

# 5<sup>th</sup> European PV Industry Forum

Wednesday 3rd September 2008

Valencia, Spain

## on the occasion of the 23<sup>rd</sup> European PV Solar Energy Conference & Exhibition

Moderated by Belén Gallego, Spanish Journalist

- 8:30 Welcome speech
- 8:40 Introductory Speech by Hans Josef Fell on future RES Directive
- 09:00 – 10:30 Demand Side - Market Development – Chairman: Ernesto Macias**
- 09:00 Industry Point of View, Dr. Winfried Hoffmann, EPIA Vice-President
- 09:20 Financial Analyst Perspective, Matthias Fawer, Sarazin Bank
- 09:40 Point of View from Photon, Michael Schmela, Photon International
- 10:00 Synthesis by Ernesto Macias, EPIA President
- 10:10 *Moderated discussion*
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 Supply Side – Chairman: Dr. Winfried Hoffmann**
- 11:00 Perspective from a financial institution point of view, Stephan Droxner, LBBW
- 11:20 Perspective from the industry point of view, Solar World
- 11:40 Synthesis by Dr. Winfried Hoffmann, EPIA Vice-President
- 12:00 *Moderated discussion*
- 12:30 - 14:00 Lunch
- 14:00 – 15:30 Path to grid-parity – Chairman: Dr. Murray Cameron**
- 14:00 Price Development scenarios of Thin-Film vs Silicon based technologies - Ingo A. Schwirtlich, Schott Solar
- 14:20 Grid integration / challenges and technical solutions, Günther Cramer, SMA CEO & EPIA Director
- 14:40 Total cost of ownership (TCO) – perspective on PV competitiveness, Dr. Murray Cameron, Phoenix Solar CTO & EPIA Vice-President
- 15:00 The Solar Industry Initiative within the SET-Plan – Anton Milner, Q-Cells CEO & EPIA Director
- 15:20 Discussion
- 15:50 - 16:20 Coffee break
- 16:20 - 17:20 Key note speech from invited guest: Jeremy Rifkin**  
“Towards a 3<sup>rd</sup> Industrial Revolution lead by Europe and how solar photovoltaic electricity can be part of it “
- 17:20 Question session with the participants
- 17h45 Conclusions**, Ernesto Macias, EPIA President
- 18h00 End of the Industry Forum & Welcome at the EPIA Open Bar**

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