza Shaybani, Chairman of the British Photovoltaic Association. "Our members will gain greatly from the high quality market surveys and research data EuPD Research provides which can only help strengthen the PV market here in the UK."

The BPVA has already contributed greatly to raising awareness of green issues in the UK and the significant benefits of PV. "The BPVA has achieved fantastic results in the

past months and EuPD Research is pleased to support the BPVA with our in-depth market expertise during this period of rapid expansion of the PV sector in the UK," says Markus A.W. Hoehner, CEO of EuPD Research. EuPD Research was founded in 2000 and has completed over 600 international research and consulting projects for the solar industry, related associations as well as chambers of commerce and international governments.

If you have any questions, please do not hesitate to contact us:

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Editor's notes

About the BPVA

The BPVA is the only UK-based association dedicated to the PV sector. The BPVA came into existence through a need for a focus on the UK PV sector identified by a number of national and international companies, financial institutions and international PV associations. The mission of the BPVA is first and foremost to be a catalyst to growth in the UK PV sector with a key mission to educate and inform the consumer about the benefits of PV both financially and environmentally.

The BPVA is headquartered in The Building Centre in London, which is set to become the showcase for PV technology in the UK. All those interested in PV will be able to see first-hand what the technology offers, and learn what opportunities PV technology can deliver.

The BPVA is investing in a number of PV dedicated events for 2011 including 'Solar in Farming and Agriculture', 'Solar In The Home' and 'Solar Bankability and Finance', along with taking a major stand at Ecobuild in March.

Editor's notes

About HRCG

The Hoehner Research and Consulting Group (HRCG) incorporates the expertise of EuPD Research, 360 | Consult and 360 | Design. We combine market research with strategic consulting and communication which enables us to provide our customers from governments, associations, chambers of commerce as well as the finance and industry sectors with sustainable integrated business solutions. The effects of our synergies lead to maximum added value.

About EuPD Research

For over a decade EuPD Research has observed and analyzed developments in global solar markets. In more than 600 research and consulting projects in the field of solar we have highlighted a number of factors needed for success in the renewable energy sector. Our customers include governments, associations, chambers of commerce as well as finance and industry sectors.