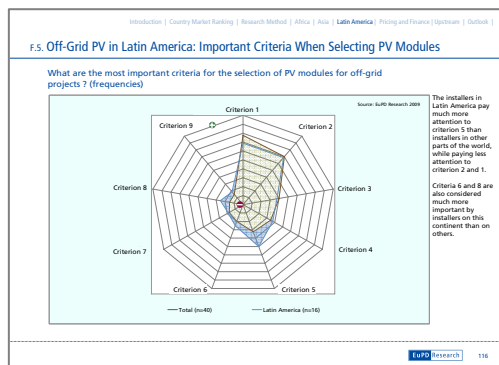


# Global Off-Grid PV Markets

- In times of an oversupply of PV modules, off-grid PV offers a very promising alternative for market participants from the PV production and distribution sector.
- This new Q2/2009 chart report is based on primary research from more than 60 market players from the distribution and production sector of off-grid PV.
- This report gives you comprehensive information on the most promising markets and their most important participants.

## GLOBAL OFF-GRID PV MARKET RATING

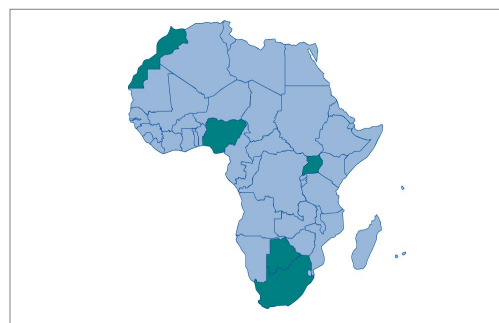


### Identification and analysis of the international key regions

At the moment many PV producers are looking for new sales markets. But which are the regions with the biggest potential for off-grid PV? To answer this question EuPD Research carried out a country market rating based on a general market and specific off-grid PV market assessment. Afterwards, an analysis took into account the following aspects:

- Current and future significance of electricity generation technologies
- Distribution of PV system components
- Unaided brand awareness of panel, inverter and battery producers
- Important criteria when selecting PV modules and inverters
- Price comparison of PV panels and complete systems

## MARKET CONDITIONS ON COUNTRY LEVEL

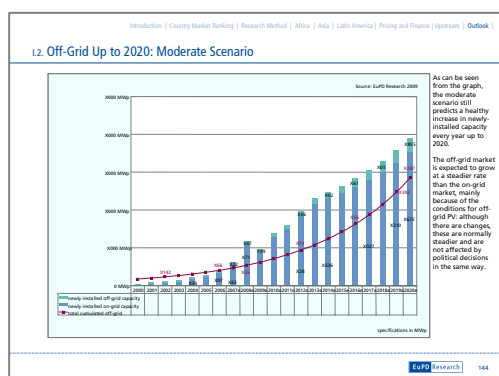


### Analysis of market segmentation as well as advantages and disadvantages of the country markets

Along with the regions, the most relevant country markets within these regions were identified. In order to open up these new sales markets, it is crucial to know the necessary facts about the needs of the relevant customers. Based on the survey of 46 local distributors active in the key regions, learn more about the following topics:

- Current and future market segmentation regarding application types, customer groups, system sizes and module technologies
- Drivers and hindrances of the country market

## PROJECT FINANCING AND FUTURE MARKET DEVELOPMENT



### Illustration of project financing methods and outlook on the further global market

Finally, EuPD Research provides qualitative information on several project financing methods and regarding a successful targeting of different end customer types and active market intermediaries.

The study closes with two scenarios of the further development of the global off-grid PV market until 2020. In a second step, EuPD Research calculated the likely development of the segmentation of the global off-grid PV market regarding application types up to 2020.

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# Product Data Sheet

## “Global Off-Grid PV Markets”

<b>Release Date</b>	May 2009
<b>Information Sources</b>	<ul style="list-style-type: none"><li>▪ Quantitative and qualitative interviews with 46 distributors and installation companies, eleven module producers and three inverter producers active in the field of off-grid PV</li><li>▪ Qualitative background interviews with international project financiers, development banks and NGOs</li><li>▪ Data retrieval from the EuPD Research database (more than 250 projects in the field of photovoltaics since 2003).</li><li>▪ Systematic desk research (media analysis, literature, industry portals).</li></ul>
<b>Contents</b>	<ol style="list-style-type: none"><li>1. Introduction</li><li>2. Country Market Rating</li><li>3. Africa (South Africa, Uganda, Botswana, Morocco)</li><li>4. Asia (Thailand, India, Philippines, China)</li><li>5. Latin America (Chile, Mexico, Peru)</li><li>6. Pricing and Project Financing</li><li>7. Off-Grid PV Upstream Market</li><li>8. Outlook</li></ol>
<b>Benefits for your Company</b>	<ul style="list-style-type: none"><li>▪ Get the required knowledge on countries where off-grid PV makes the most sense.</li><li>▪ Discover the segmentation of almost unknown PV sales markets around the world.</li><li>▪ Learn more about the crucial criteria for the selection of PV components and directly satisfy the needs of local distributors.</li><li>▪ Gain an overview of your competitors outside of Europe and North America.</li><li>▪ Receive information on ways of PV project financing in developing countries.</li></ul>
<b>Included in Delivery</b>	1x chart report (140 slides)
<b>Price</b>	€ 2,490 (excluding VAT and S/H)
<b>Authors</b>	Florian Schmidt, Consultant Hannah Jaeschke, Research Analyst

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