



# PV Summit Asia 2009

## 亚洲光伏峰会

17-19 June 2009  
Plaza Royale Oriental Hotel, Shanghai, China

Access to Key PV Project Owners from Asia & Beyond  
Maximize Your Business Potential

### Key Issues To Be Covered

- PV Project Owners' Platform
- Policy analysis of Global Solar Photovoltaic Industry
- Investment & Financing
- Transformation & Buy-Out
- Energy Efficiency
- Advanced Solar Cells and Materials Technology
- PV Systems / BIPV

### Your Eminent Speaker Panel

- Shi Lishan**, Deputy Director, Renewable Energy, **NDRC**  
**Hu Runqing**, Center for Renewable Energy Development, Energy Research Institute, **NDRC**  
**Monica V. Oliphant**, President, **International Solar Energy Society (ISES)**  
**Wenhua Xi**, Director-General, International Solar Energy Center, **UNIDO** & Vice Chairman, **China Renewable Energy Society**  
**David Renne**, Vice President, **ISES** & Principal Program Leader, **National Renewable Energy Laboratory (NREL)**  
**Ahmad Hadri Haris**, National Project Leader, **MBIPV Project** & Head of Renewable Energy, **Malaysia Energy Centre (PTM)**  
**Afshin Hadipour**, Senior Researcher, **IMEC**  
**André Claverie**, PV Programme Manager, **ADEME**  
**Sohail Hasnie**, Senior Energy Specialist, **Asian Development Bank**  
**Sunil Gupta (TBC)**, Managing Director, Asia, **Morgan Stanley**  
**Fumio Hoshi**, Executive Director, **Japan Bank for International Cooperation**  
**Ajay Prakash Shrivastava**, President, **Solar Energy Society of India (SESI)** & Managing Director, **Maharishi Solar**  
**Rhee Eon Ku**, Former President, **Korean Solar Energy Society (KSES)** & Professor, **Chung-Ang University**  
**Denis Koch**, Vice President, Renewable Energy, **Schneider Global Headquarter**  
**Henri He**, Business Development Manager, Solar Product, **Bureau Veritas**  
**Achim Woyte**, Senior Reference Expert, **3E**  
**Pedro Banda**, CEO, **ISFOC S. A.**  
**Steven J. E. Pleging**, CEO, **Ecostream International BV**  
**Julia Wu**, Lead Solar Analyst, **New Energy Finance**  
**Thomas Parkinson**, Director, **CRA International**  
**Gino van Neer**, CEO, **Enfinity**

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## Selected Participants of PV Summit Asia 2009

### PV Project Owners & Operators & Governments

#### China:

National Development and Reform Commission (NDRC)  
Shanghai Municipal DRC  
Jiangxi Provincial DRC  
Gansu Provincial DRC  
Jiangsu Provincial DRC  
Yunnan Provincial DRC  
Qinghai Provincial DRC  
China Datang Corporation Renewable Power Co., Ltd  
Guodian Technology & Environment Group Co., Ltd.  
China HuaDian Corporation  
China Power Investment Corporation (CPI)  
Guohua Energy Investment Corporation  
Yunnan Provincial Power Investment (Shilin) Co., Ltd.  
Qinghai New Energy (Group) Co., Ltd.  
China Technology Development Group Corporation  
Shanghai Green Protect Energy Co., Ltd.  
Zhuhai Singyes Renewable Energy Technology Co Ltd.

#### Thailand:

The Electricity Generating Public Company Limited (EGCO)

#### Malaysia:

Malaysia Energy Center (PTM)  
Malaysia Building Integrated Photovoltaic (MBIPV) project

#### France:

French Environment and Energy Management Agency (ADEME)

#### USA:

National Renewable Energy Laboratory (NREL)

### Association & University & Research

China Renewable Energy Society (CRES)  
UNIDO  
All-China Federation of Industry & Commerce (ACFIC)  
International Solar Energy Society (ISES)  
China Renewable Energy Industries Association (CREIA)  
Japan Photovoltaic Energy Association (JPEA)  
IMEC  
European Photovoltaic Industry Association (EPIA)  
Solar Energy Society of India (SESI)  
Korean Solar Energy Society (KSES)  
Chung-Ang University (CAU)  
Swiss Federal Institute of Technology (EPFL)

### Enterprise Delegation

3E  
ABB  
Asian Development Bank  
Baoding Tianwei Thin Film Photovoltaic Co., Ltd.  
Bekaert Management (Shanghai) Co., Ltd.  
Best Solar Co., Ltd.  
Bonfiglioli Drives (Shanghai) Co., Ltd.  
BP SunOasis Company Limited  
Bureau Veritas  
Canadian Solar Inc.  
Carraro  
Centrotherm Photovoltaics AG  
Ceyuan Ventures  
Chengdu Hydropower Investigation Design&Research Institute  
China Electric Equipment Group (Nanjing) PV-Tech Co., Ltd.  
China Guangdong Nuclear Wind Power Co., Ltd.  
China United Cleaning Technology Co., Ltd.  
CNPV Dongying Photovoltaic Power Co., Ltd.  
COLEXON Energy AG  
CRA International  
Dalu Tech  
DEK Printing Machines (Shenzhen) Co., Ltd.  
DeSolar Co., Ltd.  
Donghai Securities Ltd.  
Ecostream Solar  
Enfinity  
ENN Solar Energy Group  
Gansu Province Electric Power Investment Group Corp.  
Hanergy Holding Group  
ISFOC  
Japan Bank of International Cooperation  
Jiangsu Yangtze New Energies Engineering Co., Ltd.  
Jiangsu Zhongneng Polysilicon Technology Development Co., Ltd.  
Jiangxi Sornid Hi-Tech Co., Ltd.  
Jiangxi Tianneng Power Stock Co., Ltd.  
Jiangyin Alcom Solar Equipments Co., Ltd.  
Lust Drive Systems (Shanghai) Co., Ltd.  
Maharishi Solar Technology  
Mitsui Chemicals, Inc.  
Morgan Stanley  
New Energy Finance  
Ningxia Electric Power Group Co., Ltd.  
Oerlikon (Shanghai) Co., Ltd.  
Phono Solar Technology Co., Ltd.  
SANYO ENEOS Solar Co., Ltd.  
Schneider Electric  
Sembawang Engineers & Constructors  
Senoplast Klepsch & Co. GmbH  
SGS - CSTC Standards Technical Services Co., Ltd.  
Shanxi Tianneng Technology Co., Ltd.  
Siemens AG  
Sinosol Projects (Beijing) Ltd.  
Solarfun Power Holdings  
SOLTEC New Renewable Energies  
Solyndra Inc.  
Suntech Power Holdings  
Tianjin Jinneng Solar Cell Co.,Ltd.  
Tianneng Group  
Toshiba Corporation  
TUV Rheinland (Guangdong) Ltd.  
Underwriters Laboratories Inc. (UL)  
Veeco Instruments Ins.  
Xiamen Sanan Optoelectronics Co., Ltd.  
XinAo Group  
Xinjiang SunOasis Co., Ltd.

*And More*

Pre-Conference Workshop - PV Project Platform Wednesday 17th June

1300 **Registration**

1320 **Opening address from the Chairperson**  
*Monica V. Oliphant, President, International Solar Energy Society (ISES)*

1330 **Panel Discussion with Key PV Project Owners from China**

- **Electric Power Group — What is their future PV investment strategy ?**  
Guodian Technology & Environment Group Co., Ltd. / China HuaDian Corporation / China Power Investment Corporation (CPI) / Guohua Energy Investment Corporation / Yunnan Provincial Power Investment (Shilin) Co., Ltd.
- **PV Manufacturers & Energy Group — What is their PV investment opportunity & challenge ?**  
*Zhang Zhimin, Chairman of the Board, Qinghai New Energy (Group) Co., Ltd.*  
*Qu Xiaohua, President, Canadian Solar Inc.*  
*Leiting, General Manager, Suntech Energy Solutions Inc.*  
*Guo Tairan, President Assistant, China Technology Development Group Corporation*  
*Dai Chenghong, Engineering Manager, Shanghai Green Protect Energy Co., Ltd.*  
*Schneider Electric*  
*ABB*

1420 **Q & A Time**  
Ask the questions you are burning to ask and get the answers which will truly advance your business and maximize your potential.

1440 **Refreshment break & networking opportunity**

1500 **MBIPV Project - National PV Malaysia**  
Malaysia Building Integrated Photovoltaic (MBIPV) project – a national holistic policy programme by the Government of Malaysia with support from United Nations Development Programme (UNDP), Global Environment Facility (GEF) and private sector – to develop a sustainable and cost effective local market for grid-connected PV applications.  
*Ahmad Hadri Haris, National Project Leader, MBIPV Programme*

1540 **PV Project Strategy & Policy Prediction in Japan from 2010 - 2020**

- Policy support for large scale PV project in Japan
- Cooperations with manufacturers in Asia-Pacific area

1620 **BIPV Projects & Strategy in France**

- PV is a construction component which produces electricity
- BIPV will become cheaper than PV + Building components
- BIPV carries more added value than PV alone
- A lot of innovation is needed to develop cost effective products

*André Claverie, PV Programme Manager, ADEME*

1700 **Closing remarks from Chairperson and end of Pre -Conference Workshop**

## Sponsorship & Expo

Do you offer products, services of expertise?  
Would you like to share with others?

Private investment, finance, installers, systems, legislation & government support  
PV companies now have real money to spend on your products and services.  
And there's simply no better time to introduce your company to them.

**PV Summit Asia** is designed exclusively for PV managers which means every attendee is 100% guaranteed to be from your target market!

Throughout the summit a select number of leading solution providers will have the opportunity to advise and discuss their latest products, solutions and services to target audiences.

- Drive home your message - limited speaking slots available
- Showcase your solution and services with an exhibition booth
- Long term branding with delegate documentations
- Premium branding opportunities to provide significant market exposure

Contact us **now** as exhibition spaces are strictly limited and will be allocated on a first come first serve basis. They're already booking!

**Contact Boris Xiong on:**  
**T: +86 (0) 21 6247 8826 / 8821**  
**E: boris.xiong@merisis-asia.com**

## Who Should Attend?

- Solar materials
- Components' Suppliers
- Production Equipments
- Solar cells
- Solar panels
- Installers
- Engineers
- Systems
- Solar products
- Banks with renewable portfolio
- Venture capitals
- Fund management, investment firms in solar
- Solar business developers
- Researchers & analysts
- Solar project managers
- Consultants
- Law firms
- Government
- Electric/power companies
- Classification Societies

## Day One Thursday 18th June

0830 **Registration**

0850 **Opening address from the Chairperson**  
*Monica V. Oliphant, President, International Solar Energy Society (ISES)*

### SESSION ONE : Policy & Market on Solar Photovoltaic Industry

0900 **TOPIC ONE : Exploring the Status & Trend of Global Solar Photovoltaic Market**  
 • High growth rates for solar photovoltaic worldwide • Successful policies and tariff structures • Future challenges  
*David Renne, Vice President, International Solar Energy Society (ISES)*

0945 **TOPIC TWO : New Financial Support from Chinese Government**  
**In March 26th, Chinese Ministry of Finance announced new Financial Support Act for PV Industry, which allows 20 RMB/Wp's financial subsidy for BIPV Projects in China.**

- High representatives from NDRC will introduce this new financial support to you, and talk about the future support policy on PV industry from Chinese government.  
*Shi Lishan, Deputy Director, Renewable Energy, NDRC*  
*Hu Runqing, Center for Renewable Energy Development, NDRC*

- High Representatives from Provincial DRC will introduce their respective preferential policy on PV industry.  
 Shanghai Municipal DRC / Jiangxi Provincial DRC / Gansu Provincial DRC  
 Jiangsu Provincial DRC / Yunnan Provincial DRC / Qinghai Provincial DRC

1030 **Q & A Time**  
Ask the questions you are burning to ask and get the answers which will truly advance your business and maximize your potential.

1100 **Refreshment break & networking opportunity**

1130 **TOPIC THREE : Challenges and Opportunities of PV Energy Market in India**  
 • PV Opportunities in Asia viz-a-viz Global Market • Opportunities in India  
 • Government Policy and Challenges in India • New Technologies in PV which could boost the market and profitability  
*Ajay Prakash Shrivastava, President, Solar Energy Society of India (SESI)*

1130 **TOPIC FOUR : Status & Future Prediction of Korean PV Industry**  
*Rhee Eon Ku, Former President, Korean Solar Energy Society (KSES)*

1230 **Luncheon**

### SESSION TWO : System & Certification & Energy Efficiency

1400 **TOPIC FIVE : Issue on Energy Efficiency in Solar Energy Industry**  
 • Energy Efficiency • Energy consumption • Environment protection  
*Sohail Hasnie, Senior Energy Specialist, Asian Development Bank*

1430 **TOPIC SIX : Certification of Solar Cells & Modules**  
*Henri He, Business Development Manager, Solar Product, Bureau Veritas*

1500 **Afternoon refreshments & networking break**

1530 **TOPIC SEVEN : Schneider Electric's Electrical Control Solution for Solar Application**  
*Denis Koch, Vice President, Renewable Energy, Schneider Global Headquarter*

1600 **TOPIC EIGHT : Advanced PV systems**  
**ABB**

1630 **TOPIC NINE : Status & Future of Concentration PV Systems**  
*Wang Xinqiao, Deputy General Manager, Xiamen Sanan Optoelectronics Co., Ltd.*

1700 **Closing remarks from Chairman and end of Day One**

## Day Two Friday 19th June

0830 **Registration**

0850 **Opening address from the Chairperson**

*Wenhua Xi, Director-General, International Solar Energy Center, UNIDO & Vice Chairman, China Renewable Energy Society*

### SESSION THREE : Silicon Index & PV Investing&Financing

0900 TOPIC ONE

#### **PV Investing, Pricing and Margin along the Value Chain**

- Historic PV investment in all assets classes, when, where and how the money flowed
- PV demand and supply analysis
- Price trend of silicon and module
- Margin positions of PV players from silicon to PV systems

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

*Thomas Parkinson, Director, CRA International*

1000 **Refreshment break & networking opportunity**

1030 TOPIC TWO

#### **Financing Strategy & Buy-Out in Solar Energy Industry**

- Strategies in accessing capital from investors' view
- Securing venture capital - how to find and obtain venture capital funding for your projects
- How to Secure financing, refinancing, and issuing of IPOs.
- How to control increasing expensive debt capital
- Buy-Out Strategies: how to evaluate buyout investments, short- and long-term market

*Fumio Hoshi, Senior Executive Director, JBIC*

### SESSION FOUR : PV Systems & Advanced Solar Cells

1100 TOPIC THREE / PANEL DISCUSSION

#### **Advanced Solar Cell Technologies to Increase the efficiency of PV System**

*Gu Yumin, Vice President, China Electric Equipment Group (Nanjing) PV - Tech Co., Ltd.*

*HT Yang, Chief Technical Adviser, Spirox Corporation*

1200 **Luncheon**

1330 TOPIC FOUR

#### **PV Power Plants from Mega to Giga**

- Multi-megawatt plants
- Competition
- Scalability and sizing up
- Energy from the desert

*Steven J. E. Pleging, CEO, Ecostream International BV*

1415 TOPIC FIVE

#### **Engineering and Photovoltaic System Integration : Mitigating Technical Investment Risks**

- Solar resource assessment and project feasibility
- System design
- Yield monitoring and operational follow up
- Economic and technical feasibility assessment,
- Installation and safety aspects
- Case studies and special focus on due diligence for financiers

*Achim Woyte, Senior Reference Expert, 3E*

1500 **Afternoon refreshments & networking break**

1530 TOPIC SIX

#### **Concentration Photovoltaics Systems**

- HCPV
- Set up and test a new HCPV System

*Pedro Banda, CEO, ISFOC*

1600 TOPIC SEVEN

#### **Off-grid Applications**

- The most cost-competitive solution
- Hybrid systems in remote areas
- Applications in communication systems, navigation systems, cathodic protection, street lighting, and security applications

*Gino van Neer, CEO, Enfinity*

1630 TOPIC EIGHT

#### **Plastic Solar Cells**

- Processing methods
- Efficiency and life-time
- Applications

*Afshin Hadipour, Senior Researcher, IMEC*

1700 **Closing remarks from Chairman and end of Day Two**



## Fantastic Networking Opportunities!

1. Opportunity to meet 150+ people
2. Focused exhibition area
3. Over 10 hours of dedicated networking time
4. Networking refreshment and break time
5. Speed networking
6. Vibrant panel debates
7. Leading case studies
8. 20+ Industry leading speakers

## Expert Panel Sessions

What are the panel discussions? They are a session with several experts discussing one particular topic from different points of views.

Hear the discussion and join in! Ask the questions you are burning to ask and get the answers which will allow you to truly advance your business and maximise your potential.

## Something to say?

Talk to us about speaker opportunities.

Call Monica Wang  
+86 (0) 21 6247 8608  
monica.wang@merisis-asia.com

## Why You Will Personally Benefit

- 1 With case studies and presentations from leading voices, you're guaranteed to gain fresh insights into the very best ways to develop your business.  
  
Members from all sectors of PV industry are taking part in the Summit, so you'll have every opportunity to meet up with old friends and colleagues, make new contacts and cement existing relationships.
- 2 When you return to the office, you'll be bursting with comprehensive PV knowledge. Armed with critical data, it'll be your ideas, strategies and contacts that ensure your business leads the way.

## Why Your Company Needs You Here

- 1 You will be able to benchmark how far - or how close - you are to your peers. What are they doing that you're not? How many steps ahead or how far behind are you? This will give you invaluable knowledge and unparalleled insight into the best advice to implement the most effective and comprehensive business development strategy.
- 2 Two days invested in this event will deliver you far more than even several weeks of training. Your company will save a significant amount of time and money.  
  
We will provide you with free access to post-event materials to give you a comprehensive summary of everything that's been discussed. You'll be able to follow up on the critical success factors, review presentations from the event and implement a business development strategy that will really work!

## Overview

Photovoltaic power generation is advancing in the role of alternative sources of energy. In 2008, Asia's photovoltaic industry continues rapid development. Asia has formed a scale, specialized and internationalized photovoltaic industrial groups of a high level.

PV Summit Asia 2009 will be a great review and promotion of exchange of experiences of very important significance. The organizing committee would like to welcome industrial experts, scientists and technicians, entrepreneurs, leaders at all levels and all friends who are interested in the development of photovoltaic technology and industry to join this event in Shanghai, China.

## About Merisis

Merisis Consulting Company Ltd. is a business information company providing services for top 1000 companies in Asia-pacific. Our solutions are delivered through a wide variety of events for business strategies of world's fast developing market strategic insight and access to a host of entrepreneurial communities. Through our expertise, international networks, talents and resources, we focus on delivering solutions efficiently and professionally for companies and organizations in Asia-Pacific Region.

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