

## Press Release

Bonn, July 20, 2011

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### Joint Forces for Solar: Uniting, networking and mobilizing Solar

On July 12<sup>th</sup>, 2011, the Joint Forces for Solar "3<sup>rd</sup> US PV Briefing & Networking Forum" took place during Intersolar North America in San Francisco. More than 170 visitors contributed to the outstanding success of this exclusive networking event. The initiators were particularly pleased that attendees took full advantage of the novel networking opportunities initiated by the event.

Bonn/ San Francisco. EuPD Research and Intersolar, initiators of Joint Forces for Solar, invited industry stakeholders from both a global and local level to an exclusive networking event taking place in the USA for the third time. On July 12<sup>th</sup> more than 170 visitors positioned across the entire value added chain followed the call for discussion and debate to the Innovation Exchange Area at Intersolar North America for the "3<sup>rd</sup> US PV Briefing & Networking Forum". The event opened with a speech given by Daniela Schreiber, Director EuPD Research, where she called upon the audience to not only strengthen the network within the industry but beyond it too. This was followed by a presentation given by Stefan Pietzsch, Senior Analyst EuPD Research, on facts and figures key to US markets and players. Markus A.W. Hoehner, CEO EuPD Research, then took to the stage and addressed the question "California: At the turning point?" "The fact that so many attended our event pays tribute to the level of dedication and commitment the industry enjoys across the board. Solar professionals, multinationals and associations put forth great effort in ensuring that solar reaches as wide an audience as possible whilst at the same time successfully demonstrating that sustainability and profitability are not mutually exclusive," commented Hoehner.

### California will remain the most important PV market in the US

Thus, the foundation was laid for an exciting yet candid panel discussion. Top level industry representatives included Helen Nigg, Manager Sales, Bosch Solar Energy, George McClellan, Technical Sales Manager, REC, Nick Chaset, Director of Market Development and Government Affairs, Q-Cells North America, Matthew Woods, Vice President & General Manager, AEE Solar, Janet M. Gagnon, Esq., CALSEIA. They debated current and future developments in California and other key markets in the US. Similar to the first events in Philadelphia and Los Angeles, visitors were welcomed to actively participate in the panel discussion where critical questions were not shied from. The chance to interact with industry representatives went down well, particularly with installers. Topics such as local incentive schemes and the future of the Californian PV market in general were raised and addressed. Downstream interests well represented by a wide range of market intermediaries clearly underpinned that economic development and the hunger for more electricity will increase yet the need for clean and independent energy will increase even more.

### **Networking Maximized**

The initiators were thrilled with the course of the event. "We see networking among installers, industry representatives and panel participants as particularly positive", summed up Daniel Fuchs, project manager of Joint Forces for Solar at EuPD Research. "This interaction is exactly what the initiative is about, the provision of a platform where globally active companies meet up with local professionals in the region where the events take place", said Fuchs. Particular thanks are expressed by the initiators to event sponsors: Bosch Solar Energy, Q-Cells, REC, Jinko Solar and SES 21 as well as to the media partner PVTech.org for their support.

### **Premier in Texas**

Planning for the next networking opportunity is already in full swing and sees the Joint Forces for Solar initiative premier in Texas. The fourth event is planned to take place on October 18, 2011 in Dallas. Detailed information to be found on our [website](#).

More information on the Joint Forces for Solar initiative can be found on our site: [www.jointforces4solar.com](http://www.jointforces4solar.com)

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With over 3,000 exhibitors and 100,000+ visitors spanning three continents, Intersolar is the world's leading exhibition-series for the solar industry.

Intersolar abides by the guiding principle: Connecting Solar Business. Intersolar is the world's leading exhibition-series for the solar industry. With 20 years of experience and over 3,000 exhibitors and 100,000+ visitors in 2011 spanning three continents, Intersolar has the unique ability to best bring together the solar industry from the most influential markets around the world. Intersolar's global events take place in Munich, San Francisco, Mumbai and Beijing.

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