



PRESS RELEASE

Photovoltaic Incentive Programs & Country Profiles

Understand the details and impact of

PV installation incentive programs in 25 countries.

July 13th, 2009 – Yole Développement has released a new marketing & technology study dedicated to the photovoltaic industry: **Photovoltaic Incentive Programs & Country Profiles**. Yole Développement has interviewed key experts for each country to analyze each program. The objective of this study is to provide the best information on each country active in the PV field including a concise summary of the type and the definition of incentive programs.

Market trends

With virtually unlimited potential, photovoltaic (PV) technology is the most promising source of electricity for the future. Driven by carbon concerns, desire for energy independence and limited oil and gas production, many governments want to increase the share of electricity produced by solar panels. However, photovoltaic electricity production remains one of the most expensive. An effective way to increase PV electricity production is to reduce the cost through targeted incentives. In the last ten years a number of government sponsored incentive programs have been established. Japan and Germany led the way and each encountered tremendous success. The demand for solar panels experienced in recent years in those countries has been a direct result of their incentive programs.

When a country decides to promote PV energy with incentives it will result in: immediate investment opportunities; creation of thousands of jobs; and shipping of solar products in substantial volumes. But, incentive programs are complex and it is crucial for everyone involved to have a clear picture of the situation to make informed choices.

Detailed data & analysis for each country

In 2007, Spain launched interesting PV incentives which created demand and investors responded. As installed capacity exceeded targets, in 2008 the Spanish government limited the program. The PV industry in Spain was hit hard. In 2007 all lights were green and companies expanded capacity. By 2009, the limitation of the incentives reduced demand and companies suffered due to over investment.

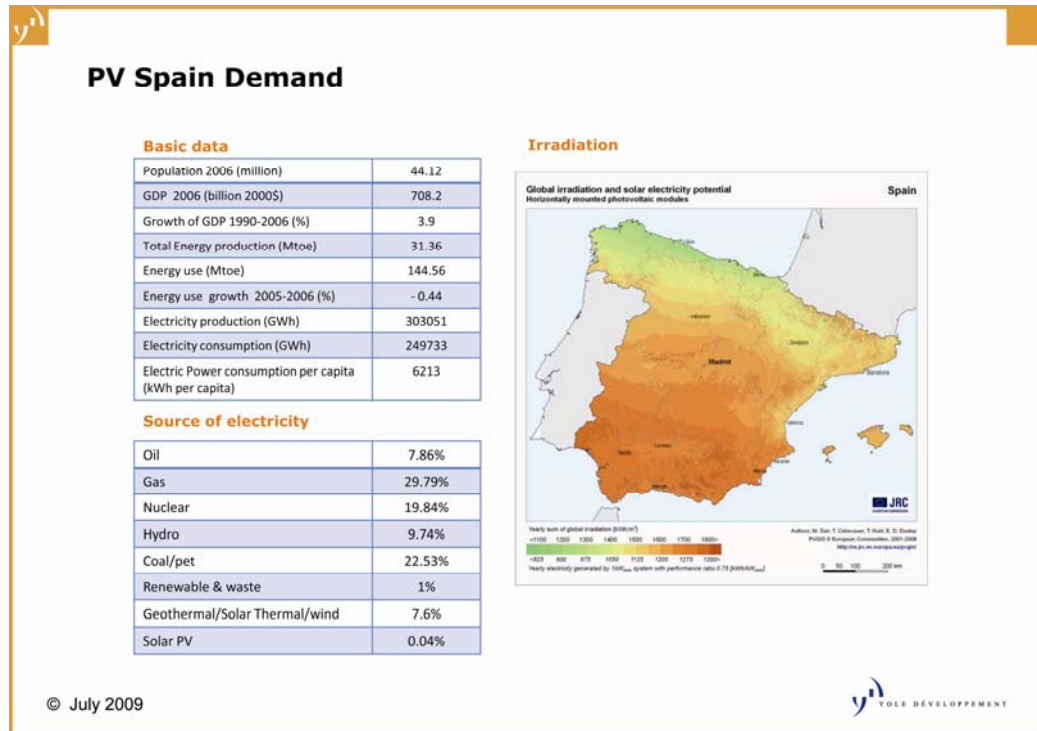
To properly gauge the market, each new incentive program must be analyzed and converted into a number of peak megawatts (MWp) installed. As countries rush to promote this technology many new incentive programs have been announced. China, France, Czech Republic and Bulgaria among others are rolling out programs.

For each country, Yole's report provides general data (population 2006; GDP 2006, total energy production ...) as well as specific data on the PV industry: share of source of electricity, insolation map, description of incentive program, breakdown of installation ...

"Industrial companies and/or investors that need accurate information on countries to make strategic decisions will benefit by acquiring this report" explains Gaetan Rull, Marketing Analyst at Yole Développement. Information described in this report is based on an in-depth investigation Yole



Développement carried out on 80 countries in the world. The company has discussed with the main organizations and controlling bodies in each country of interest in order to get access to the most relevant information.



PV Incentive Programs & Country Profiles

Catalogue price: Euros 2,990

For special offers and price in dollars, please contact Mr Jourdan (jourdan@yole.fr or +33 472 83 01 90)

Other publications dedicated to the photovoltaic industry

- **PV Fab Database 2009:** unique database describing a close to 800 PhotoVoltaic fabs on a worldwide basis from materials to solar modules
- **Photovoltaic Technologies Equipment and Materials 2008:** Complete kit to evaluate your own opportunity in the photovoltaic market

Author

Gaetan Rull was granted a master degree of industrial marketing and strategy and a science master degree. Working with Yole Développement for three years, he is in charge of the market analysis in the field of photovoltaic.

About Yole Développement

Yole Développement is a market research and strategy consulting company, specialised in the MEMS fields as well as compound semiconductors and photovoltaic. Yole Développement offers various kinds of services:

- Custom market research and technology/strategy analysis



- Marketing and communication services through MicroNews
- Market reports

Founded in 1998, Yole Développement is the world leader in the analysis of the microtechnologies and compound semiconductors markets. Every single day, Yole's team of 18 consultants is in contact with the world's key players, industrial companies, R&D institutes and investors, in order to help them understand the markets and technology trends. In our analyses, we take into account the whole value chain including materials and equipment suppliers as well as device and system manufacturers.

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