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EVENT OVERVIEW

DAY ONE AGENDA

DAY TWO/THREE
AGENDA

PRE-CONFERENCE
TRAINING COURSE

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EXIT 

Expert Speakers include:



Jeremy Leggett
Executive Chairman
Solarcentury
UK



Peter Hain,
MP and Former Minister
of Energy,
UK



Hans-Josef Fell
Member of the German
Parliament and Vice-
President
EUROSOLAR



**Hansjörg
Lerchenmüller**
Chief Executive Officer
Concentrix Solar
Germany



Jerry Stokes
President
Suntech Europe
UK



Peng Fang
President
Best Solar
China



Chris O'Brien,
Head of Market
Development
Oerlikon Solar
USA



Andrew Marsden
Managing Director Europe
GE Energy Financial
Services
USA

Plus senior solar experts from: Torresol Energy, First Solar, West LB, Good Energies, Foresight European Solar Fund, LBBW, Dexia, KfW IPEX-Bank, Green Cross International, Acciona Solar, REC Solar, Fraunhofer Institute, McKinsey, Piper Jaffray and many more...

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GreenPower
conferences

Don't miss your chance to network with solar experts from across the globe

**EARLY BIRD DISCOUNT - BOOK BEFORE
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Solar Economics Forum Towards Grid Parity

16-18 June 2009 • Millennium Gloucester Hotel, London, UK

An in-depth investigation into solar finance,
investments, markets, costs and technology

Understand the economics of solar power and explore
the prospect of grid parity

- Discover the attractiveness of investing in solar
- Compare the potential of silicon wafer-based PV, thin film and CSP technologies for scaling up and cutting costs
- Identify the right strategy for your solar investment
- Know which innovations will transform the future industry
- Learn about the leading and emerging solar markets and debate on the best policy options

PLUS PRE-CONFERENCE TRAINING COURSE:

SOLAR 101

1-DAY PRIMER FOR NON-ENGINEERS

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BEGINNING | BACK | FORWARD | END

2007 saw investment in expanding solar energy companies reach \$10.5 billion which is almost 40 times the growth since 2004. In 2008 the solar market was worth an estimated \$36 billion, with over 5GW of new solar capacity installed. The latter part of 2008 finished weaker than the start. Credit is tight and some companies have had to put their growth plans on hold for the short term. Solar is now however firmly in place as a policy objective, new solar technologies are succeeding in delivering greater efficiencies at a much lower cost. Manufacturing has been ramped up across the globe and the prospect of grid parity is firmly in sight.

The 9th edition of our Global Solar Series, Solar Economics Forum – towards grid parity will bring together leading solar industry players to explore the economics of the solar industry and find ways to further accelerate market growth and take steps towards achieving grid parity.

HAVE YOUR QUESTIONS ANSWERED AT SOLAR ECONOMICS FORUM – *towards grid parity*

- Which successful business models are developing?
- How can grid parity be achieved?
- Where will the greatest market growth be?
- How has the global market developed?
- What technologies are attracting investment?
- What are the criteria for investing in solar companies?
- What is being done to drive down costs?
- How do current policies improve the economics of solar power?

“We enjoyed being part of this conference and found it to be a terrific networking experience.” Sun Microsystems

COMPANIES THAT HAVE ATTENDED GREEN POWER'S SOLAR SERIES INCLUDE:

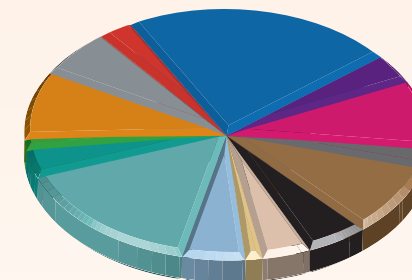
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WHO WILL YOU MEET?

- Solar Technology Manufacturers
- Solar Distributors and installers
- Solar project developers
- Technology research and development companies
- Venture capital firms
- Private equity funds
- Finance sector and banks
- Utilities
- Government officials and regulators
- Industry analysts and associations
- Legal experts and consultants

NETWORK WITH GLOBAL SOLAR EXPERTS AT SOLAR ECONOMICS FORUM – *towards grid parity*

Here is a breakdown of our global solar series to date:



	Analyst	3%
	Attorney	1%
	Business Development	7%
	CEO	5%
	Consultant	2%
	Director.....	17%
	Engineer	3%
	Head of Finance	7%
	General manager	2%
	Managing Director	7%
	President	4%
	Project Manager	3%
	Realty Specialist.....	1%
	Sales/Marketing	4%
	Vice President	12%

AGENDA DAY ONE – 16 JUNE 2009

8.30 Registration, Welcome Coffee

GLOBAL MARKET AND ECONOMICS

9.00 **Global Solar Market Drivers**

- The Global Market: from the UK to the USA
- Creating the Political Will for Solar
- Achieving Grid Parity
- Future Vision of Solar Power

Peter Hain, MP and Former Minister for Energy, UK**Chris O'Brien, Head of Market Development, Oerlikon Solar USA and former Chairman of Solar Energy Industries Association, USA**9.40 **The Economics of Solar Power**

- How has the global market developed ?
- What are the scenarios for future growth?
- What is the reality for cost reduction in a difficult economic environment?
- Which successful business models are developing?
- Where will the greatest market growth be?

Christer Tryggestad, Partner, McKinsey & Co, Norway

SOLAR TECHNOLOGIES – TOWARDS GRID PARITY

10.00 **Silicon-wafer based PV**

- How far will overcapacity in the manufacturing of silicon and modules drive down costs?
- Will we see a market shake out?
- What increases in power conversion efficiency are possible today and drive down production costs?
- How can a significant reduction in price of systems be achieved?

Paula Mints, Associate, Navigant Consulting, USA**Jerry Stokes, President, Suntech Europe, UK****Terje Pilskog, Vice President, REC Solar, Norway****Henning Wicht, Senior Director, iSuppli, Germany**

10.55 Networking Refreshment Break

11.35 **Thin Film PV**

- Which thin film technology (a-Si, CIGS, CdTe) can deliver long-term costs reductions?
- How can production be scaled up effectively to meet demand?
- What is the effect of vertical integration on competitiveness?
- How can Balance of Systems costs be reduced for large scale plants?

Markus Hoehner, CEO, EuPD Research, Germany**Jesse W. Pichel, Senior Research Analyst, Piper Jaffray & Co., USA****Peng Fang, President, Best Solar, China****Stephan Hansen, Managing Director, or Adrian Katzew, VP, First Solar****Chris O'Brien, Head of Market Development, Oerlikon Solar USA****Chris Case, Chief Technology Officer, Linde Electronics, UK**12.20 **Concentrating Solar Power (CST and CPV)**

- Which of the technology options will bring grid parity first and when?
- What is being done to drive down costs?
- Beyond the subsidies and feed in tariffs – what are realistic projections of grid parity?
- What is the best option for solar energy storage and how can storage impact the economics?

Alvaro Lorente, Chief Executive Officer, Torresol Energy, Spain**Hansjörg Lerchenmüller, Chief Executive Officer, Concentrix Solar, Germany****Paul La Fontaine, Vice President, eSolar, USA****Alex Cole, Process Technologist, NaREC, UK**

13.00 Networking Lunch Break

14.30 **Global Investment Overview****Jenny Chase, New Energy Finance, UK**14.50 **Venture Capital and Private Equity**

- Which technologies are attracting investment?
- What are the criteria for investing in solar companies?
- Providing value to investments
- Which areas are attractive for large companies to invest in solar?
- What strategies are emerging?
- What are the forecasts for investments and IPOs until 2010?

Michael Bonte-Friedheim, Founder, NextEnergy Capital, UK**Nancy E. Pfund, Managing Partner, DBL Investors, USA****Frank Siebke, Senior Technology Officer, Good Energies, Switzerland****Michele Appendino, President, Solar Ventures, Italy**

15.45 Networking Refreshment Break

16.25 **Solar Power Finance Strategies**

- How to access credit in the current economic climate?
- What level of innovation are banks willing to finance?
- What are the conditions for obtaining project finance for solar projects?

Gordon Johnson, Head of Alternative Energy Research, Hapoalim Securities, USA**Andrew Marsden, Managing Director Europe, GE Energy Financial Services, USA****Andrew Lee, Managing Director, Good Energies, UK****Manuel Cabrerizo, Director of Project Finance, West LB, Spain****Federico Florian, Director, Structured Finance, KfW IPEX-Bank, UK****Xavier Monteau, Head of Energy and Environment, Structured Finance,****Dexia Credit Local, France**

17.30 End of Day One and Networking cocktail

AGENDA DAY TWO – 17 JUNE 2009

GLOBAL SOLAR POLICIES

- 9.15 **Defining Grid Parity**
Giovanni Simoni, *Chairman, Grid Parity Project Association, Italy*
- 9.30 **Grading Countries Solar Investments**
 - A global analysis of policy initiatives**Adam Koniuszewski**, *Chief Operating Officer, Green Cross International*
- 10.00 **Policy options overview**
 - How to identify the best options to create a Solar market and industry**Nikolai Dobrott**, *Partner, Apricum*
- 10.30 Networking Refreshment Break
- Regulations, Policies and Targets**
 - How do current policies improve the economics of solar power?
 - What level of investment is being attracted?
 - What are the future policy options and how are stakeholders contributing to future policy options to develop the market further?
- 11.10 **Spain**
Cristiano Spillati, *Leader, Solar Practice, Emerging Energy Consulting*
Jose Manuel Nieto, *International Project Manager, Acciona*
Iñigo Olaguibel, *Board member, Fotowatio and Founding Partner, Qualitas Equity Partners*
Luis Perez de Ayala, *Head of Energy, Cuatrecasas*
Paolo Pietrogrande, *Executive Chairman, 9REN Group*
- 12.10 **USA**
Paul La Fontaine, *Vice President, eSolar*
Daniel Englander, *Senior Energy Analyst, GTM Research*
- 13.00 Networking Lunch Break
- 14.30 **Italy**
Fabrizio Bonemazzi, *Executive Director, Enel.Si*
Giovanni Terranova, *Investment Director, Foresight Group*
Michele Appendino, *Managing Director, Solar Ventures*
Marco Landi, *President, Enerqos, Italy*
- 15.50 Networking Refreshment Break
- 16.30 **Germany**
Hans-Josef Fell, *Member of the German Parliament*
Wolfgang Seeliger, *Senior Analyst, LBBW*
- 17.30 End of Day Two

AGENDA DAY THREE – 18 JUNE 2009

FUTURE MARKETS AND TECHNOLOGY

- Regulations, Policies and Targets**
 - How do current policies improve the economics of solar power?
 - What level of investment is being attracted?
 - What are the future policy options and how are stakeholders contributing to future policy options to develop the market further?
- 9.15 **UK**
Jeremy Leggett, *Executive Chairman, Solarcentury*
Hergen Haye, *Head of Distributed Energy, Department of Energy and Climate Change*
Andy Atkins, *CEO, Friends of the Earth*
- 10.00 **France**
Richard Loyen, *Director, Enerplan*
Thierry Lepercq, *Chief Executive Officer, Solaire Direct*
- 10.40 Networking Refreshment Break
- 11.20 **Global opportunities for solar power: new geographies and new technologies**
Alina Bakhareva, *Research Manager, Frost & Sullivan, UK*
- 11.35 **Greece**
Stelios Psomas, *Director, Hellenic Association of Photovoltaic Companies*
Alexander Zachariou, *Commercial Director, Solar Cells Hellas*
Anastasios Garis, *CEO, PPC Renewables*
- 12.20 **Turkey**
Murat Durak, *Enermet*
- 12.40 **India**
Himadri Banerji, *Chairman, BAS Management*
- 13.00 Networking Lunch Break
- 14.30 **R+D breakthroughs – future technology**
 - How will the technology develop in the coming 10 years?
 - Which innovations in technologies will contribute further cost reductions?
 - What is and needs to be done to drive technology forward?
 - What are the investment opportunities?**Andreas Bett**, *Fraunhofer Institute for Solar Energy Systems, Germany*
Michael Priestnall, *Director, Polysolar Limited, UK*
Jenny Nelson, *Imperial College, UK*
- 15.30 End of Conference

“The panel discussions were extremely engaging.” Ford Motor Company

SOLAR TECHNOLOGIES “101”

15 JUNE 2009

A 1-DAY PRIMER FOR NON-ENGINEERS

Course objectives

Whether you are new to the industry or simply want to refresh and update your knowledge, this one-day training course will ensure you are up-to-speed with the key, fundamental aspects of the solar energy industry. You will learn both about the key technologies for harnessing the sun's energy, photovoltaics and solar thermal, and the factors which will decide their commercial success or failure. Technologies will be placed in their relevant business context both within the energy market as a whole and by considering the practical, economic and regulatory factors affecting both demand and supply.

You can use the course as a self-contained day or as an opportunity to gain the understanding and confidence to help you gain most benefit from the Solar Economics Forum taking place on the three days following.

Style

Please note that this course will be run in an informal manner which allows and encourages time for discussion and questions, ensuring that participants get the most out of the day.

Timing

Registration & coffee: 08:00
Course begins: 09:00
Course ends: 17:30

(Timings are approximate and include lunch plus morning and afternoon refreshment breaks)

About Green Power Academy

Green Power Academy exists to provide the quality, impartial, informative and enjoyable training needed to increase and distribute knowledge and skills to green energy industry professionals.

Whether you are new to the industry, have recently changed jobs or simply wish to refresh your knowledge, our training should become a key part of your personal or company professional development programme.

If you are interested in learning more about what we offer and wish to keep up-to-date as new course dates and topics are added to our programme, please bookmark and register your interest at: www.greenpoweracademy.com.



Agenda Details

1. Key concepts in understanding Solar

- Jargon-buster: introducing some of the key terminology and concepts that you should know and which provide a basis for the following discussions.
- Fundamentals of Solar Radiation: quantifying and understanding limiting factors on the energy available.
- Solar energy usage today: a market overview.
- Opportunities and challenges in providing on- vs. off-grid energy.

2. Photovoltaic (PV) Solar

- How solar cells work: the photovoltaic effect.
- PV materials, powers and efficiencies, including crystalline vs. thin-film.
- PV cells, modules and systems.
- PV concentrators and utility-scale deployments.
- New materials and upcoming developments (dyes, quantum dots, space solar etc.)
- Case studies and examples.

3. Solar Thermal

- Low vs. High-temperature solar thermal.
- Concentrating Solar Power (CSP): linear, dish and tower solar-driven engines.
- Thermal Energy Storage and back-up energy mechanisms: smoothing out supply to the grid.
- Efficiency and scale of current and future deployments
- Other solar thermal technologies: solar chimneys and ocean thermal energy conversion (OTEC)
- Case studies and examples

4. Solar Economics: Key Influences

- Solar Market Drivers: the key competitive, regulatory and social factors influencing the markets for solar energy.
- Market figures, trends and indicators.
- Introducing concepts such as: Grid Parity, Levelised Electricity Cost (LEC), capital costs, operation & maintenance costs and other key commercial factors.

SPONSORSHIP & EXHIBITION OPPORTUNITIES

The Solar Economics Forum – towards grid parity offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior executives

1. Generate new high level business contacts
2. Enhance your company's brand visibility globally
3. Increase your market share and gain competitive advantage
4. Reinforce existing partnerships
5. Find new partners and business opportunities
6. Networking opportunities with senior decision makers.

Connecting you with the right people:

With a proven track record of top level decisions makers and CEOs, our events provide the perfect environment for you to do business and connect with professionals from around the world under one roof.

Cost effective packages to meet your business needs:

Our sponsorship and exhibition packages are designed to help you meet your business objectives. If you are looking to win prospective clients, strengthen existing relationships or enhance your company profile, we will help you do so in a cost effective manner.

Contact Adolphe Chaiban for further details:

Adolphe Chaiban

Desk: +971 813 5214

Mobile: 00971 50 247 8458

Fax: +44 207 900 1853

Email: adolphe.c@greenpowerconferences.com

Our Green Policy - We recognise that our work may have a direct or indirect effect on the local and/or regional environments in which we operate. We therefore strive to reduce any harm that this may cause on the environment. As the first company to offer professionally organised events focusing on the sustainability sector, we are as committed to applying best green practices within our own company as we are to promoting green issues and the sustainability sector around the world. Please visit our website for further details.

GreenPower
conferences

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.

www.greenpowerconferences.com

GreenPower
Online Net Working

One of the fantastic new features of the solar economics forum - towards grid parity is the online networking system – all pre-registered delegates, speakers and guests can contact each other, organize meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit our website www.greenpowerconferences.com

SUPPORTING ORGANISATIONS



International Solar



AltaTerra

AltaTerra Research is the research firm focused on environmentally sustainable business and the corporate market for clean technology. With research reports, advisory services and executive education, AltaTerra helps business leaders make informed decisions on sustainability strategies, practices and cleantech solutions. To search our online catalog of publicly available research, summaries of proprietary reports, and blogs and industry event listings, please visit the AltaTerra Research Network website at www.AltaTerra.net.

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Solar Economics Forum

Towards Grid Parity

16-18, June 2009
Millennium Gloucester Hotel, London, UK

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*Please indicate which days you will be attending.

20% discount for non profit organizations Note: Non Profit Rates are available for registered NGO's, government representatives and non profit organizations only. Discounts are at the discretion of Green Power Conferences and proof of status may be requested.

GROUP OFFER: Register 3 delegates, Only pay for 2

As the first company to offer professionally organised events focusing on the sustainability sector, Green Power Conferences are as committed to applying best green practices within our own company as we are to promoting green issues and the sustainability sector around the world. To find out more about Green Power Conferences green policy please visit www.greenpowerconferences.com/greenpolicy

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Delegate 2: Name: Surname:
 Job Title:
 Telephone: Business email:




Delegate 3: Name: Surname:
 Job Title:
 Telephone: Business email:

Company Details

Company name:
 Address:
 Postcode:
 Country:
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Please charge my credit card

Please debit my:   

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Expiry date

Amount Security code

Cardholder's name

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 London, SW1X 0LZ, United Kingdom
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Venue:

Millennium Gloucester Hotel & Conference Centre London Kensington

Accommodation:

Registered delegates will be sent suggested accommodation details

Terms & Conditions

Confirmation: You will receive confirmation of your booking by email. If you do not receive anything within 48 hours, please contact info@greenpowerconferences.com to ensure we have received your booking.

Cancellations: If you cancel before May 22 2009, you will receive a refund less a £215 administration charge. We regret that no cancellations can be accepted after this date. Substitutions are welcome at any time.

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