

Solar Innovation & Investment USA

The Meeting Place for Technology and Finance

Doubletree Metropolitan Hotel, New York, USA ♦ 2-3 December 2008

- ▶ Discover how and why solar investments can buck today's market trends
- ▶ Identify which technologies are making the leap from lab to large-scale production
- ▶ Tap into the Green Building trend through Building-Integrated PhotoVoltaics
- ▶ Compare and contrast new Concentrated Solar Power technologies
- ▶ Understand new business models for solar services and installation
- ▶ Debate current regulation and the prospects for change under a new administration
- ▶ Define the right strategy for your solar energy investments in 2009

FEATURING THE "DRAGONS' DEN" TECHNOLOGY SHOWCASE:

Early stage developers present their products to leading VC and PE investors

Meet with today's leading solar developers, financiers and policy-makers, including:



Jeffrey Holzschuh
Vice Chairman
Morgan Stanley



Darren Kimura
Chief Executive Officer
Sopogy



Francesco Giuliani
Director
First Reserve Corp



Stephen O'Rourke
Managing Director
Deutsche Bank



John Huffaker
Commercial Director
Ausra



Nat Kremer
Co-Founder
SunRun



Jeanne Fox
President
New Jersey Board of Public Utilities



Alfred Z. Matos
Vice President of Renewables and Energy Solutions
PSE&G

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"Found the topics covered very interesting, with a great cross section of companies and presenters."

JERRY STOKES, SUNTECH EUROPE,
SOLAR INNOVATION & INVESTMENT EUROPE 2008

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Solar Innovation & Investment USA



Bringing the best minds in the solar industry to the doorstep of the financial community, Solar Innovation & Investment USA will produce a new roadmap for the scaling up of solar power to become a primary electric power source for the USA.

With new solar technologies delivering greater efficiencies at a lower cost, and manufacturing ramping up across the globe, the prospect of grid parity for solar energy is in sight. Recent figures from the US Solar Energy Industries Association suggest that solar could form 10% of US power consumption in 2025 - a huge step from the less than 1% it represents today.

Reaching this target will require between \$450 billion and \$560 billion in capital investment. As a result, the financial community is turning its attention to solar as an investment opportunity, and seeking to identify which of the many technologies on offer has the greatest commercial potential. The need for accurate and timely information has never been greater.

Solar Innovation & Investment USA is the New York meeting place for all investors and operators in solar energy. From thin-film through to CPV and CSP, this intensive two-day forum offers a complete and comprehensive analysis of the current regulatory framework, new technologies reaching the market, and innovative financing structures for solar projects.

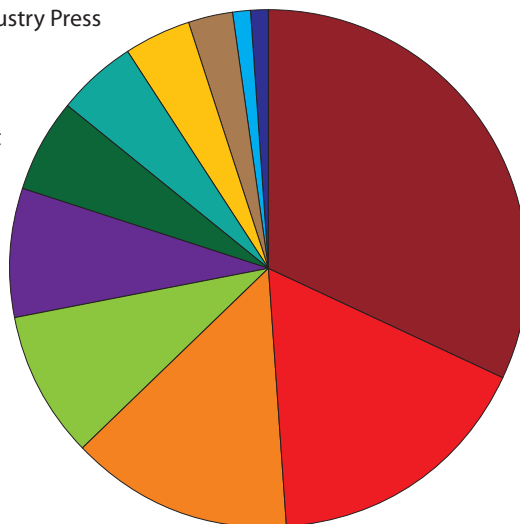
Presentations and case studies will be combined with interactive panel discussions and structured networking, bringing together solar technology developers and manufacturers with private equity funds, venture capital firms and investment banks to share ideas on how solar power can successfully be scaled up to play a significant role in US power consumption.

- ▶ **The ONLY solar investment conference in New York City**
- ▶ **Hot on the heels of the US presidential election: Get ready for change**
- ▶ **Meet dozens of potential investors, all under one roof, in just two days**
- ▶ **Network with an unrivalled combination of start-ups, large-scale project developers and solar manufacturers**
- ▶ **Get a complete update on silicon PV, thin-film, CSP and CPV in one intensive program**
- ▶ **Interact with your peers during eight hours of networking functions**

The inaugural Solar Innovation & Investment conference, held in London, was attended by 120 participants from 21 countries.

Breakdown of attendees at Solar Innovation & Investment Europe:

- 32% Solar Project Developers, Technology Manufacturers & System Integrators
- 17% Industry Analysts, Consultants & Industry Press
- 14% Banks, Venture Capital & Financiers
- 9% Utilities, Petroleum, Gas & Power
- 8% Ministries, Regulators & Government
- 6% Engineering, Asset Management & Infrastructure Groups
- 5% Construction, Real Estate & Property Development Companies
- 4% Universities & Industry Associations
- 3% Architects, Building Technologists & Urban Planners
- 1% Lawyers
- 1% Vehicle Manufacturers



Meet and network with 150+ decision-makers from the solar energy industries and the financial community:

- ▶ Large-scale project developers
- ▶ Technology research and development companies
- ▶ Wafer, cell and module manufacturers
- ▶ Solar distributors and installers
- ▶ Venture Capital firms
- ▶ Private Equity funds
- ▶ Investment banks
- ▶ Utilities
- ▶ Government officials and regulators
- ▶ Industry analysts
- ▶ Legal experts and consultants

Attendees at Solar Innovation and Investment Europe included high level executives from:

- Abengoa • AdvanceSis • ARKchem
- Bank of Ireland • BP • BSW-Solar
- Cagayan Electric Power & Light Co
- CEN (European Standards) • CREST • CSOB
- Cyprus Energy Regulatory Authority
- Danfoss AS • Dresdner Kleinwort • Eclareon
- ECOSTREAM • Edwards Vacuum
- Ellinas Wind Project Holding
- Elnett International Ltd
- Environmental Technologies International Corporation Ltd • Ernst & Young
- European Investment Bank
- Evelop Netherlands BV • Evolvece
- Foresight Group • Frost & Sullivan
- GE Energy • GraingerWest • Group IPS
- Halcrow • Hammonds • Heren Energy
- Hilson Moran Partnership • IDC • IDTechEx
- iEnergies AS • IMPERIAL
- Industrial Development Corporation of SA
- Industrial Fuels & Power
- Invest In Germany • Investec • ITW
- JTC Corporation • Kai-Design Ltd • Macquarie
- Magenta Partners • Mahindra & Mahindra
- McKinsey • Merloni Progetti SPA
- Nanosolar • NaREC • Neo Energia SL
- NetCrystal • New Energy Finance
- NextEnergy Capital Ltd • Nomura
- Norconsult AS
- Nuevas Energías de Occidente • SL
- Nuon Helianthos • Optic Technium
- Optimus Patents • Platina Partners • Polysolar
- Portuguese Trade & Investment Office
- PSE AG • Qatar Petroleum • Q-Cells
- Riomay Ltd • Sasol ChemCity • Sertec Energy
- SgurrEnergy • Sharp • Solaire Direct • SOLAR
- Solar Century • Solar Ventures • Solimpex
- SUNTECH-POWER
- Tech University of Denmark
- Texas A&M University at Qatar • Total SA
- Trina Solar • UK Trade & Investment
- WISE India • XinAo • Yingli Green Energy Europe

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8.30 Registration and welcome coffee

9.00 Chair's opening remarks

9.10 Keynote Session

- ▶ 2009-2025: The driving forces behind solar today
- ▶ Investment trends in distributed and renewable energy resources
- ▶ Setting realistic targets for solar generation in the US for 2025
- ▶ The role of finance in meeting these targets: What level of investment is needed and what shape will it take?

Jeffrey Holzschuh, Vice Chairman, **Morgan Stanley**

9.45 Today's financial markets

- ▶ The continuing effect of the credit crunch on the market as we enter 2009
- ▶ Current trends in venture capital investments and forecast figures for 2009-2010
- ▶ The changing roles of banks, venture capitalists and private equity funds
- ▶ Opportunities presented by the increasing participation of big energy companies
- ▶ The potential consequences of increased market consolidation through M&A
- ▶ Prospects for solar IPOs in 2009-2010

Jeffrey Lipton, Head of Clean-Technology Investment Banking, **Jefferies Co.**

10.00 The tax equity market for solar projects

- ▶ A review of market dynamics in 2008
- ▶ The size and scope of the tax equity markets
- ▶ Anticipated demand for tax equity for solar projects, both PV and CSP, as compared to supply expectations

John M. Eber, Managing Director-Energy Investments, **JP Morgan Capital Corporation**

10.15 Networking coffee break

11.00 Manufacturing and production

- ▶ Latest advances in increasing the efficiency of traditional silicon PV cells
- ▶ Understanding the risks to the investor in taking new technologies from the lab to large-scale manufacturing
- ▶ What will be the tipping point for cell production costs that enables solar to reach the target of grid parity?

Steve Hill, President, **Kyocera Solar***

11.25 Analyst panel

- ▶ How have solar stocks fared in 2008? What kinds of companies have done well, and why?
- ▶ What are investors looking for in their solar investments?
- ▶ Analyzing recent trends and their impact on solar investment potential:
 - ▶ The growth of low-cost, large-scale manufacturing in China and Singapore
 - ▶ Supply-chain constraints (and potential over-supply)
 - ▶ The wave of mergers and acquisitions among manufacturers
 - ▶ The entrance of semiconductor manufacturers into the solar market
- ▶ Predictions for 2009 in terms of opportunities for venture capital investments and solar IPOs

Ramesh Misra, Managing Director, **Collins Stewart**

Stephen O'Rourke, Managing Director, **Deutsche Bank**

Brian C Yerger, Research Analyst, **Jesup & Lamont Securities**

12.10 Networking luncheon

1.30 Thin-film technology

- ▶ Analyzing market activity and investments in 2008 – Who's investing in what?
- ▶ Evaluating the pros and cons of thin-film vs. traditional silicon PV technology
- ▶ Which technology has the greatest potential to be scaled up for large-scale use?
- ▶ Comparing recent developments in:
 - ▶ Amorphous silicon (a-Si)
 - ▶ Copper Indium Gallium Selenide (CIGS)
 - ▶ Cadmium Telluride (CdTe)
 - ▶ Dye-sensitized solar cells (DSSC)
- ▶ Case studies of successful transition from lab performance to large-scale installation
- ▶ New developments in manufacturing processes to improve efficiency and reduce costs – can thin-film technology break the \$1 per watt price barrier?

Short technology presentations will be followed by a panel discussion.

Pascal Noronha, Chief Executive Officer, **AVA Solar**

Xunming Deng, Chief Executive Officer, **Xunlight**

Rusty Jewett, President & Chief Executive Officer, **Sencera**

Miguel Contreras, Senior Scientist, **NREL**

2.15 Building-integrated photovoltaics (BIPV)

- ▶ Capitalizing on the trend for Green Building through the use of PV materials in replacement of conventional building materials

Robert J Cleereman, Senior Director, **Dow Building Solutions, The Dow Chemical Company**

Mike Gering, Chief Executive Officer, **Global Solar Energy**

Tom Djokovich, Chief Executive Officer, **XsunX**

Jon Mapel, Chief Executive Officer, **Covalent**

3.00 Networking coffee break

3.30 Creative financing in distributed PV

- ▶ Identifying the right business model for the widespread installation of distributed solar generation
- ▶ Understanding property issues, state and federal regulations, and permitting requirements
- ▶ The mechanics of Power Purchase Agreements (PPA) for commercial solar facilities
- ▶ The pros and cons of a PPA vs. leasing structure
- ▶ Innovative approaches to residential solar services and installation

Alfred Z. Matos, Vice President of Renewables and Energy Solutions, **PSE&G**

Nat Kreamer, Co-Founder, **SunRun**

David Arfin, Vice President, Customer Finance, **SolarCity**

4.15 "Dragons' Den" technology showcase

Select early-stage solar technology developers will present their technologies to a panel of leading clean-tech venture capitalists and private equity investors, who will question, analyze and assess the commercial viability of their products.

Panel:

Francesco Giuliani, Director, **First Reserve Corp**

Bill Reichert, Managing Director, **Garage Technology Ventures**

Daniel Hullah, Principal, **Rockport Capital Partners**

Marie Mapes, Presidential Management Fellow, **US Department of Energy**

5.30 Networking cocktail reception

6.30 End of day one

*Awaiting final confirmation

8.30 Registration and welcome coffee

9.00 Chair's review of day one and introduction to day two

9.10 Concentrated photovoltaics (CPV)

- ▶ New technological developments in large-scale CPV
- ▶ Comparing and contrasting dish CPV, lens CPV, low-concentration CPV and non-tracking CPV as solutions for power generation
- ▶ The growth potential for utility-scale CPV solar "farms"
- ▶ Assessing the full lifecycle costs of a CPV plant, including energy use and maintenance costs for tracking equipment
- ▶ The potential for hybrid CPV-thin-film installations
- ▶ Can CPV plants achieve grid parity with fossil-fuel power stations?

Rob Lamkin, Chief Executive Officer, **Cool Earth Solar**
Supratik Guha, Senior Manager, Semiconductor Materials & Devices Department, **IBM Research**

KRS Murthy, Partner, **Sunrgi**

Eric Romo, Vice President of Project Development, **GreenVolts**

10.10 Technology spotlight

- ▶ The future commercialization of very high efficiency solar cells (VHESCs)

Allen Barnett, Professor of Electrical and Computer Engineering, **University of Delaware**

10.30 Networking coffee break

11.15 Concentrating solar power (CSP)

- ▶ Comparing and contrasting solar trough, parabolic dish, and solar power tower technologies
- ▶ New technologies in grid connection and energy storage
- ▶ Understanding the licensing and permitting process for CSP
- ▶ Current projects and the key players driving the CSP market in 2008-2009
- ▶ Growth areas for CSP technology around the world and projected future market share

John Huffaker, Commercial Director, **Ausra**

Darren Kimura, Chief Executive Officer, **Sopogy**

J.D. Sitton, Chief Executive Officer, **Infinia**

Merrick Kerr, Chief Financial Officer, **eSolar**

12.15 Grid connectivity for utility-scale solar

- ▶ The role of major utilities in solar deployment
 - ▶ What are utilities looking for when seeking large solar projects for their portfolios?
 - ▶ How can project developers and utilities best work together?
- ▶ Strategies to overcome the inability of the existing grid to deal with the variability of solar power
- ▶ New technologies in demand management and load management

Kevin Law, Chief Executive Officer, **Long Island Power Authority**

12.40 Networking luncheon

2.00 Project finance

- ▶ The future outlook for project finance in utility-scale solar installations
- ▶ Issues of permitting for utility-scale facilities – the importance of access, water rights and land acquisition
- ▶ Understanding subsidies and incentives and how they impact profitability

- ▶ Managing regulatory risk – will potential changes to feed-in tariffs in 2009 affect the ability to finance projects?
- ▶ Identifying new sources of capital
- ▶ Case study: Solar power project development in California
Thomas K. Emmons, Senior Vice President, Head of Energy Finance, **HSH-Nordbank**
Kelly Beninga, Director of Renewable Energy, **Worley Parsons**

2.45 Risks and opportunities presented by the regulatory change under a new administration

- ▶ Understanding the current regulatory environment at the state and Federal level
- ▶ Case study: New initiatives to stimulate the solar sector in New Jersey
- ▶ How will the latest decisions on Investor Tax Credits and Production Tax Credits affect project viability? Is it possible to finance a project with so much change ahead?
- ▶ The outlook and possible timescale for a Federal Renewable Portfolio Standard or Federal Cap and Trade System
- ▶ The current status of projects under application to the Bureau of Land Management (BLM)
- ▶ Opportunities and challenges presented by the BLM's new Programmatic EIS

Jeanne Fox, President, **New Jersey Board of Public Utilities**

Ray Brady, Manager of Energy Policy, **Bureau of Land Management**

Jeff Peterson, Program Manager - Energy Resources, **NYSERDA**

3.30 Networking coffee break

4.00 End of conference

UPCOMING EVENTS

Solar Power Generation USA

Las Vegas, USA • 21-22 January 2009

Solar Innovation & Investment Asia

Co-located with AsiaSolar – the most influential solar PV exhibition in Asia

Shanghai, China • 31 March – 1 April 2009

Gulf Solar Expo

Announcing 2009's most important solar expo in the Middle East incorporating three senior-level conferences alongside a leading exhibition platform. Prime exhibition spaces are already being allocated.

Don't miss this opportunity! Contact **Yahya Al Barrishi** for further details - 00971 4 214 9558 or yahya.b@greenpowerconferences.com

Dubai, United Arab Emirates • April 2009

Investors need to get under the skin of the solar sector and decide for themselves where the best opportunities lie



Sponsorship & Exhibition Opportunities

Solar Innovation & Investment USA offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision makers.

Connecting you with the right people

With a proven track record of delivering high caliber investors and project developers, Green Power Conferences provide the perfect environment for you to do business with companies from across the country under one roof.

First class business opportunities

- ▶ Generate new high level business contacts
- ▶ Enhance your company's brand visibility globally
- ▶ Increase your market share and gain competitive advantage
- ▶ Reinforce existing partnerships
- ▶ Find new partners and business opportunities

Cost effective packages to meet your business needs

Our sponsorship and exhibition packages are designed to help you meet your business objectives. If you are looking to win prospective clients, strengthen existing relationships or enhance your company profile, we will help you do so in a cost effective manner.

Contact **Sandeep Anirudhan** for further details
Tel: +971 4 8135211
Email: sandeep.a@greenpowerconferences.com

Enter the Dragons' Den...

Are you a development-stage solar technology company seeking new industry partnerships and investment?

Our "Dragons' Den"-style technology showcase provides an opportunity for small companies to present their products to a panel of leading clean-tech venture capital and private equity investors.

If you would like to take advantage of this unique opportunity, and introduce your company to the entire **Solar Innovation & Investment USA** audience, please contact:

**jennie.moss@
greenpowerconferences.com**



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Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organized events focusing on the sustainability sector. Over the last five years, we have welcomed over 6000 delegates from 76 countries and built a global database of 140,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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