

Thursday, 19th November

8.00 Registration and get-together with drinks and snacks

Plenary Session

THE SOLAR MARKET IN TURBULENT TIMES

- 9.00 Welcome and opening words
Karl-Heinz Remmers, Solarpraxis AG
- 9.15 The situation for renewable energies following the German election
Björn Klusmann, German Renewable Energy Federation (BEE e.V.)
- 9.40 The View from Ontario – Solar Energy in Canada
Dr. Terrie Romano, Consul (Economic Affairs – Ontario), Ontario International Marketing Centre, Consulat of Canada in Munich
- 10.05 Solar market development during the economic crisis
Carsten Körnig, German Solar Industry Association (BSW-Solar)
- 10.25 Perspectives on the European photovoltaic market
Dr. Winfried Hoffmann, European Photovoltaic Industry Association (EPIA)
- 10.45 Coffee break 

Discussion forum on photovoltaics

QUO VADIS PHOTOVOLTAICS? – ANALYSTS PANEL

- 11.15 *Alexander Karnick, Deutsche Bank AG*
Burkhard Weiss, HSBC Trinkaus & Burkhardt AG
Hilmar Platz, Kayenburg AG
Götz Fischbeck, BHF-BANK Aktiengesellschaft
Dr. Karsten von Blumenthal, SES Research GmbH
Dirk Morbitzer, RENEWABLE analytics
Jesse Pichel, Piper Jaffray & Co.

13.00 Lunch

Forum 1 – Photovoltaics

PHOTOVOLTAICS ON THE ROAD TO COMMERCIAL VIABILITY? – COST DEVELOPMENTS AND BUSINESS CONTEXT

- 14.30 Towards Sustainable Markets
David Wortmann, First Solar
- 14.50 Grid Parity – End of the support?
Lars Waldmann, Schott Solar AG
- 15.10 PV LEGAL – Reduction of legal-administrative barriers for PV system installations in Europe
Thomas Chrometzka, German Solar Industry Association (BSW)
- 15.30 The future of the EEG within the context of the EU RES directive and liberalized markets
Oliver Schäfer, SunPower Systems SA
- 15.50 Grid stabilization through photovoltaics – How blackouts can be avoided using solar power
Steve Rhoades, Satcon Technology Corporation
- 16.10 Questions and discussion
- 16.30 Coffee break 

QUO VADIS THE GERMAN PV-INDUSTRY? – PERSPECTIVES ON THE DOMESTIC MARKET AND ON GLOBAL COMPETITION

- 17.00 - 18.30 Expert-Panel: How will the German market evolve in winter 2009/2010 and beyond?
Are German companies and products competitive nationally and internationally, and if so, using what strategy?
Must there be political intervention at a national or European level, in a similar way to that by which Asian governments foster their own domestic industries?
Markus Hoehner, EUPD Research • Carsten Körnig, German Solar Industry Association (BSW) • Frank Asbeck, SolarWorld AG • Matthias Willenbacher, juwi Holding AG

CEO PANEL: ARE WE BEING SWAMPED BY THE CHINESE? – FORECASTS ON THE MARKET DEVELOPMENT OF PHOTOVOLTAICS

- 18.30 - 19.30 *Dr. Andreas Hänel, Phoenix Solar AG • Dr. Martin Heming, SCHOTT Solar AG • Thomas Krupke, Solon SE • Frank Asbeck, SolarWorld AG • Anton Milner, Q-Cells SE*

19.45 Dinner

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SOLAR TECHNOLOGY



Discussion forum on solar thermal

SOLAR THERMAL ON ITS WAY TO MASS MARKETS – MARKET DEVELOPMENT AND POLITICAL CONTEXT

- 11.15 Motivating craftsmen for solar thermal: opportunities and challenges
Elmar Esser, Managing Director ZVSHK (Central Association for Sanitation, Heating and Air-Conditioning)
Solar thermal: a vision for 2020
Helmut Jäger, Managing Director Solvis GmbH & Co. KG; Vice-president BSW (German Solar Industry Association)
Development of the heating market and of solar thermal energy in Germany
Klaus Jesse, President BDH, Federal Industrial Association of Germany, House, Energy and Environmental Technology
Marketing solar thermal in Europe – Experience and strategies, differences and common ground
Robin Welling, Managing Director TISUN GmbH, ESTIF Board of Directors (European Solar Thermal Industry Federation)

13.00 Lunch

Forum 2 – Solar Thermal

ECO-DESIGN GUIDELINES AND ENERGY LABELLING – THE THREAT OF A RADICAL CHOICE IN THE MARKET?

- 14.30 Expert-Panel: Background to and current status of the discussions on the European eco-design criteria and the energy labelling of heating systems
Uwe Trenkner, Trenker Consulting/ESTIF
Volker Kallwells, Wagner & Co Solartechnik
Lothar Breidenbach, Technical Director, BDH, Federal Industrial Association of Germany, House, Energy and Environmental Technology
Jens Schubert, Federal Environment Agency
- 16.10 Questions and discussion
- 16.30 Coffee break 

DEVELOPING NEW MARKET SEGMENTS – SOLAR THERMAL FOR MULTI-FAMILY RESIDENTIAL BUILDINGS

- 17.00 Introduction and overview of the activities of the Environmental Ministry and the sector
Cornelia Viertel, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- 17.10 Federal information campaign in Germany: “Nowadays, heating is solar”
German Lewizki, Sunbeam GmbH
- 17.25 Overcoming obstacles in property and tenancy law, and for energy contracting
Margarete von Oppen, Geiser & von Oppen
- 17.40 Technical challenges and practical solutions
Jens Luchterhand, Solarpraxis AG
- 17.55 The contribution of the industry to the GroSol campaign
Carsten Kuhlmann, BDH (German Heating Industry Association)
- 18.10 - 18.30 Questions and Discussion
- 19.45 Dinner

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Forum 3 – General Topics

MARKETING SOLAR – CHALLENGES FOR THE PHOTOVOLTAIC AND THE SOLAR THERMAL SECTOR

- 14.30 Professionalising the solar industry’s marketing
Prof. Dr. Jo Groebel, German Digital Institute
- 14.50 From gorilla marketing to buyer marketing – Marketing strategies of a thermal system supplier
Rainer Höfer, Sonnenkraft GmbH
- 15.10 Solar and fossil heating – Opponents or partners?
Verena Rausch, Vaillant Deutschland
- 15.30 From suppliers’ to buyers’ market - what PV companies in Germany must adjust to and what has to be done urgently
Thomas Rudolph, Centrosolar Group AG
- 15.50 Solar-roof check – Supporting the operation of photovoltaics
Alexander Woitas, co2online gGmbH
- 16.10 Questions and discussion
- 16.30 Coffee break 

POWER FOR EUROPE FROM THE DESERT – MIRAGE OR VISIONARY REALITY?



- 17.00 - 18.30 The DESERTEC concept; a discussion
Fabio Longo, Kanzlei Kleymann, Karpenstein & Partner; Chairman EUROSOLAR e.V.
Dr. Henner Gladen, Desertec Industrial Initiative
Dr. Werner Platzer, Fraunhofer Institute for Solar Energy Systems ISE
Hans-Josef Fell, MdB, The Green Party, Germany
Ralf Christmann, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- 19.45 Dinner

10TH FORUM SOLARPRAXIS Programme



19th/20th November 2009 in Berlin

SOLAR TECHNOLOGY – POLITICS, MARKET & FINANCE, MARKETING & SALES

  German <=> English Translation

SILBER-SPONSORS



Friday, 20th November 2009


8.00 Registration and get-together with drinks and snacks

Forum 1 – Photovoltaics

GLOBAL MARKET DEVELOPMENT OF PHOTOVOLTAICS – ROOTS IN EUROPE, FUTURE IN AMERICA?

- 9.00** Photovoltaic markets in Germany and Europe
Thomas Grigoleit, Germany Trade & Invest
- 9.20** US PV Market – Factors for Growth
Joy Bishoen, Eclareon
- 9.40** Lessons from the emerging PV utility market segment in the US
Philipp Kunze, Solaria GmbH
- 10.00** The Canadian solar energy market
Elizabeth McDonald, Canadian Solar Industries Association (CansIA)

10.20 Questions and discussion

10.45 Coffee break 

NEW MARKETS – THE END OF THE SALES CRISIS?

- 11.15** Secondary Markets – Opportunities in untapped national markets
Markus Lohr, EuPD Research
- 11.35** Potential for solar technology in the MENA region
Nikolai Dobrott, Apricum GmbH
- 11.55** New perspectives for the German solar industry: Business opportunities in East Africa
Mark Hankins, German Association for Technical Cooperation GmbH (GTZ)
- 12.15** China's future domestic policy support mechanisms
Frank Haugwitz, consultant

12.35 Questions and discussion

13.00 Lunch

QUALITY IN THE VALUE CHAIN FOR PV – A COMPETITIVE ADVANTAGE FOR GERMANY?

- 14.30** Quality management in high-performance production lines for thin film silicon solar modules
Dr. Hans Ebinger, Oerlikon Solar AG
- 14.50** An equipment supplier's view on PV mass production & the race of technologies
Dr. Wolfgang Herbst, Centrotherm photovoltaics AG
- 15.10** BOS – Can pressure on costs and quality assurance be reconciled?
Hans Urban, Schletter solar mounting systems GmbH
- 15.30** Development of market and technology in the PV supplier industry - Where's the road winding to?
Dr. Eric Maiser, VDMA e.V.
- 15.50** Questions and discussion
- 16.15** Summing up and conclusion
Karl-Heinz Remmers, Solarpraxis AG
- 16.30** End of conference

ANALYSTS' CONFERENCES AND DIALOGUES

Thursday, 19 th November	Friday, 20 th November
13.00 S.A.G. Solarstrom AG, open	9.00 Solar-Fabrik AG, open
14.00 Analysts dialogue SolarWorld AG, closed	10.00 CENTROSOLAR Group AG, open
	11.00 Phoenix SOLAR AG, open
16.00 Solon SE, closed	12.00 Solarvalue AG, open
17.00 3S Swiss Solar Systems AG, open	13.00 Conergy AG, closed
18.00 systaic AG, open	14.00 Solar Millenium AG, open
	15.00 Colexon Energy AG, open

Organisational note

The conference documentation may be picked up at the reception counter from 8:00 a.m. on 19th and 20th November 2009.

We would like to invite you to a small get-together from 8:00, immediately after your registration, up to the start of the 10th Solarpraxis Forum.

Forum 2 – Solarthermie

XL IS GETTING TRENDY – SOLAR THERMAL IN DISTRICT HEATING SYSTEMS

- 9.00** The use of solar energy in district heating systems: Potential and challenges
Harald Rapp, AGFW (German Heat and Power Association)
- 9.20** The secrets of the world market leader: From the first contact with the district heating operator to the installed Megawatts
Anders Otte Jørgensen, ARCON Solvarme A/S
- 9.40** Removing barriers: Challenges for the integration of solar energy from the point of view of a district heating operator
Karl-Friedrich Henke, e.on Hanse Wärme
- 10.00** Solar district heating: Technical aspects and pilot projects
Dirk Mangold, SOLITES – Steinbeis Research Institute

10.20 Questions and discussion

10.45 Coffee break 

SOLAR OBLIGATIONS IN BUILDINGS – DEVELOPMENTS, IMPLEMENTATION AND IMPACT

- 11.15** The state of implementation of the Renewable Heating Act
Guido Wustlich, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- 11.35** Solar obligations in European cities: searching for "best practice"
Riccardo Battisti, Ambiente Italia
- 11.55** Spain's solar obligation: Implementation issues and impact on markets
David Perez Navarro, eclareon (Spain)
- 12.15** Questions and discussion

13.00 Lunch

SOLAR THERMAL, THE ALL-ROUNDER – SOLAR HOUSES, COOLING, PROCESS HEAT

- 14.30** Solar houses with very high solar fraction – State of the art
Timo Leukefeld, Solifer Solardach GmbH
- 14.50** Solar Cooling for industrial and commercial applications
Dr. Uli Jakob, Solem Consulting
- 15.10** Solar heat for industrial processes
Hans Schweiger, energyXperts
- 15.30** Solar Cooling in buildings: The awakening of a market
Per Olofsson, ClimateWell
- 15.50** Questions and discussion
- 16.15** Summing up and conclusion
Karl-Heinz Remmers, Solarpraxis AG
- 16.30** End of conference

Conference Venue

Hilton Berlin, Mohrenstraße 30, D-10117 Berlin
Tel.: +49 (0) 30 | 20 23-0, Fax: +49 (0) 30 | 20 23-42 69
E-Mail: info.berlin@hilton.com, Internet: www.hilton.de

Please notice: the entrance to the conference is located in "Charlottenstraße" and not in Mohrenstraße

Conference Management:

Solarpraxis AG, Anja Kleppek
Zinnowitzer Straße 1, D-10115 Berlin
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E-Mail: konferenzen@solarpraxis.de

Translation: german <=> english

Headphones can be borrowed at the registration desk for a deposit of 50 EUR. The deposit will be refunded on return of the headphones.

Forum 3 – General Topics

RETURN, SUSTAINABILITY AND QUALITY – IRRECONCILABLE CONTRADICTIONS OR LONG-TERM DIFFERENTIATORS OF THE SOLAR INDUSTRY?

- 9.00** A look at the return of different solar technologies in connection with Europe's largest comparison system
Thomas Sanders, Gehrlicher Solar AG
- 9.15** What do sustainability and social responsibility mean for the solar industry?
Nicole Vormann, Murphy & Spitz Umwelt Consult GmbH
- 9.30** Sustainability in the PV life cycle – will the industry fulfil the demand for recycling?
Jan Clyncke, PV Cycle
- 9.45** Module certification – its value and boundaries
Willi Vaaßen, TÜV Rheinland Group
- 10.00** Assessing the operational data and performance of megawatt photovoltaic systems for forecasting purposes
Ralf Haselhuhn, German Association for Solar Energy e.V.

10.15 Questions and discussion

10.45 Coffee break 

LOCATION POLICY AND STAFF QUALIFICATION – KEYS FOR GERMAN COMPETITIVENESS

- 11.15** Employment situation in the German PV market
Silke Kriebel, REC Solar Germany GmbH
- 11.30** Qualitative developments in the labor market for managers
Michael Hoppenburg, HR PERSONAL CONSULTING GmbH
- 11.45** Photovoltaics and the Berlin region
Boris Safner, TSB Innovation Agency Berlin GmbH
- 12.00** Reorientation during the crisis – The view of a module producer
Frauke Roswadowski, Solon SE
- 12.15** What expertise does the solar market need? – Experiences of a globally active education provider from Germany
Berthold Breid, Renewables Academy AG

12.30 Questions and discussion

13.00 Lunch

FINANCING PROJECTS IN DIFFICULT TIMES

- 14.30** Measures for quality assurance in PV project financing from the point of view of the DKB
Jörg-Uwe Fischer, DKB Deutsche Kreditbank AG
- 14.50** Financing projects in times of crisis
Dr. Oliver Kunert, Annette Zabel, PricewaterhouseCoopers Legal AG
- 15.10** Equity capital for sustainable growth
Alexander von Preysing, German Stock Exchange
- 15.30** Incentive programs for solar technology
Axel Papendieck, KfW Bank Group
- 15.50** Questions and discussion
- 16.15** Summing up and conclusion
Karl-Heinz Remmers, Solarpraxis AG
- 16.30** End of conference

National Project Workshop "Marketing of Small Distributed Generation" Organised by "Fraunhofer-Institut für Solare Energiesysteme ISE"

Friday, 20th November, 9:00 a.m. – 1:00 p.m.

Based on the analysis of market potentials and trends for Distributed Generation (DG) in Europe, the research project MASSIG ("Market Access for Smaller Size Intelligent Electricity Generation") evaluates pre-conditions for entering "big markets" by "small DG" and the technical adjustments to market requirements. On this basis a gain-loss evaluation for new marketing approaches is performed, opening out into a "how to?" for potential target groups such as investors and owners of DG units.

The workshop is not part of the Forum Solarpraxis. Participation is free of charge for participants of the Forum. Please find further information and registration on www.iee-massig.eu.

PARTNER ORGANISATIONS



MEDIA PARTNERS



Conferences 2009/2010

PHOTOVOLTAICS · SOLAR THERMAL

- PV Power Plants 2009 – USA | 10th/11th December 2009, Las Vegas, USA
- PV Power Plants 2010 – EU | 25th/26th January 2010, Prague, Czech Republic
- Conferenza dell'Industria Solare – Italia 2010 (CIS-IT 2010) | 11th/12th February 2010, Rome
- Solar Thermal Materials, Equipment and Technology Conference (SMETThermal) | 4th March 2010, Berlin
- Thin-Film Industry Forum 2010 | 22nd/23rd April 2010, Berlin
- Conferencia de la Industria Solar – España 2010 (CIS-ES 2010) | 21st/22nd October 2010, Madrid
- 11th Forum Solarpraxis | 18th/19th November 2010, Berlin

More Information:
www.solarpraxis.com

