

## The solar industry on the verge of change: controlling knowledge centrally offers competitive advantages

Bonn. Across the globe, the solar industry is on the verge of a foundational change. The adjustments to the laws for solar electricity subsidies caused uncertainty in Germany and Spain where demand for PV systems has been very strong, and now there are new announcements doing the rounds. The PV industry is expecting a clear oversupply of photovoltaic systems and components in 2009.

“In 2009 we are going to have a worldwide demand of 4.9 GW of PV system capacity. At the same time, the total production capacity which has been announced for 2009 adds up to around 9.2 GW” calculates Markus A.W. Hoehner, CEO of the leading market researcher for the solar industry. This situation is likely to only intensify in the next few years.

At present, the PV market is changing from a supplier’s market to a buyer’s market, which is leading to a considerable increase in competitive pressure and uncertainty on the market.

### The business climate is clearly deteriorating

This was the conclusion of the EuPD Research quarterly Business Climate Index. Although the business situation at present has reached an all time high and has never been better since the vote bringing in subsidies for PV was cast in 2005, the expectations for the future have never been so bad. The same is true of the solar thermal industry, where the surveyed installers evaluated the current situation as very good while simultaneously expecting the worst in the years and months to come.

EuPD Research regularly surveys installers who work in the photovoltaic and solar thermal industries for their Business Climate Index.

You can find the graphs from the most recent Business Climate Index [here](#).

### PV Research Management System (PV-RMS®) for optimal transparency

In a world first, EuPD Research have gone live with an online digital tool, the PV Research Management System (PV-RMS®), which allows customers from the solar sector to meet their individual information needs. “Given the current changes on the market, it is becoming increasingly important for companies to ensure they position themselves properly. The situation calls for companies to evaluate market data and information, analyze it properly and to bring in appropriate measures – and all more quickly than the competition” says Markus A.W. Hoehner as he introduces the system.

The decisive advantage of the system is that all of the data that is relevant for the company can be stored and managed in one place, allowing access from anywhere and by every employee. In addition, the system offers companies the option of exchanging information globally with any employee. “The return on research investment can be greatly increased using our system. While in the past knowledge has only been partly used – or not even used at all – we are now offering our customers the chance to actively exchange knowledge, regardless of their location or time zone” says Hoehner.

- You can find further information about the PV Research Management System (PV-RMS®) [here](#).

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