

SolarInnovation & Investment ASIA

Part of Green Power Conferences' Solar Global Series

Shanghai Mart, Shanghai • 31 March – 1 April 2009



Learn from Leading Solar Market Experts:



Jeffrey A. Blount
Partner in Charge, Beijing & Hong Kong, **Fulbright & Jaworski**, USA



Jeffery Dickinson
Asia Regional Manager, **E+Co**, USA



Zhao Yuwen,
Director, Solar PV Division
China Renewable Energy Society, China



Daniel Ruoss
Envision, **International Consultant**, MBIPV, Malaysia



Hu Run Qing
Center for Renewable Energy Development, Energy Research Institute, **National Development and Reform Commission (NDRC)**, China



Rongqiang Cui
Director, **LDK & Shanghai Communication University Lab** & Vice Director, **China Renewable Energy Society** & Secretary General, **Solar Society Shanghai**, China



Ramon C. Abaya
Chairman, **Cagayan Electric Power and Light Company (CEPALCO)**, Philippines



Austin Jieh
General Manager, **Tsing Capital/China Environment Fund**, China



Tjerk Reijenga
Senior Architect & Director of Sustainability, **KOW**, Netherlands



Andy Schroeter
Chief Executive Officer, **Sunlabob Renewable Energy**, Laos



Ian Irvine
Technical Director, **Sgurrenergy**, UK



Julia Wu
Solar Analyst, **New Energy Finance**, China

Other Key Speakers Include:

- ▶ **Yoshinobu Ueda**, Senior Engineer, **Meidensha Corporation**, Japan
- ▶ **Tetsunari Iida**, President, **Institute for Sustainable Energy Policies (ISEP)** & Chairman, **World Council for Renewable Energy (WCRE)**, Japan
- ▶ **John Fung**, Partner – Solar Energy Business, **KPMG**, China
- ▶ **Dean O'Connor**, Head of Solar Business, **The Linde Group**, Singapore
- ▶ **Dr. Haiyan Sun**, Head of Solar China & Technical Marketing Asia, **Oerlikon**, China
- ▶ **Louis Liu**, General Manager, **BP Solar / BP SunOasis**, China
- ▶ **Russell Yau**, President, **Anwell**, China
- ▶ **Pietro Rossetto**, Chief Engineer, **LDK Solar**, China
- ▶ **Zhengrong Shi**, Chairman & Chief Executive Officer, **Suntech**, China
- ▶ **Steven Zhu**, VP, **Trina Solar**, China
- ▶ **Michael Williamson**, Manager, Energy Supply Team, **Sustainability Victoria**, Australia
- ▶ **Heejin Lim**, Deputy General Manager Sales & Marketing, Renewable Energy, **Hyundai Heavy Industries** & Former Director, Korea Photovoltaics Development Organization, **Ministry of Knowledge Economy**, Korea
- ▶ **Dr. Himadri Banerji**, Chairman and Managing Director, **BAS Management Solutions** & International Experts on Natural Resources, **Gerson Lehman Group**, India
- ▶ **Dr. Liyou Yang**, Chief Executive Officer, **Chint Solar (Astronergy)**, China

Gain an in depth understanding of the Asian Solar markets:

- ✔ Access insights on policy and regulation in the region
- ✔ Gain a thorough insight into investment opportunities and strategies
- ✔ Learn from in-depth analysis on market potential
- ✔ Benchmark with successful case studies and best practices
- ✔ Hear cutting edge developments in photovoltaics and solar thermal technologies
- ✔ Discover the new innovations in solar power generation and solar heating & cooling

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Solar Innovation & Investment ASIA

Following the success of Green Power Conferences' high level Solar Innovation & Investment Europe conference which was attended by over 120 participants, this market leading event will now run an Asian edition in 2009. Green Power Conferences will bring together the key players involved in the entire value chain for the solar industry.

Solar Innovation and Investment Asia will be the leading conference in the Asia-Pacific region in 2009 covering the solar industry. This region is essential to the future growth of the industry both in terms of manufacture and markets. As a fast growing giant, China in particular holds unique opportunities and challenges. This conference will provide you with an excellent platform to learn about the latest trends & regional and international developments in Solar Investment, Photovoltaics, Concentrated Solar Energy, Concentrated Photovoltaics, Solar Thermal and BIPV.

Feedback from delegates at Green Power Conferences' previous Solar events:

“ I learnt a lot from the conference in terms of the market drivers, new technologies and financing. ” ABENGOA

“ Informative, good overview. ” VATTENFALL

“ Very good presentations by banks and technology providers. ” BP ALTERNATIVE ENERGY

Companies who have attended the Solar Global Series include

Abengoa • AdvanceSis • ARKchem • Bank of Ireland • BP • BSW-Solar • Cagayan Electric Power & Light Co • CEN (European Standards) • CREST • CSOB • Cyprus Energy Regulatory Authority • Danfoss AS • Dresdner Kleinwort • Eclareon • ECOSTREAM • Edwards Vacuum • Ellinas Wind Project Holding • Elnett International • Environmental Technologies International Corporation • Ernst & Young • European Investment Bank • Evolop Netherlands BV • Evolence • Foresight Group • Frost & Sullivan • GE Energy • GNA Communications • GraingerWest • Group IPS • Halcrow • Hammonds • Heren Energy • Hilson Moran Partnership • IDC • IDTechEx • iEnergies AS • IMPERIAL • Industrial Development Corporation of SA • Industrial Fuels & Power • Invest In Germany • Investec • ITW • JTC Corporation • Kai-Design • Macquarie • Magenta Partners • Mahindra & Mahindra • McKinsey • Merloni Progetti SPA • Nanosolar • NaREC • Neo Energia SL • NetCrystal • New Energy Finance • NextEnergy Capital • Nomura • Norconsult AS • Nuevas Energias de Occidente • Nuon Helianthos • Optic Technium • Optimus Patents • Platina Partners • Polysolar • Portuguese Trade & Investment Office • PSE AG • Qatar Petroleum • Q-Cells • Riomay • Ruston Wheb • Sasol ChemCity • Sertec Energy • SgurrEnergy • Sharp • Solaire Direct • SOLAR • Solar Century • Solar Ventures • Solimpeks • SUNTECH-POWER • Tech University of Denmark • Texas A&M University at Qatar • Total SA • Trina Solar • UK Trade & Investment • WISE India • XinAo • Yingli Green Energy Europe

SolarGlobalSeries

This event is the 6th edition in the **Solar Global Series**. This series is an annual calendar of events covering

the range of solar technologies and focusing on different sector developments such as solar power generation, solar architecture and solar investment.

The series provides an excellent platform to do business with solar industry leaders around the world and develop your business. These events have an excellent track record of attracting senior representatives from the whole solar value chain.

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Who Will You Meet?

- ▶ Ministries, Regulators & Government Officials
- ▶ Solar Energy Producers
- ▶ Grid & Electricity Companies
- ▶ Urban/Rural Planning, City Planning, Architecture Companies & Designers
- ▶ Construction, Real Estate & Property Development Companies
- ▶ Manufacturing & Production Companies
- ▶ Large-Scale Project Developers, Technology Manufacturers & System Integrators
- ▶ Technology R&D Companies & Institutes
- ▶ Wafer, Cell & Module Manufacturers
- ▶ Solar Distributors & Installers
- ▶ Banks, Venture Capital Firms & Investment Banks
- ▶ Utilities & Engineering Companies
- ▶ Associations & Industry Societies
- ▶ Industry Analysts
- ▶ Legal Experts & Consultants

Enhanced Delegate Networking

One of the fantastic new features of **Solar Power Generation** is the online networking system – all pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit the website.

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08.30 Registration & welcome coffee

09.00 Chair's opening remarks

Keynote Session – Global Solar Market Updates – Implications and Prospects for the Asian Solar Energy Industry

The keynote session will update the global and regional market situation and trends in the solar energy industry. Opportunities and challenges are addressed in different areas of the region. What role is solar energy playing in electricity generation? What are the drivers for market acceleration in the solar energy industry?

09.10 The Asian & Chinese Solar Industry's Unique Opportunities and Challenges

Zhao Yuwen, Director, Solar PV Division, **China Renewable Energy Society**, China

09.35 Japan's Role as a Market Leader – Successful Stories and Implications for the Industry

- ▶ Lessons from renewable policy history in Japan
- ▶ Renewable policy and politics interaction
- ▶ Green credit and carbon market interaction & integration
- ▶ Community solar – social model of PV local ownership

Tetsunari Iida, President, **Institute for Sustainable Energy Policies (ISEP)** & Chairman, **World Council for Renewable Energy (WCRE)**, Japan

10.00 Chinese PV R&D and Development Update

Rongqiang Cui, Director, **LDK & Shanghai Communication University Lab** & Vice Director, **China Renewable Energy Society** & Secretary General, **Solar Society Shanghai**, China

10.25 Networking refreshment break

Regulation, Policy and Targets of Solar Energy Promotion

Renewable energy development needs very strong support from international and local governments. Asia, with its fragmented markets, shows the need for a strong policy framework to create a stable environment for successful market development. What are the current policies and regulations? How do we build better collaborations between the public and private sector?

11.00 Chinese Government Policy and Regulation towards the Renewable Energy and Solar Industry

Hu Run Qing, Center for Renewable Energy Development, Energy Research Institute, **National Development and Reform Commission (NDRC)**, China

11.25 PV Market and Policy Support Experience in Australia

- ▶ The development and status of the Australian solar market
- ▶ Policy interventions in solar photovoltaics
- ▶ The role of solar photovoltaics in the Australian energy market
- ▶ Barriers to growth
- ▶ Long term outlook

Michael Williamson, Manager, Energy Supply Team, **Sustainability Victoria**, Australia

11.50 Status and Prospect of Korean PV R&D, Policy and Industry

- ▶ National Energy Status
 - ▶ Status of NRE & PV Policies in Korea
 - ▶ PV Market & Industry in Korea
 - ▶ Hyundai Heavy Industries Solar Business Plan
- Heejin Lim**, Deputy General Manager Sales & Marketing, Renewable Energy, **Hyundai Heavy Industries** & Former Director, Korea Photovoltaics Development Organization, **Ministry of Knowledge Economy**, Korea

12.15 Policy Panel Discussion

Financial incentives, such as preferential feed-in tariffs for solar-generated electricity and net metering have supported solar PV installations in many countries including Germany, Japan, and the United States.

- ▶ What is the current situation in Asian countries?
- ▶ Are there valuable lessons to learn from those countries?
- ▶ How far are Asian countries from establishing effective and realistic solar promotion strategies?

Zhao Yuwen, Director, Solar PV Division, **China Renewable Energy Society**, China

Tetsunari Iida, President, **Institute for Sustainable Energy Policies (ISEP)** & Chairman, **World Council for Renewable Energy (WCRE)**, Japan

Daniel Ruoss, *Envision*, **International Consultant**, MBIPV, Malaysia

Ahmad Hadri Haris, National Project Manager MBIPV Programme & Head of Renewable Energy, **Malaysia Energy Centre (PTM)**, Malaysia

Rongqiang Cui, Director, **LDK & Shanghai Communication University Lab** & Vice Director, **China Renewable Energy Society** & Secretary General, **Solar Society Shanghai**, China

Michael Williamson, Manager, Energy Supply Team, **Sustainability Victoria**, Australia

12.45 Networking lunch break

Solar Power Generation

Solar power generation is most developed in the USA, Japan, Germany and Spain with different applications. However, some creative solar plants have been installed in vast areas of Asia with many more projects ongoing. The future of solar power generation is looking very bright. This session will cover the latest developments in solar power generation and successful case studies.

14.00 Developing the Philippines First and Largest On-Grid PV

- ▶ Design of the plant and achieved annual energy generation
- ▶ The envisioned solar park and proposed PV plant with a total installed capacity of at least 10MW to be commissioned by 2012
- ▶ Solar technology considerations
- ▶ How Cepalco capitalizes on the increasing efficiency but decreasing costs of solar cells

Ramon C. Abaya, Chairman, **Cagayan Electric Power and Light Company (CEPALCO)**, Philippines

14.25 Grid Connected PV Power Generation – Indian Initiatives

- ▶ Grid connected solar power plant project
- ▶ Solar energy park projects
- ▶ Action plan to add 400 MW of power through renewable energy sources by 2012
- ▶ Economics of PV solar in India
- ▶ Efforts to develop mega PV capacities: India towards a manufacturing hub for PV

Dr. Himadri Banerji, Chairman and Managing Director, **BAS Management Solutions** & International Experts on Natural Resources, **Gerson Lehman Group**, India

14.50 Interactive discussion session with speakers

15.00 Networking refreshment break

Creative Solar Energy Utilization

Beyond power generation, solar energy is used in various ways to help the grid or to generate solar thermal energy for space cooling & heating and industrial processes. This session will bring you some best practice examples of solar energy utilization around Asia and globally.

15.30 Successful Implementation of BIPV Installations in Malaysia

- ▶ Holistic development and implementation of a National BIPV programme
- ▶ Increasing confidence and willingness to invest by the public
- ▶ Preparing the market and industry for 'feed-in tariff' market
- ▶ Ensuring a sustainable PV deployment and role of effective policy mechanism

Daniel Ruoss, *Envision*, **International Consultant**, MBIPV, Malaysia

15.55 Green Building, Sustainable Urban Planning, Solar Energy & BIPV Building Designs

- ▶ BIPV in Europe
- ▶ Building integration – aesthetics
- ▶ BIPV in urban planning
- ▶ Renovation in BIPV

Tjerk Reijenga, Senior Architect & Director of Sustainability, **KOW**, Netherlands

16.20 Solar Recharging Stations – Selling Hours of Solar Lighting in the Evenings

Andy Schroeter, Chief Executive Officer, **Sunlabob Renewable Energy**, Laos

16.45 Interactive discussion session with speakers

17.00 Close of day one & networking drinks

- 08.30 Welcome coffee
09.00 Chair's opening remarks

Financing & Investing in Solar Projects

This session will address the financing and investment trends in solar energy projects. What are the financing challenges, risks and costs associated with solar energy projects? How can companies profit from CDM and JI projects on an international basis?

- 09.10 **Trends & Development in Solar Energy Investment – The Strategies in Response to the Current Financial Crisis**
John Fung, Partner – Solar Energy Business, **KPMG**, China
- 09.35 **New Energy Finance Brief on PV Investment: How Much? When? Where? What Results?**
- ▶ Japan is one of the leading PV suppliers in the world and China is catching up fast. Although China is a huge potential market for solar energy projects, it is still at the stage of supplying PVs to other countries. This brief will offer market knowledge and useful information for investors.
 - ▶ New Energy Finance silicon & wafer price index
- Julia Wu**, Solar Analyst, **New Energy Finance**, China
- 10.00 **Opportunities and Risks for Foreign Investment and Participation in Chinese Solar Energy Projects**
- ▶ The legal and regulatory regime and issues facing foreign developers, investors, manufacturers and other industry participants
 - ▶ Recent legal and regulatory developments and opportunities
 - ▶ Solar in the context of China's power sector and renewable energy sector reforms
- Jeffrey A. Blount**, Partner in Charge, Beijing & Hong Kong, **Fulbright & Jaworski**, USA
- 10.25 Networking refreshment break
- 11.00 **Successfully Investing in Large Scale Solar Thermal Projects in China**
- ▶ The greatest obstacle is how to finance the initial investments
 - ▶ Can solar thermal power plants be operated profitably?
 - ▶ Challenges and lessons learnt
- Jeffery Dickinson**, Asia Regional Manager, **E+Co**, USA
- 11.25 **Meeting the Criteria for Investing in Renewable Energy Projects in Asia**
Austin Jieh, General Manager, **Tsing Capital/China Environment Fund**, China
- 11.50 **Technical Due Diligence – What's Involved and What are the Risks**
- ▶ Technical issues – design and equipment suitability
 - ▶ Financial issues – energy yields, contracts
 - ▶ Insurance & warranty – ensuring the asset is protected
 - ▶ Legal issues – complying with the project country's law and tariff regime
 - ▶ Project finance – why solar can be a good investment
- Ian Irvine**, Technical Director, **Sgurrenergy**, UK
- 12.15 **Project Investment Panel Discussion**
This panel discussion will expose the key criteria for investing in and financing solar projects. It will review key issues and the uniqueness of Asian financial settings.
- ▶ How can project owners successfully obtain bank loans or finance the project?
 - ▶ Seeking forthcoming investment opportunities in the Asia-Pacific region
 - ▶ Fighting against the economic crisis – strategies & actions to take
 - ▶ How far is it to achieve grid parity?
- Julia Wu**, Solar Analyst, **New Energy Finance**, China
Jeffery Dickinson, Asia Regional Manager, **E+Co**, USA
Jeffrey A. Blount, Partner in Charge, Beijing & Hong Kong, **Fulbright & Jaworski**, USA
Ian Irvine, Technical Director, **Sgurrenergy**, UK
Austin Jieh, General Manager, **Tsing Capital/China Environment Fund**, China
John Fung, Partner – Solar Energy Business, **KPMG**, China

- 12.45 Networking lunch break

Cutting Edge Developments in Photovoltaics

Photovoltaics (PVs), as one of the core technologies in solar energy use, have played an essential role. Due to economies of scale solar panels get less costly as people use and buy more – as manufacturers increase production to meet demand, the cost and price is expected to drop further in the years to come. Also, there are some cutting edge technologies being used to improve efficiency and cost of production.

- ▶ New PV crystalline cell technologies
 - ▶ New PV thin-film cell technologies
 - ▶ Emerging wafer PV cell technologies
 - ▶ Concentrated PV technologies
- 14.00 **The Competition and Prospect of Solar Cell Industry**
Russell Yau, President, **Anwell**, China
- 14.25 **Sustainable Technologies for Cost Reduction in Solar Manufacturing**
Dean O'Connor, Head of Solar Business, **The Linde Group**, Singapore
- 14.50 **The Impact of Increased Silicon Production on Solar Manufacturers**
Steven Zhu, Vice President, **Trina Solar**, China
- 15.15 **Prospects and Challenges of Thin Film PV**
Dr. Liyou Yang, President & Chief Executive Officer, **Chint Solar (Astronergy)**, China
- 15.40 **Dr. Haiyan Sun**, Head of Solar China & Technical Marketing Asia, **Oerlikon**, China
- 16.05 Networking refreshment break
- 16.35 **Photovoltaics and Silicon Manufacturing & Production Panel Discussion – Defining Wants & Needs**
This session will feature PV and silicon manufacturers and producers who represent various sectors. Against the background of the continuous growth of the solar market in Asia and globally, how can manufacturers and producers better meet the demands? What are the strategies for solar companies to take fighting against global recession? The session will cover why companies in each of these categories go solar, the trends within their segment and how they impact decisions.
- ▶ Capital equipment manufacturing in Asia – development of machinery and suppliers
 - ▶ Polycrystalline & monocrystalline silicon and solar cells
 - ▶ Amorphous solar silicon and cells
 - ▶ Hybrid silicon (HIT) solar cell
 - ▶ High efficiency solar cells
 - ▶ Concentrated PV cells
 - ▶ Innovative solar battery technologies
- Zhengrong Shi**, Chairman & Chief Executive Officer, **Suntech**, China
Dean O'Connor, Head of Solar Business, **The Linde Group**, Singapore
Dr. Haiyan Sun, Head of Solar China & Technical Marketing Asia, **Oerlikon**, China
Louis Liu, General Manager, **BP Solar / BP SunOasis**, China
Russell Yau, President, **Anwell**, China
Dr. Liyou Yang, Chief Executive Officer, **Chint Solar (Astronergy)**, China
Steven Zhu, Vice President, **Trina Solar**, China
Pietro Rossetto, Chief Engineer, **LDK Solar**, China
- 17.05 Chair's closing remarks
- 17.15 Close of conference



SolarInnovation & Investment ASIA

Sponsorship & Exhibition Opportunities

Sponsor Solar Innovation & Investment Asia and benefit from:

- ▶ **1st class lead generation:** meet companies actively working in the solar industry
- ▶ **Enhanced brand profile:** pre-event promotional campaign plus extensive on site branding
- ▶ **Excellent publicity:** gain an incredible amount of presence from on site promotion
- ▶ **A cost effective marketing solution:** our development team will be happy to customise a package and develop a cost effective marketing channel to generate new sales leads

About the Exhibition

Solar Innovation & Investment Asia will be run alongside the 4th Annual AsiaSolar Expo, an event that focuses on photovoltaics, solar system projects and solar architecture. More than 350 exhibitors will be presenting their products and services across 20,000 m² of exhibitor floor space in 2009 with AsiaSolar expecting more than 20,000 visitors. **Book through Green Power Conferences and receive a special discount.**

Further details on the co-located AsiaSolar Expo can be seen at www.asiasolarexpo.com

Sponsorship options for Solar Innovation & Investment Asia offering varying levels of branding and exposure are available to suit budgets and marketing aims.

Contact **Ben Leighton** for further details:

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Forthcoming Events

**SolarPower
Generation
USA**

Driving the development of large scale solar energy projects

Las Vegas, USA • 21-22 January 2009

**SolarPower
Generation**

Evolving the market for large scale solar power

Barcelona, Spain • 23-24 February 2009

ThinFilmSolar

Driving the thin film movement forward

San Francisco, USA • 28-29 April 2009

**GulfSolar
EXPO**

Harnessing the potential of solar power in the Middle East

Dubai, United Arab Emirates • 6-7 May 2009

**SolarInnovation
& Investment**

Focusing finance to accelerate solar innovation

London, UK • June 2009

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Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 8000 delegates from 82 countries and built a global database of 250,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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