

Spanish rendezvous for PV industry power-brokers

All eyes in the industry will shortly be on the 25th European Photovoltaic Solar Energy Conference and Exhibition taking place from 6-10 September at the Feria Valencia fairground in Spain. Here PES presents its exclusive preview of the event, which could not have come at a more crucial time for the industry.

This year's PV Industry Exhibition will spread over eight large exhibition halls at the Feria Valencia fairground, covering an exhibition area of 80,000 sq m.

Following requests, the exhibition area has been further extended this year compared to 65,000 sq m in Hamburg last year, to accommodate more than 950 exhibitors from around the world. Manufacturers and suppliers of PV production equipment and materials will account for some 40 per cent while manufacturers of cells and modules will be occupying 37 per cent of the total exhibition space and represent the two largest PV industry sectors at this 25th European Photovoltaic Solar Energy Conference and Exhibition (EU PVSEC).

For some years now, EU PVSEC has combined a respected international scientific conference with a renowned PV Industry Exhibition and trade fair. During five days of conference and four days of trade fair, new products and technical innovations from all areas of the PV industry and from all over the world are on show. This major PV solar event is supported by European and international organisations like the European Commission, UNESCO - United Nations Educational Scientific and Cultural Organisation - Natural Sciences Sector, WCRE - World Council for Renewable Energy, the International Photovoltaic Equipment Association (IPVEA) and by a close institutional co-operation with the European Photovoltaic Industry Association (EPIA). The Technical Programme is coordinated by the European Commission, DG Joint Research Centre.

In his welcoming message to delegates, Dr. Winfried Hoffmann CTO of Applied Materials Solar Business Group and Vice President of the European Photovoltaic Industry Association (EPIA) says: "This worldwide event brings together all actors working towards our common goal to power the increasing energy needs of a still-growing number of global citizens most efficiently and very soon at lowest cost for the different applications.

"While the world saw last year a dramatic break down in almost all industrial sectors due to the worst financial crisis in the last decades, it has been the Renewable Energy sector in general and the PV solar electricity industry and market in particular which showed in 2009 an astonishing increase compared to 2008. The end customer market grew from 5.7 GW most probably well over 6 GW despite the crash of the Spanish market but thanks to about 3 GW new installations in Germany. To fulfil the RES directive it is now of crucial importance that within the National Renewable Action Plan, where all 27 member states have to submit their individual goals by the end of June 2010, every one should understand the full potential of PV and integrate this rewarding technology properly. Based upon our successful "SET for 2020" study, where SEIA (US) has adopted a very similar approach, EPIA has started a study, again with AT Kearney, on PV in Sunbelt Countries. The combination of very high solar irradiation (thus low LCOE) and high electricity costs in these regions will make PV very rapidly competitive. Analysing the market development in

key geographies of the Sunbelt Region like China, India, South Africa, Brazil and Mexico the market potential could by 2020 be similar or even bigger than shown in the 12 per cent electricity share for Europe (390 GW cumulative installations in EU). This could and should then be the starting point to achieve also the millennium goal, namely to successfully fight poverty on a global scale."

In a joint statement Dr Giovanni Federigo De Santi and the Conference Vice Chairman and Dr. Robert Walters said: "Certainly 2010 is a very decisive year for photovoltaic solar energy in Europe... We are confident that this fifth World Conference will provide the best forum to present the latest progress in photovoltaic development and manufacturing. Exciting visions of how massive deployment of photovoltaic systems will look in 10 years from now will be outlined. Our special wish is that this event will foster much stronger joint research on a global scale, for example in the spirit of the existing EU-China, EU-India, EU-US and EU-Japan research co-operation agreements. We urge you to use this week to discuss and explore such opportunities.

"Moreover a vision beyond the 2020 PV targets is permitted on the occasion of our common conference. Will we reach worldwide a global installed PV solar capacity of 3000 GW or even 4,000 GW and reduce investment costs largely? During the Conference week you will have the opportunity to discuss and assess such long-term visions." ■

For more information, please visit www.photovoltaic-conference.com