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EuPD Research is an international full-service provider focusing on B2B market research with a highly specialized and multilingual interview center. EuPD Research has conducted more than 200 research and consulting projects in the field of photovoltaics since 2003. Since then, the company has remained on the cutting edge of the trends in the worldwide photovoltaic markets. Over the years, a high level of specialized competence as well as in-depth knowledge bases have been developed in the field of solar power. Moreover, a dense network of high-profile experts has been established, which supports the work of EuPD Research.

Assosolare, the Italian association of photovoltaic companies with a special emphasis on industrial enterprises, officially founded on September 21st, 2006, consists of just over 50 members. With its foundation, the association immediately became one of the major partners for the Italian Government to create the new Conto Energia. In the framework of different governmental institutions, Assosolare contributes to the successful development of photovoltaics in Italy.



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The Italian Photovoltaic Market 2008

Overcoming Obstacles

With the latest version of the feed-in tariff Conto Energia in 2007, the annual installed photovoltaic capacity in Italy has increased rapidly: 9.4 MW in 2006, 70 MW in 2007, and expected 140 MW in 2008. This is why companies and investors from Europe and across the world are looking at Italy with great interest.

However, the Italian PV market hides special difficulties and there are still obstacles that have to be overcome. Market entrants must be perfectly prepared and equipped with special inside knowledge before undertaking activities.

This publication delivers not only a perfect overview of, but also a deep insight into the Italian photovoltaic market and its individual particularities.

EuPD Research publishes this market study with the kind support of the Italian photovoltaic association Assosolare.

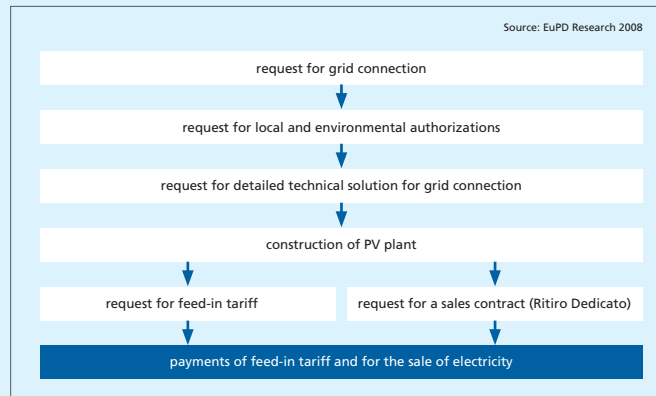
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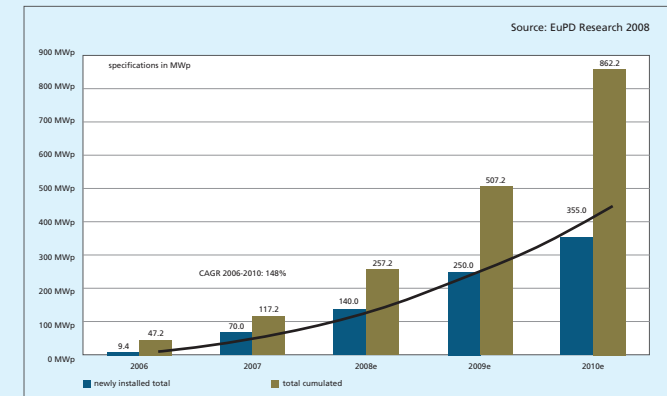
The Italian Photovoltaic Market 2008

Overcoming Obstacles

Sequence of steps for the implementation of PV plants



Past and expected newly installed PV capacities from 2006 to 2010



This EuPD Research report is an indispensable tool kit for those who act in the Italian photovoltaic market. For four years, the multilingual EuPD Research project team has been continuously updating market data and evaluations by relevant experts about the Italian photovoltaic (PV) market. Beside the numerous exclusive projects about Italy that EuPD Research has continuously realized, this is the second Multi-Client report.

The Report Contains...

- results of surveys among 80 Italian module producers, project developers, representatives of public entities, project managers and lawyers
- comprehensive and up-to-date analysis of the Italian PV market
- publication of exclusive inside information on the particularities of the Italian PV market
- advice on how to overcome the biggest obstacle of the Italian photovoltaic market: the bureaucratic procedures for the implementation of PV plants
- recommendations and comments regarding risks and potentials of the Italian PV market, extracted from detailed expert talks

Italy's Framework Conditions

Are the basic conditions for a prosperous Italian photovoltaic market given? The new study of EuPD Research takes a critical look at the current political and economical background. It delivers a detailed description of the Italian feed-in tariff (FIT) Conto Energia and explains relevant legal regulations for photovoltaics.

Successful Implementation of PV Plants

In Italy, the most discussed obstacle that influences the Italian PV market development is bureaucracy. This is the first market study presenting all relevant bureaucratic aspects of the implementation of PV plants:

- grid connection
- local authorization procedures
- environmental authorization procedures
- receipt of the FIT and modalities of net metering
- sale of electricity

This detailed guideline is an indispensable practical help for planning and undertaking photovoltaic projects in Italy.

Supply Market

Most of the solar cells and modules that are installed in Italy come from international producers. However, there are some Italian manufacturers whose production rates are significantly increasing. The study provides:

- an overview of the Italian PV industry
- the most common distribution channels
- module and system prices
- companies' production capacities and output (2007 - 2010)

Sales Market

Currently, the Italian PV market has a well-balanced customer segmentation. But where are the biggest potentials? The study describes the following aspects:

- current market situation
- experts' and market participants' expectations regarding the market development
- market segmentation by system sizes, customer groups, application types and module technologies
- analysis of segments with the biggest future potential up to 2010
- special highlight: large-scale projects

Future Expectations

Can the expectations on the Italian market come true? Will obstacles be overcome? The study gives answers, spotlighting the market participants' and experts' assumptions. It also analyzes the factors, which are crucial for the future development of photovoltaics in Italy.

Company Profiles

The report serves as a platform for relevant Italian and international companies: Profiles deliver information concerning the companies' business activities in the field of photovoltaics. In addition, it includes the companies' contact information. The profiles are designed to serve as an optimal catalyst for international business activities.