

## Demand dynamics in the major PV markets International expert symposium

Milan, Tuesday 4 September 2007

Organized by SolarPlaza.com

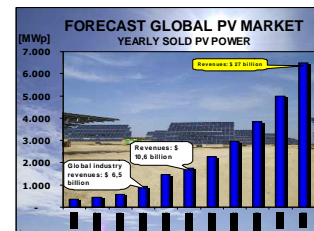
### Interactive international event:

- Presentations on demand dynamics by experts from the 8 major PV markets in the world
- Introduction on global supply dynamics and industry growth
- Interactive networking lunch discussing global demand
- Interactive forum discussion with the international experts and audience



### Comprehensive global market overview in one day:

- Learn about the dynamics of all the world's major PV markets from international experts in just one day
- Discuss global demand dynamics with other international PV experts in interactive sessions
- Learn about forecasts for the demand side of the major PV markets from all knowledgeable participants
- Challenge the speakers in the interactive forum discussion
- Expand your personal international network and enjoy the informal networking opportunities



For more information visit [www.solarplaza.com](http://www.solarplaza.com)

**Cost of participation: € 695 (excl. VAT); discounts for SolarPlaza customers and members of participating solar industry associations**

### Who should attend?

Business owners, entrepreneurs, marketing managers, financial analysts, investors, consultants and executives interested in global demand dynamics and exploring new market opportunities.

Language during Brokerage event: English. All participants will receive the complete list of (international) companies attending this event.

### About SolarPlaza

[www.solarplaza.com](http://www.solarplaza.com) is the global PV marketplace providing (free) information and matchmaking services. SolarPlaza previously organized 7 international PV trade missions to Spain, China, Italy, Greece and California.

**Fax the attached form to register,  
or email this form as PDF file to [info@solarplaza.com](mailto:info@solarplaza.com)**

For this international PV event there are limited places. For more information, please contact Edwin Koot ([e.koot@solarplaza.com](mailto:e.koot@solarplaza.com)).

## Demand dynamics in the major PV markets Registration Form

Milan, Tuesday 4 September 2007

<b>Participation:</b>	<b>Cost:</b>
<input type="checkbox"/> Yes, I want to join this interactive symposium:	€ 795
<b>Your total price (excl. VAT)</b>	€ .....

**Personal data (attach a businesscard)**

<b>Company:</b>	<b>Company VAT nr.:</b>
<b>Contact person:</b>  <div style="text-align: center;">Mr./Mrs.</div>	<b>Position:</b>
<b>Phone:</b>	<b>Email:</b>
<b>Company address:</b>	
<b>Postal code:</b>	<b>City:</b>
<b>Country:</b>	<b>Website:</b>
<input type="checkbox"/> I authorize SolarPlaza to charge my credit card: <input type="checkbox"/> Euro/Mastercard <input type="checkbox"/> VISA <b>Card No.:</b>  <b>Cardholder:</b>  <b>Expiry date:</b>  <b>Signature:</b>	

# **Demand dynamics in the major PV markets Program**

**Milan, Tuesday 4 September 2007**

- 08:30**            **Registration + Coffee**
- 09:00**            **Opening symposium** Chairman: Edwin Koot (CEO SolarPlaza)
- 09:10**            **In perspective: the global supply dynamics and industry growth**  
Travis Bradford; President Prometheus Institute
- 09:30**            **Korea: The new Asian super (PV) power market?**  
Prof. Donghwan Kim; president of Korea Photovoltaic Development Organization
- 10:00**            **Japan: the world's first sustainable PV market**  
James Plastow; International Sales Senior Manager MSK Corporation
- 10:30**            **Coffee break**
- 11:00**            **Spain: explosive growth of the world's third largest PV market**  
Alberto Medrano; Board member ASIF(Spanish Solar Industry Association)
- 11:30**            **USA: Market dynamics of the giant market just awakening ...**  
Jigar Shaw; Chief Strategy Officer and founder of SunEdison
- 12:00**            **Greece: Will this country follow Spain with a spectacular growth?**  
Stelios Psomas; Executive director HELAPCO (Greek Solar Industry Association)
- 12:30**            **Interactive joint business lunch**  
Exchange of experiences and expectations in small groups, exploring the global market forecast up to 2010
- 14:00**            **Italy: Why the Italian PV market is attractive right now**  
Alex Sorokin; Senior Italian PV consultant and General Director Interenergy srl
- 14:30**            **Germany: growth dynamics of the world's largest PV market**  
Gerard Stryi-Hipp; Managing Director BSW (German Solar Industry Association)
- 15:00**            **China: will the infinite market potential be explored soon?**  
Zhang Cheng; TI Manager, The World Bank China RE Development Project.
- 15:30**            **Tea break**
- 16:00**            **Aggregation of presented market data into global demand forecast**
- 16:30**            **Presentation of interactive business lunch results on global demand dynamics**
- 16:45**            **Interactive forum discussion with speakers and audience on demand dynamics in the worlds major PV markets**
- 17:30**            **Informal drink**