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Press Release

PV Growth Markets Will Be Presented in Milan

EuPD Research presents results of recent market surveys at "European Photovoltaic Solar Energy Conference and Exhibition". California still is an engine for growth in the US, France and Italy develop further on.

Milan/ Bonn. In California all sign concerning solar energy are finally set on go. With the adoption of the "California Solar Initiative" the Federal State established an urgently needed framework for the region. As a consequence thereof, the industry in the "golden state" is taking off. Already in 2010 California might exceed the gigawatt limit, predicts PV country market expert Daniela Schreiber (EuPD Research). And Italy and France establish themselves more and more as new growth markets. These are the results of recent market surveys by market researcher EuPD Research concerning the three foreign markets. "Despite the notably improved promotion, bureaucratic hindrances still remain to be the trig for further development of solar energy", underlines Markus A. W. Hoehner, Managing Partner EuPD Research.

On **Monday, September 3rd** one of the most important branch meetings for solar energy opens its gates for trade visitors in Milan, Italy. The "European Photovoltaic Solar Energy Conference and Exhibition" already takes place for the 22nd time. One week long – from September 3rd to 7th – the branch debates new research findings, product innovations and political frameworks within the EU Member States. The hosts expect more than 3,000 visitors from more than 75 nations.

On **Thursday, September 6th between 3:15 to 4:45 p.m.** EuPD Research will inform about three foreign markets in the conference poster area (Session 6DV.4). Basis for these presentations are the results from broad studies amongst relevant market players. These posters titled "The Californian Photovoltaic Market – US Pioneer of Solar Energy", "The Italian PV Market – Another Run-Up to a European PV Top Market" and "The French PV Market 2007 – A Neglected Future Market?" will hang out from Wednesday morning to Friday afternoon.

"Already this year the installed and connected PV capacity in California will nearly double from almost 59 MWp in 2006 to more than 100 MWp. Thereby California becomes one of the most important PV markets worldwide. In addition, it is a role model for the entire North-American market", Daniela Schreiber says. Sarah Endres (EuPD Research), expert for Southern Europe, delivers insight into the research findings concerning the French and Italian market. "Due to the recently improved feed-in tariff laws both markets by now have advanced to multi-purpose growth markets. But both of them hold special risks and local peculiarities."

In case of any questions, please do not hesitate to contact our press office:

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