

German PV Market Executive Workshop Q2/09

EuPD Research & Solarpraxis Event



Discuss and Network with Other Experts

When

Date: May 26, 2009

Time: 11 am - 6.00 pm | Get Together: 10.30 am

Where

Location: New Munich Trade Fair Centre

Hall: B1 | Room B1.11

Registration: Entrance West

Price

Registration fee before May 1: 680 €

Registration fee after May 1: 880 €

Includes ticket to Intersolar 2009

10% discount for BSW-Solar members

10% discount for IPVEA members

To register follow this link:

www.solarpraxis.de/conferences

More information:

http://www.eupd-research.com/Workshop_Q2_09/

<http://www.solarpraxis.de/index.php?id=1484>

We are looking forward to your participation.

Organizers



I International Solar



Partners



11:00 Opening Speech

- Bringing you up to speed: The German PV Market in 2009 to date
- Price development and investments – the end of crumbling prices?
- Review Q1 – Status Q2 – Forecast Q3

Part I with discussion breaks

11:30 Understanding Regional Disparities in the German PV Market

- Photovoltaics in Germany - One market, many faces?
- Status quo - What are the regional levels of market saturation?
- Looking ahead - Where are the blank spots in the German market?

12:30 Lunch Break

Part II with discussion breaks

13:45 Meeting Regional Requirements

- Radiation, ROI, Purchasing Power - What are the underlying factors for regional disparities?
- Marketing implications - How can price, placement and promotion be adopted to regional particularities?
- Beyond rate of return - How do private end customers perceive profitability?

14:30 Harvesting the Sun – Photovoltaics in the German Agricultural Segment

- Up and down – The Future of the Farmers segment?
- What are the important market drivers and key factors to successfully address customers in the agricultural segment?
- What is the right strategy for further market cultivation and penetration of this segment?

15:30 Break

Part III with discussion breaks

16:00 Smarter PV Marketing for Tougher Times

- Which integrated approach to the marketing mix is the best for reaching end customers?
- How do the marketing instruments vary by end customer segments?
- How is the management of the marketing mix dependent on value chain dynamics?

17:00 Political and Strategic Outlook and Discussion

18:00 End

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

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