

# Solar Innovations & Investment

Discover the latest developments in Photovoltaics, Solar Thermal Electricity Generation and Solar Heating & Cooling

May 21st-23rd, City Conference Centre, London



## Learn from 35 leading market experts, including:

**Jerry Stokes**, President,  
**Suntech Europe**

**Erik Oldekop**, Managing Director- Europe,  
**Nanosolar**

**Dr. Michael Geyer**, International Director,  
**Abengoa**

**Jeremy Leggett**, Executive Chairman,  
**Solarcentury**

**Dr. Jörg Müller**, Head of Research & Product Development,  
**Q-Cells**

**Thierry Lepercq**, Chief Executive Officer,  
**Solaire Direct**

**Dr. Andreas Haberle**, Chief Executive Officer,  
**PSE AG**

**David Tuohy**, Board Member,  
**Ecostream**

**James Donaldson**, Director,  
**Investec**

**Michele Appendino**, Managing Director,  
**Solar Ventures**

**Catharina Saponar**, Research Analyst,  
**Nomura International**

**Andrew Perkins**, Director,  
**Ernst & Young**

Analysts have estimated that gross profits in the PV industry will soar to around \$11.5 billion by 2011

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## Accelerating innovation in solar markets

- Assess the growth potential and drivers for **PV, STEG and Solar Heating & Cooling**
- Hear the latest **regulations, policies and targets**
- Discover the latest advances in **PV cell & solar thermal technologies**
- Hear innovative examples of **solar building projects** across Europe
- Gain in-depth insight into **investment opportunities** in solar energy
- Understand the **criteria for investment in solar companies**
- **Special Group Offer:**  
Register 3 delegates, only pay for 2

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8:15 Registration and Welcome Coffee

8:50 Chairman's Opening Remarks  
**Gerhard Stryi-Hipp**, Managing Director,  
**German Solar Industry Association**

### Keynote Session - Solar Market Updates

9:00 **Global Solar Market Drivers**  
‣ Solar energy in the 21<sup>st</sup> century  
‣ Global perceptions of solar power  
**Jeremy Leggett**, Executive Chairman, **Solarcentury**

9:25 **Photovoltaic Market Update**  
‣ Market overview  
‣ Developing large scale PV facilities  
‣ Improving the economics of photovoltaics  
‣ Current and future challenges  
**Gerhard Stryi-Hipp**, Managing Director,  
**German Solar Industry Association**

9:50 **Solar Thermal Electricity Generation Market Update**  
‣ Market overview  
‣ CSP Global Market Initiative update  
‣ New CSP power plants  
‣ Current and future challenges  
**Dr. Michael Geyer**, International Director, **Abengoa**

10:15 **Solar Heating and Cooling Market Update**  
‣ Market overview  
‣ Sustained growth in solar water heating  
‣ Space heating and cooling  
‣ Current and future challenges  
**David Pérez**, Partner, **Eclareon**

10:40 Interactive Discussion Session with Speakers

11:00 Networking Coffee Break and Exhibition Visit

### Regulations, Policies and Targets

11:40 **Current Regulations and Policies**  
‣ Regulatory solar housing schemes  
‣ Ensuring fair grid access for solar electricity  
‣ Setting research and development budget levels  
**David Matthews**, Chief Executive, **Solar Trade Association**

12:05 **Government Level Incentive Systems**  
‣ Capital grants and rebates  
‣ Soft loans and tax incentives  
‣ The role of private financial incentive schemes  
**Rufus Ford**, Senior Manager, **Solar For London**

12:30 **Solar Power Standards Setting**  
‣ Invoking the use of MWth capacity measurements  
‣ Ensuring recognition of the solar keymark  
**Mathieu Denis**, Programme Manager &  
**Manolis Kastanakis**, Chairman of Technical Committee 312  
**European Committee for Standardization**

12:55 Interactive Discussion Session with Speakers

13:10 Networking Lunch and Exhibition Visit

### Barriers and Potential

14:25 **Overcoming Barriers to Growth in Solar Energy**  
‣ Reducing up-front costs  
‣ Overcoming planning constraints  
‣ Increasing public awareness of solar energy  
**Rob Harris**, Senior Project Manager, **Dulas Limited**

14:50 **Case Study: The New East of England Solar Project**  
‣ The long-term impact of the venture  
‣ Project finance and investment opportunities  
**James Beal**, Managing Director, **Renewables East**

15:15 Interactive Discussion Session with Speakers

15:25 Networking Coffee Break and Exhibition Visit

16:00 **Assessing Solar Energy Potential**  
‣ Growth potential for photovoltaics  
‣ Identifying new areas for expansion  
**Jerry Stokes**, President, **Suntech Europe**

16:25 **PANEL DISCUSSION**  
**Achieving Price Parity with Fossil Fuels**  
‣ Reducing solar electricity costs  
‣ Long term competition and prospects  
**Gerhard Stryi-Hipp**, Managing Director,  
**German Solar Industry Association**  
**Dr. Michael Geyer**, International Director, **Abengoa**  
**Jerry Stokes**, President, **Suntech Europe**

**Erik Oldekop**, Managing Director- Europe, **Nanosolar**

17:10 Close of Day One and Networking Drinks

### Marketing Opportunities

Solar Innovation & Investment offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision makers.

#### Connecting you with the right people

Green Power's first solar power networking event attracted over 120 solar experts from around the world. Our events provide the perfect environment for you to do business with project developers under one roof.

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- Increase your market share and gain competitive advantage
- Reinforce existing partnerships
- Find new partners and business opportunities

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- 8:30 Refreshments and Exhibition Visit
- 8:50 Chairman's Opening Remarks  
**Dr. Jörg Müller**, Head of Research & Product Development,  
**Q-Cells**

### Recent Developments in Photovoltaics

- 9:00 **New PV Crystalline Cell Technologies**
- ▶ Developments in c-Si cells
  - ▶ Advanced multicrystalline innovations
  - ▶ Reducing crystalline cell production costs
- Dr. Jörg Müller**, Head of Research & Product Development,  
**Q-Cells**

- 9:25 **New PV Thin-Film Cell Technologies**
- ▶ Developments in thin-film technology
  - ▶ The effectiveness of amorphous and microcrystalline silicon
  - ▶ Increasing the efficiency and market share of thin-film cells
- Gert Jan Jongerden**, Managing Director,  
**Nuon Helianthos**

- 9:50 **Emerging PV Cell Technologies**
- ▶ Concentrator cells
  - ▶ Dye and organic cells
  - ▶ Future cell technologies
- Dr. Hari Upadhyaya**, Research Associate, **CREST**

- 10:15 **PANEL DISCUSSION**  
**Advancements in PV Cell Technology**
- ▶ Crystalline, thin-film and new cell technologies
  - ▶ Cost analysis of different cell types
  - ▶ Future prospects for PV cell development
- Dr. Jörg Müller**, Head of Research & Product Development,  
**Q-Cells**
- Dr Hari Upadhyaya**, Research Associate, **CREST**
- Erik Oldekop**, Managing Director- Europe, **Nanosolar**
- Gert Jan Jongerden**, Managing Director,  
**Nuon Helianthos**
- Dr. David Lackner**, Chief Executive Officer, **NetCrystal**

- 11:00 Networking Coffee Break and Exhibition Visit

- 11:40 **New System and Inverter Innovations**
- ▶ Novel approaches to new application challenges
  - ▶ Thin film modules
  - ▶ Large scale and high voltage PV systems
  - ▶ New solar inverter technologies
- Henrik Raunkjaer**, Managing Director,  
**Danfoss Solar Inverters**

- 12:05 Interactive Discussion Session with Speaker

### Recent Developments in Solar Thermal Energy

- 12:10 **Advanced Solar Heating Systems**
- ▶ Solar domestic hot water systems
  - ▶ Solar thermal combi-systems
  - ▶ Solar heating plants
- Professor Simon Furbo**, **Technical University of Denmark**

- 12:35 Interactive Discussion Session with Speaker

- 12:40 Networking Lunch and Exhibition Visit

- 14:00 **New Solar Thermal Technologies**
- ▶ Solar heating and cooling solutions
  - ▶ Desalination technologies
  - ▶ Utilising polymeric solar thermal collectors
- Dr. Harald Drueck**, Head of Research, **ITW**

- 14:25 **New Technologies in Solar process Heating and Cooling**
- ▶ Solar process heat generation
  - ▶ The linear concentrating Fresnel collector
- Dr. Andreas Haberle**, Chief Executive Officer,  
**PSE AG**

- 14:50 Interactive Discussion Session with Speakers

- 15:00 Networking Coffee and Exhibition Visit

### The Built Environment

- 15:30 **Innovation in Construction-Integrated Solar**
- ▶ New innovations in solar buildings
  - ▶ Construction-integrated PV and solar thermal
  - ▶ The barriers and opportunities for construction integrated solar
- Alan South**, Chief Innovation Officer, **Solarcentury**

- 15:55 **Solar Building Projects in Europe**
- ▶ Government input and funding
  - ▶ Case studies of European Projects
  - ▶ The construction industry perspective
- Thierry Lepercq**, Chief Executive Officer,  
**Solaire Direct**

- 16:20 **Large Scale Solar Building Projects in the UK**
- ▶ UK government input and funding
  - ▶ Case studies of UK projects
- Tony Book**, Managing Director, **Riomay Limited**

- 16:45 Interactive Discussion Session with Speakers

- 17:00 Close of Day Two

Media Partners:





8:10 Refreshments and Exhibition Visit

### 8:30 WORKSHOP

#### Investing in Renewable Energy

- ▶ Advice and guidance on investing in renewable energy
- ▶ Trends in renewable energy finance
- ▶ An overview of the solar energy investment scene

Coordinated by **New Energy Finance**

10:00 Networking Coffee Break and Exhibition Visit

10:30 Chairman's Opening Remarks

**Andrew Perkins**, Director, Renewables, Waste and Clean Energy Group, **Ernst & Young**

### PV Investment: Regional Case Studies

#### 10:40 PV Investment Opportunities in Germany

- ▶ Investment in German PV production and manufacturing
- ▶ Investment in German PV research and technology
- ▶ German market analysis

**Nikolai Dobrott**, Director, **Invest In Germany**

#### 11:05 Investing in Italian PV Projects

- ▶ Investment opportunities in Italian PV projects
- ▶ The Italian solar market

**Michele Appendino**, Managing Director, **Solar Ventures**

#### 11:30 Expanding the PV Investment Market in the UK

- ▶ Investment opportunities in UK R&D
- ▶ The future potential of UK PV Investment

**Dr. Adam Brown**, Sector Champion- Renewable Energy, **UK Trade & Investment**

11:55 Interactive Discussion Session with Speakers

12:10 Networking Lunch and Exhibition Visit

### Global Investment Opportunities in Solar Energy

#### 13:15 Trends and Developments in Solar Energy Investment

- ▶ Global investment opportunities
- ▶ Regional analysis and future predictions

**Jorg Hardt**, Assistant Director, Renewables, Waste and Clean Energy Group, **Ernst & Young**

#### 13:40 Investment Opportunities in PV Production and Technology

- ▶ Investment in PV production and manufacturing
- ▶ Investment in PV research and technology
- ▶ Global market analysis

**Ralf Segeth**, Senior Manager, **KPMG**

#### 14:05 Investing in Solar Energy Projects

- ▶ Investment opportunities in PV projects
- ▶ PV project finance
- ▶ The viability of solar thermal investment

**David Tuohy**, Board Member, **Ecostream**

14:30 Interactive Discussion Session with Speakers

14:45 Networking Coffee Break

### Solar Investment Strategies

#### 15:05 Project and Technology Investment for Venture Capitalists

- ▶ The role of venture capital in solar finance
- ▶ Identifying profitable solar technologies

**Jenny Chase**, Senior Analyst, **New Energy Finance**

#### 15:30 The Criteria for Investment in Solar Companies

- ▶ What the investment funds are looking for
- ▶ Case studies and reasoning for rejected applications

Speaker to be announced

#### 15:55 Key Issues for Funders of PV Projects

- ▶ Technical, legal, structural risks and mitigants

**James Donaldson**, Director, **Investec**

#### 16:20 The Impact of Increased Silicon Production on Investors

- ▶ Predicting the end of the silicon bottleneck
- ▶ The Chinese silicon boom
- ▶ The need for transparency in PV-silicon agreements
- ▶ Forecasts for changes in PV stock values

**Steven Zhu**, Vice President of Procurement, **Trina Solar**

16:45 Interactive Discussion Session with Speakers

#### 16:55 PANEL DISCUSSION

##### Identifying the Most Promising Investment Areas

- ▶ Current and future drivers for solar investors
- ▶ The criteria for attracting investment
- ▶ Maintaining producer-investor relations

**Andrew Perkins**, Director, Renewables, Waste and Clean Energy Group, **Ernst & Young**

**Thomas Barrett**, Director of Action and Growth, **European Investment Bank**

**David Tuohy**, Board Member, **Ecostream**

**Catharina Saponar**, Research Analyst, **Nomura International**

**Jenny Chase**, Senior Associate, Solar, **New Energy Finance**

**Andrew Marsden**, Managing Director, **GE Energy Financial Services**

17:40 Close of Conference



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# Solar Innovation & Investment

May 21st-23rd, City Conference Centre, London

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## Venue

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