

Press Release

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Successful Joint Forces for Solar event in Texas

On October 18, 2011 more than 140 solar experts visited the "4th US Breakfast Briefing & Networking Forum" in Dallas. Thus, the Joint Forces for Solar initiative celebrated a successful premiere in Texas.

Bonn/ Dallas. More than 140 participants made the "4th US Breakfast Briefing & Networking Forum" to one of the most successful events of the initiative. The developments on the Texan as well as neighboring photovoltaic markets were the main topics on October 18 in Dallas. As with previous events, local installers were the predominant participants, building an important element of networking and the exchange of ideas between the stakeholders of the photovoltaic value chain. The initiators of the event, EuPD Research as well as Intersolar, were very pleased with the response.

"The immense interest in the initiative and its event series shows the importance of solar energy in the USA. With today's Breakfast Briefing we were able to bring together ample parts of the branch to discuss the potential for optimization between local installers and manufacturers", said Markus A.W. Hoehner, CEO of EuPD Research.

Focus not only on open space segment

The visitors as well as participants of the panel discussion agreed that a sustainable growth of the Texan solar market could not only be based on the large scale segment. If this segment were to drop out, the market could theoretically lose one fifth of its current volume. It would be more sustainable if other segments were to gain market shares, especially that of small rooftop plants e.g. private customers as well as big industry companies. Participants of the panel discussion asked the politicians in particular to put appropriate framework conditions in place and to create incentives for private as well as commercial investors respectively not to cut incentives in the future.

Particular thanks were expressed by the organizers to the event sponsors: Bosch Solar Energy, CSUN, pvXchange, REC Solar US, KACO new energy, Q-Cells North America, SES 21 USA LLC, Schletter Inc. and to media partners PV-Tech.org and pv magazine without which the successful event would not have been possible.

Next event in Great Britain

The next event will take place on Thursday, October 27, 2011. During the conference Solar Power UK, the next premiere of the network series will take place, this time in Great Britain.

If you need further information on either events or the initiative, please contact Mr. Daniel Fuchs (fuchs@jointforces4solar.com | +49 228 97143 45) or visit the website: www.jointforces4solar.com.

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

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Intersolar – The World’s Leading Exhibition Series for the Solar Industry

Intersolar abides by the guiding principle Connecting Solar Business. Intersolar is the world's leading exhibition series for the solar industry. With 20 years' experience, over 3,400 exhibitors, 110,000 visitors in 2011 and spanning three continents, Intersolar has the unique ability to bring together the solar industry from the most 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.