



German PV Market Executive Briefing 2010, 11th May 2010 in Frankfurt a. Main Session II

German PV Market Executive Briefing 2010

Do shrinking margins and shifts in segmentation change the downstream market dramatically? How to set prices for Q3 and Q4?

No other country has such a fully developed installer and wholesaler network as Germany. In the recent past, it has become visible which market power intermediaries are able to gain due to the oversupply situation. Political changes in the EEG will result in shifts in market segmentation. Besides, more and more no-name products are imported to Germany; among other things, this results in falling prices which cause declining margins. As a consequence, pricing strategies, brand management and an increased significance of intermediaries and end customer management is becoming of ever increasing importance. The market is changing and adapting to this new challenging situation. In other words, business as usual is not so usual anymore.

In the context of this new market situation, the following questions arise:

What are the major impacts, shifts and changes in the distribution chain – and why?

What are suitable hedging-strategies top players utilize in times of uncertainty? Which price strategy is the best in regard to segment, technology and brand tier?

EuPD Research and Solarpraxis AG will discuss these issues with top level experts at the upcoming **“German PV Market Executive Briefing 2010” in Frankfurt a. M.**

This interactive conference, consisting of three sessions, will target the problems associated with the German downstream market during Session 2.

Participants will also be able to raise their opinions on various topics through a real time anonymous digital vote. The results of the votes will be presented and discussed. Make use of this opportunity **on May 11, 2010** - benchmark your thoughts and receive promising solutions that guide you in these uncertain times.

Please note the 10% discount for PV Group and BSW members.