

Press Release

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Asian Premiere: Joint Forces for Solar at Intersolar China

Following two years of success in Europe and the US, Joint Forces for Solar has now celebrated its premiere in China. The global networking initiative launched its exclusive networking event in Beijing during Intersolar China, on December 8th.

Bonn/ Beijing. China has contributed to the growth of the photovoltaics industry on a global scale. With the introduction of a solar incentive scheme, the domestic market has gained in importance and China is empowering its regional market structures. With its first networking event on December 8th, 2011 in Beijing, the Joint Forces for Solar initiative paid tribute to the rising importance of the Chinese photovoltaics market.

More than 150 participants received, during an exciting morning and afternoon session, the latest market knowledge not only for the Chinese but also for European and North American photovoltaic markets presented by top-class speakers as well as high-level experts in two panel discussions. The Asian premiere of the Joint Forces for Solar initiative was the first full day event at the same time.

Morning session: Europe and America in Focus

The morning session "Market Entry for Chinese Companies in Europe or America" started at 10.30am with two presentations. The first one "Market development in Europe and America" was held by Martin Ammon, Senior Research Manager, EuPD Research. At 11.00am René Moerman, Chief Strategy Officer & Founder of Solarif talked to the audience about the topic "Bankability in Europe". Presentations were followed by a high-level panel discussion covering the topic "How to penetrate an overseas market – Europe or America?" Among the panelists were Hans-Christoph Neidlein, Editor in Chief, pv magazine, Christopher Nuesslein, Head of Marketing, Investor Center Ostbrandenburg and René Moerman, Chief Strategy Officer & Founder, Solarif.

Afternoon session: China in Focus

After the lunch break and an opportunity for networking, the initiative welcomed the audience with the afternoon session "The Chinese PV Market" at 2.30pm, starting with Stephen Cai, CEO of CSUN with the presentation "Trends and challenges in the Chinese PV market - Lessons learned from European and American markets". Shi Liming, Deputy Secretary General, CNECC, followed with a closer look on "Trends and challenges in the Chinese PV market - From a national economic point of view". The afternoon session finished with a panel discussion on "Building partnerships - finding mutual benefits for all stakeholders who would like to promote solar in China". Panelists in this session were, Dr. Arun Ramakrishnan, Manager Market &

Technology Research, centrotherm photovoltaics AG, Shi Liming, Deputy Secretary General, CNECC, Stephen Cai, CEO, CSUN, Tian Meishuai, Business Coordinator, LIGHTWAY Solar, Eckhart Gouras, Managing Editor, pv magazine and You Lynn, Head of Overseas Sales, Tianwei New Energy Holdings.

The initiators, EuPD Research and Intersolar, were pleased by the huge resonance of the event: "The need for an exchange on a global and local level was clearly showed during the Joint Forces for Solar Briefing & Networking Forum. To be pointed out is the active participation of the 150 guests. Debated were general topics like quality and cost reduction potentials as well as political framework conditions. In addition, critical issues like the solar petition for example were openly discussed. The large majority saw a danger for the global PV industry with the solar petition and the conflict within the branch. The mixture of top-class participants of the panel discussions from industry, politics, government and media made a comprehensive view on current challenges for the PV industry possible".

Special thanks are to be expressed to the premium sponsor China Sunergy, the Chinese New Energy Chamber of Commerce as well as Media Partners PV-Tech.org and pv magazine.

If you would like to take part in the Joint Forces for Solar or need more information, please contact Ms. Pia-Antonia Neise (neise@jointforces4solar.com | +49 228 42966 48).

Further information on the Joint Forces for Solar Initiative can be found on our website: www.jointforces4solar.com.

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

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influential markets around the world. Intersolar's global events take place in Munich, San Francisco, Mumbai and Beijing.

The organizers of Intersolar Europe are Solar Promotion GmbH of Pforzheim and Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG. Intersolar North America, Intersolar India and Intersolar China are organized by the international subsidiaries Solar Promotion International GmbH of Pforzheim and Freiburg Management and Marketing International GmbH.

Joint Forces for Solar

Joint Forces for Solar is a global synergy of stakeholders along the solar value chain. It brings grass-roots knowledge and know-how to a global dimension. Focusing on a local goes global strategy, the scheme takes insider information gained by installers when dealing with customers on a daily basis and utilizes it to shape the future direction of the solar industry. In return, global goes local, installers benefit from access to information on the latest technological developments and changes in market trends giving them the competitive edge necessary for long-term success.

The initiative builds a bridge between the individual links of the value chain and offers a platform where opinions, ideas and expertise can be shared that ultimately strengthen the industry's growth.