

Press Release

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European premiere of Joint Forces for Solar Global exceeds all expectations

On June 9th 2011, the exclusive networking event Joint Forces for Solar celebrated its successful premiere in Europe at the Intersolar Europe in Munich. More than 250 participants took the opportunity to inform themselves about current market developments and follow the subsequent exclusive panel discussion.

Bonn/ Munich. After the establishment of the networking series Joint Forces for Solar at important industry exhibitions in the US, the successful premier on European soil took place at Intersolar Europe last week. More than 250 participants showed great interest in presentations on the developments in the European photovoltaic market and the subsequent panel discussion. The event aimed to bring together globally active companies and local installers, and provide an exclusive networking opportunity for market players along the whole photovoltaics value chain. The initiative is powered by EuPD Research, together with their business partner Intersolar. The event was also made possible by industry leaders Bosch Solar Energy AG and Schott Solar, as well as Danfoss, Jinko Solar, REC, Sanyo, Suntech Power Europe and Scheuten Solar.

Targeted expansion of the initiative to Europe

In the opening speech, Markus A.W. Hoehner, CEO EuPD Research, highlighted the importance of the European photovoltaic markets in a global comparison. Current market data was presented in the subsequent keynote speech of Daniela Schreiber, the director of EuPD Research, and it soon became clear why the event's organizers, EuPD Research and Intersolar, decided to launch the Joint Forces for Solar initiative in Europe. With nearly 77 percent, Europe has the highest share of installed capacity in the world. Alongside Germany, the leading market for solar energy, Italy and France are also increasing the importance of photovoltaics in their energy mixes. Whilst at the same time, these markets will be facing significant future challenges as a result of changing legal frameworks.

High level panel discussion about the European PV markets

Europe's significance for the market players was one of the main topics of the event's panel discussion. High ranking representatives from the solar industry, the media and research took part in the hour long panel discussion "The European Solar Landscape – From an Installer Perspective". Among others: Hanna Walter, Head of Strategic Marketing, Bosch Solar Energy AG; Lars Waldmann, Director Public Relations, Schott Solar AG; Arturo Herrero, Chief Marketing Officer, Jinko Solar; John Harald Gronningen, Vice President Sales and Marketing, REC; Björn Emde, Head of Communications, Suntech Power Europe; David Owen, CEO, Solar Media Ltd. and Gerhard Stryi-Hipp, Head of Energy Policy at the Fraunhofer Institute. In addition to discussion among panel participants and with audience members, all panel

participants agreed on one point: solidarity in the solar sector must be intensified in order to achieve common aims and to fasten this technology and its advantages in the minds of the general public. Especially against the backdrop of discussions such as nuclear phase out and climate change all market players should put forth maximum effort to establish photovoltaics as an environmental friendly alternative. Furthermore, markets should be penetrated sustainably and distribution channels should be optimized.

Not only a panel of keynote speakers and numerous supporters show that the event has become a valuable part of the solar industry, but also the response from visitors across the entire solar value chain. The event's organizers were especially pleased by the extent of communication between visitors and panel participants. Particularly installers used the opportunity of an open discussion with the panel. Special attention was paid to two topics. On the one hand, it is necessary from the installer's perspective that emerging markets such as Turkey are developed sustainably by solving existing structural problems together with the public sector. On the other hand, many installers expressed the wish to be more perceived by manufacturers, for example, by extending partnerships with them.

Next event at the Intersolar North America

On July 12th, 2011 from 3.30 pm to 6 pm, market participants will have the chance to take part in Joint Forces for Solar US event, which will be held in San Francisco during Intersolar North America. Further information is [available here](#). In light of the increasing importance of the Asian markets, an expansion of the event is being planned for Intersolar China. More information will soon be available on the website.

More information is available at the Joint Forces for Solar Website: www.jointforces4solar.com

EuPD Research – Head Office

Adenauerallee 134
D-53113 Bonn
Fon +49 (0)228 97143-74
Fax +49 (0)228 97143-11
press@eupd-research.com
www.eupd-research.com

Intersolar – The world's leading trade fair for the solar industry

As defined in their motto "Connecting Solar Business" and supported by 20 years of experience, the Intersolar trade fairs bring together over 3,000 exhibitors and more than 100,000 visitors from the solar industry on three continents. The fair is held worldwide in four cities: Munich, San Francisco, Mumbai and Peking.

The organizers of Intersolar are: Solar Promotion GmbH, Pforzheim and Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG. The fairs in North America, India and China are organized by the international subsidiaries Solar Promotion International GmbH, Pforzheim and Freiburg Management und Marketing International GmbH (FMMI).