

## SOLARUNITED Pursues New Strategic Direction *Makes key committee appointments*

Basel, Switzerland – **SOLARUNITED**, the Global Solar Business and Technology Association, made a series of appointments in January to provide leadership for its new strategic committees focusing on: business; technology; and marketing & communications.

"In essence, this is an anticipatory move," says **SOLARUNITED** executive director Bryan Ekus. "It's a question of being in a position both to lead and consolidate the entire solar value chain for the years ahead.

"Issues such as reinforcing dialogue, encouraging collaboration in anticipating the regulatory and technological environment that lies ahead, are the basic building blocks needed at this time when we have a fragmented industry that needs to coalesce for the future," Ekus adds.

The strategic committees and their co-chairs were announced at **SOLARUNITED**'s latest board meeting held in January in Basel, Switzerland. The strategic committees report to **SOLARUNITED**'s main board.

The strategic committees' key tasks include unifying and encouraging more communication and dialogue between the most important players within the different

steps of the solar value chain as well as related industries including energy storage, grid and electric vehicles.

The technology strategic committee is tasked with helping the solar industry make the next leap towards mature credible PV technology, creating a solar quality and reliability awareness campaign and cooperating with existing organizations on specific technology topics working more closely with quality and certification organizations.

Marketing and communications tasks including determining and coordinating partnerships with other events organizers and media outlets, as well as disseminating information on solar emerging markets and proposing new business activities. It was also decided the association will align itself more closely with the promotion campaign [Solarfuture.today](http://Solarfuture.today)

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The **SOLARUNITED** board shown after creating committees that will help the organization achieve its strategic objectives.



### *Call for Speakers:* **Solar PV Production Technology Forum - 2015**

**SOLARUNITED** is pleased to announce that is organizing again the Solar PV Production Technology Forum that will be held as a co-located event during EUPVSEC exposition, 15-17 September in Hamburg, Germany.

The forum will feature presentations on production technologies including PV production market, silicon and thin film production, and will be led by industry experts from manufacturers and suppliers of PV fabrication, equipment and related raw materials.

If you are interested to speak at the Solar PV Production Technology Forum - 2015, we invite you to submit a proposal to [ekus@ipvea.com](mailto:ekus@ipvea.com) before 15 April 2015.

## Strategic Direction

### Solar Visionaries Panel Highlights World Future Energy Summit in Abu Dhabi

Abu Dhabi, UAE — **SOLARUNITED** had a major presence at the Energy Storage Supply Chain Forum, as part of the World Future Energy Summit, on 19 January.



Visionaries Panel (l-r): Abdulmohsin Mohammad Al Shoaibi, DarSolar; Browning Rockwell, SASIA; Matthias Altieri, Minerva Capital Partners; Alex Lightman, GINET; Nancy Pfund, DBL Investors; Imtiaz Mahtab, Air Liquide; and Tony Seba.

Preceded by an invite-only reception for “Solar Visionaries” at the Aloft Hotel Rooftop deluxe destination, this high-level discussion provided valuable insight into the latest developments driving solar development, project finance and investment in the sector, and in particular, the Middle East. “Solar is on the cusp of disrupting the world’s largest industry,” said guest speaker Tony Seba, a Stanford University lecturer, Silicon Valley entrepreneur and author of *Solar Trillions and Clean Disruption*.



Tony Seba addressing the Energy Storage Supply Chain Forum.

“Solar capacity has been growing more than 40 percent per year for decades while improving unit costs by hundreds or even thousands of times relative to conventional energy. At this rate, solar will be the world’s main energy source before 2030,” Seba declared.

Seba then moderated a panel of fellow “superstar” solar visionaries including: Nancy Pfund, a board member of Tesla and managing partner of DBL Investors; Browning Rockwell, executive director of the Saudi Arabia Solar Industry Association and founder of the Solar GCC Alliance; Matthias Altieri, founder & managing partner of Minerva Capital Partners; Alex Lightman, chairman of GINET (Global Innovation Network for Entrepreneurship and Technology); Abdulmohsin Mohammad Al Shoaibi, managing partner of DarSolar and SASIA, cited by *Forbes Middle East* as a business leader; and Eckhardt Rueemler, CEO of E.ON Climate & Renewables.

Watch the session replay at <http://goo.gl/NY4RXS>

The C-level conference combined the brain power of industry experts, solar and CleanTech industry leaders, together with the financial and investor community who are active in the Middle Eastern/North African region.

The “SolarFUTURE.today Awareness Campaign” was promoted during the forum, which, besides SolarUnited, was co-sponsored by the Solar Business Club, Solar GCC Alliance, SASIA, and SolarFUTURE.today.



**SOLARUNITED** executive director Bryan Ekus at our World Future Energy Summit pavilion.

**SOLARUNITED** hosted a member pavilion at the World Future Energy Summit.

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### One voice

The need for one unifying solar photovoltaic group is arguably becoming more important, as the industry prepares to make the transition from niche renewables technology to a mainstream source of electricity generation in more markets worldwide.

New business models are emerging — such as solar and storage — and some big technology players have now entered the industry, including Solarcity, Tesla and Google.

This is creating new challenges for the solar industry, such as an increasing focus on quality. In addition, the tapering off of subsidies also places the industry under greater pressure to deliver solar projects at a competitive cost and this is making itself felt along the entire value chain — from BOS component suppliers, to inverter makers as well as solar cell and module producers.

However, a challenge for the global solar industry has been to unify many industry associations representing its various factions and segments.

These include regional and national solar and renewables associations, as well as various technology-focused groups, resulting which is making it difficult for the solar industry to organize a single, cohesive international business platform, something that the wind industry, for instance, has managed to achieve through its own Global Wind Energy Council (GWEC).

At the board meeting, it was decided that **SOLARUNITED** would temporary host national and regional associations seeking to develop its own global council, following GWEC’s example.

**“It’s a question of being in a position both to lead and consolidate the entire solar value chain for the years ahead.”**

— Bryan Ekus, **SOLARUNITED** executive director

## SOLARUNITED to cohost Solar Industry Awards 2015



Nominations open on 18<sup>th</sup> May 2015

For more information contact: Shehzad Munshi  
[shehzad.munshi@angelbc.com](mailto:shehzad.munshi@angelbc.com)

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View the full program or download the brochure on the event website:  
[www.solarassetmanagement.us](http://www.solarassetmanagement.us)

**The 8th Energy Storage World Forum –  
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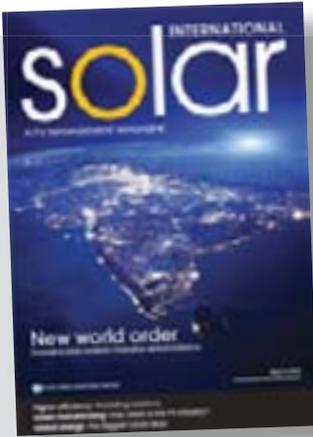
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## Free Editorial Opportunity in 'Solar International' Magazine

Members can feature articles / white papers in upcoming issues of Solar International magazine for free, thanks to SOLARUNITED's close relationship with the publication.

Additionally Solar International will be featuring 'Intersolar Europe showcase' within issue II, interested members can email 250 words text and product image by **30<sup>th</sup> April 2015**.

All material, questions and information should be directed to the editorial department:

**Jackie Cannon**

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Tel: +44(0)1923 690 205

## Save the date: Intersolar Europe, Munich

**SOLARUNITED** members will be meeting at the Intersolar Europe Conference and Exhibition!

**Date: 11 June 2015**

**Time: 9am AM – 11:00 AM**

**Meeting Place:** Messe München GmbH, Room 12A first floor of the ICM, Messegelände, 81823 München, Germany.

Stay tuned for more information!



## Why We Must Address Module Quality Issue Now



**BY LAURA AZPILICUETA,**

**SOLARUNITED** Board Member & EVASA Global Sales & Marketing Director

There's an old expression "penny wise and pound foolish" that sums up a creeping crisis, which may very well impact on all of our livelihoods.

Various scientific studies testing the robustness of PV modules have demonstrated repeatedly that some components exposed to a wide range of stress conditions will suffer from the elements including: UltraViolet; temperature; moisture; corrosive environments, such as atmospheric chemicals or a coastal environment; electrical damage; or physical threats, such as abrasion (sand) or impact (installation, debris).

All the people in solar have the same ultimate goal no matter where we sit on the industry value chain.

That goal is "commitment" and not just the commitment with our customers or suppliers; rather it is the commitment with the end customer, with the future consumer of solar energy.

It is in our hands to popularize solar energy and solidify the belief in it, as a future solution to meet future global energy needs with a cost-effective means to electricity in any location.

In order for us to accomplish the collective objective, we surely all must work together. Almost as important: **We must not allow price pressure within the market to affect the quality and reliability of the products we produce.**

It seems like a contradiction. In planning a project, we always talk about the cost savings of solar as an energy alternative. But what good is it, if components start failing within a few years, instead of the 25 years life widely embraced as the promised industry standard?

Perhaps such longevity would require perfect conditions, such as weather. But nowhere these days do we live in perfect climates.

That being said, solar's real savings and ROI for end users predicated that no one skimps on the quality of materials inside the PV module. We assure that they will not fail within four or five years, or even earlier.

**SOLARUNITED's** new Technology Committee is focused on helping the industry creating global quality standards.

We're spearheading a reliability awareness campaign to educate anyone engaged in engineering, procurement and construction (EPC) of solar components, as well as banks and investors, in the importance of using first-rate materials and equipment for fabricating dependable modules. And we will also work with Quality & Certification organisations to set those standards.

All of our reputations will benefit in this new way of thinking. Stay tuned for developments in our progress.

## WFES Panel Discussion at Solar & Energy Storage Forum

The Solar GCC Alliance, Saudi Arabia Solar Industry Association (SASIA), SOLARUNITED, and the *Energy Storage Journal* organized a successful panel discussion on January 19, 2015 during the first day of the WFES 2015. The Energy Storage Supply Chain Forum session was broadcast by Solar.PV.TV.

The Energy Storage Supply Chain Forum consisted of a half-day, intensive conference program. Sessions tackled a competitive solar energy model; the developing GCC (Cooperation Council for the Arab nations of the Gulf); replacement strategies for GCC; building integrated PV applications; project development; and project financing.



Energy Storage Panel (l-r): Dr. Nicolas Calvet, Masdar Institute; Bryan Ekus, managing director SolarUnited; Browning Rockwell, Executive Director, Solar GCC; Javier Landero, CEO, GPTEch; and Christian Roselund, Global Content Director, SolarPV.TV



# EU PVSEC 2015

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[www.photovoltaic-conference.com](http://www.photovoltaic-conference.com)  
[www.photovoltaic-exhibition.com](http://www.photovoltaic-exhibition.com)

## Only 3 "SOLARUNITED Village" Booths Left for EU PVSEC

SOLARUNITED is pleased to be able to provide its members with an exclusive offer for participating in the exhibition of the 30th EU PVSEC, which will be held in Hamburg, Germany 14-18 September 2015.

More info about the exhibition and conference is at [www.photovoltic-exhibition.com](http://www.photovoltic-exhibition.com)

The SOLARUNITED Booth Village offers a turnkey service that includes furnishings, meeting space, catering, signage, group based promotion, information, and consulting services. The SOLARUNITED Booth Village can host up to six companies – three of the booths are already secured – and is available on a first-come, first-serve basis.

### Member Price: 2,500€

As a further, new benefit EUPVSEC is offering each exhibitor of the SOLARUNITED member pavilion two complimentary full-week-registrations.

For further details please contact:

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## EU PVSEC '15 Names Dr. Rinck General Conference Chairman

Dr. Stefan Rinck has been named Conference General Chairman of the 2015 EU PVSEC (European Photovoltaic Solar Energy Conference and Exhibition) in Hamburg, Germany.

EU PVSEC conference programme of the highest scientific calibre is currently being prepared by EU PVSEC's International Scientific Committee, made up of more than 200 leading experts from the global PV community, under the guidance of the EU PVSEC Technical Programme Chairman, Dr. Nigel Taylor, European Commission, Joint Research Centre.

PV solar experts will meet in Hamburg to discuss new concepts, trends and developments in science and industry, as photovoltaic solar energy becomes a major electricity source on the world stage.

For more information, please visit:

<https://www.photovoltic-conference.com>

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## Solar GCC Alliance News

The next wave of solar development in the MENA region is no longer a question of “if,” but “when and where?”



**Browning Rockwell**  
Executive Director,  
Solar GCC Alliance

While the solar industry emerged from this year’s World Future Energy Summit (WFES) with a general feeling of optimism, the market in the Middle Eastern/North African (MENA) region remains complex and unclear in many ways.

Big pre-show headlines like DEWA’s rooftop project and 200 MW solar tender created a positive buzz, despite intense debate over the true impact of

ACWA Power’s ambitiously low LCOE bid of roughly US\$0.06/kWh. At the same time new uncertainties have been introduced by the death of King Abdullah of Saudi Arabia, the dissolution of the council behind K.A. CARE, and news that the Kingdom’s ambitious targets for solar energy have been pushed back to 2040. More in-depth insights about WFES and the current state of affairs throughout the region appear in the stories below.

We see the diminishing of K.A. CARE as a positive step for Saudi Arabia, one that leaves other organizations free to take a greater role in defining the future of the Kingdom’s renewable energy development. Whether that future will get underway in the first half of 2015 or take many more years to develop remains to be seen. In our opinion, the pace of technological change in the industry is so rapid that what happens in the next 2-5 years seems likely to be more significant than any longer-term target.

The bigger picture is that the energy sector, both worldwide and in the MENA, is rapidly moving away from a world where oil is the dominant factor. Energy deflation is on the rise in nearly every sector, particularly in solar.

While there’s no turning back, it’s clear that each country in the region will proceed at its own pace. We’re encouraged by continuing growth in the private sector, which continues to look for markets throughout the MENA. If utility-scale opportunities are not immediately forthcoming in Saudi Arabia, their efforts will be diverted to countries like Jordan and Egypt, where higher energy costs are driving faster adoption of renewables.

At present we’re taking a “wait and see” approach to the future. Many positive things are happening throughout the region, it’s just a question of what the next step will be, and how soon.

Best regards

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## Nobel Peace Prize Laureate Mohammed Yunus Joins SolarFUTURE.today

Shanghai, Orlando — Visionary social entrepreneur and Nobel Peace Prize Laureate 2006 Professor Muhammad Yunus has joined the world’s first global public awareness campaign for solar, SolarFUTURE.today!

“Muhammad Yunus is a giant who has bent the arc of history to democratize access to finance and energy,” commented Author, Entrepreneur and Stanford Lecturer Tony Seba, who serves as Co-chair of the SolarFUTURE.today campaign.

“His invention of microfinance disrupted finance and gave hundreds of millions of people access to credit to help lift themselves out of poverty. Dr Yunus’s insights and experience will be invaluable in helping the solar community democratize energy and give billions of people access to power.”

Prof. Yunus will be a co-patron of the Honorary Visionary Board of the campaign, and is actually SolarFUTURE.today’s second Nobel Prize Laureate recipient. He’s joining Prof. Alan Heeger, who won the honour in Chemistry in 2000. Prof. Heeger’s work led the development of new solar PV technologies.

As part of his work bringing millions out of poverty with microcredit and microfinance, Professor Yunus has been a pioneer in the deployment of PV. His work shows that solar is not only a solution for rich nations that must reduce carbon emissions, but is a practical way to bring electricity to parts of the developing world, where limited access to power inhibits economic and social development.

Working with his Grameen Shakti team, Yunus is responsible for assisting with the installation of more than 1 million solar home systems in Bangladesh, a nation with a per capita income of only US\$1,190. The Grameen Shakti team is currently installing roughly 60,000 solar home systems per month, and has set a goal to reach two million solar home systems installed within the next two years.

SolarFUTURE.today is a worldwide solar awareness campaign that unites business, scientific, technology, architecture, cinema, music, athletic, educational and philanthropic leaders with youth and society around the world, focused on the accelerated growth of solar as a mainstream energy source.

More information can be found at [www.solarfuture.today](http://www.solarfuture.today)



Nobel Laureate Muhammad Yunus at the Nobel Peace Prize Award Ceremony at Oslo City Hall, 10 December 2006. Copyright © The Norwegian Nobel Institute 2006 Photo: Ken Opprann



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