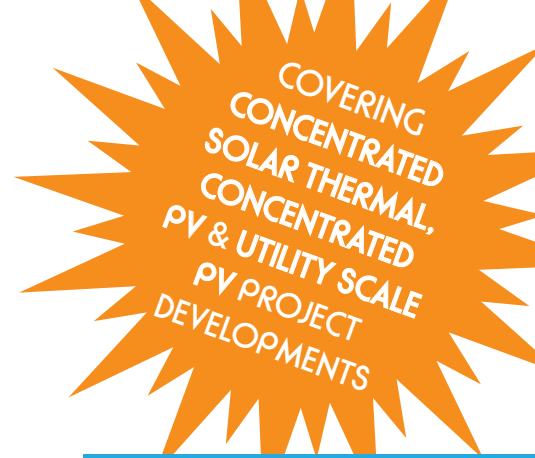


SolarPower Generation



Evolving the market for large scale solar power

Hotel 1898, Barcelona, Spain ♦ 23-24 February 2009

2ND ANNUAL EVENT

Learn from Leading Solar Market Experts:



Pietro Menna
*Directorate General for
Energy and Transport*
European Commission
Belgium



Dr. Tom Mancini
Chairman
SolarPACES



Terry Murphy
*President & Chief
Executive Officer*
Solar Reserve
USA



Michael Geyer
*Director International
Business Development*
Abengoa Solar
Spain



Nancy Hartsoch
Director
CPV Consortium



Eng. Amr A Mohsen
Director
**Lotus Solar
Technologies**
Egypt

Plus Solar Power Generation Project Case Studies, Insight & Analysis from:

- ▶ **Richard Pardell**, *Chief Executive Officer*, **Sol3g**, Spain
- ▶ **Fred Morse**, *Senior Advisor of US Operations*, **Abengoa Solar** and *Chairman*, **CSP Division**, **Solar Energy Industries Association**, USA
- ▶ **Jerry Stokes**, *President*, **Suntech Europe**, UK
- ▶ **Cayetano Hernández**, *Director of Markets, Special Projects*, **Iberdrola**, Spain
- ▶ **Jose Manuel Nieto**, *International Project Manager*, **Acciona Solar**, Spain
- ▶ **Cristiano Spillati**, *Leader, Solar Practice*, **Emerging Energy Consulting**, Spain
- ▶ **Enrique Soria Lascorz**, *Director, Renewable Energy Division*, **CIEMAT**, Spain
- ▶ **Jenny Chase**, *Senior Associate, Solar*, **New Energy Finance**, UK

Gain an in depth understanding of the Solar Power Generation markets:

- ✔ Understand the potential of CST, CPV and Large Scale PV in Europe and globally
- ✔ Network with the leading players in large scale Solar Power Generation
- ✔ Learn about the impacts of the latest policy frameworks
- ✔ Case study led agenda
- ✔ Over 130 attendees from 23 countries in 2008
- ✔ The 5th event in Green Power Conferences Solar Series

Part Of:

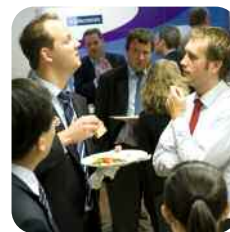
SolarGlobalSeries

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SolarPower Generation



Installations in the global solar market have grown by an average of 40% year on year for the past 4 years driven by a number of factors. The sector has huge potential for technological improvement and it is this change that will move the solar sector to grid parity in years to come. Over \$30bn was invested in the solar sector in 2007 according to some estimates and this investment trend has continued in 2008. A recent study has predicted that the global solar market could grow to a \$100bn industry by 2013 reaching 23GW installed from 4.9GW in 2008. Spain, Germany, Japan and the USA currently lead the global market for solar and with recent legislative announcements in the US and Spain creating new regulatory certainty in both markets, solar power is very much at the forefront of renewable energy expansion.

This 2 day conference will bring together the leading players in CST/STEG, CPV and Large Scale PV to address the key issues in developing large scale solar projects.

Feedback from delegates at Green Power Conferences' previous Solar events:

“ I learnt a lot from the conference in terms of the market drivers, new technologies and financing. ” ABENGOA

“ Informative, good overview. ” VATTENFALL

“ Very good presentations by banks and technology providers. ” BP ALTERNATIVE ENERGY

Companies who attended last year's event included:

2OC • Abengoa Solar • Ades Hill • Advanced Solar Power • AGC Flat Glass • Alcan Specialist Sheet • Alstom Power • Argos Groep • Ausra • Avelar Energy • B3G Invest • Banco Santander • Bobst Value Investment • Boralex • BP Alternative Energy • C Rokas • CEA • Climate Change Capital • CNRS Odeillo • Cobra Instalaciones • ConocoPhillips • Corning • Denkstatt • DLR • Eco Energy • Ecofin • Edison • EIB • Emerging Energy Research • Enfinity • Eni • Eole-Res • E.On • Epuron • Esolar • European Commission • Eurostar Group • Evelop • Forbes • GE Energy • German Bundestag • Gorosabel • Greenpeace • Guardian Glass • Hazel Capital • Iberdrola Energias • Ibersolar Energia • IESE • International Energy Agency • Investec • KfW • Lotus Solar • Landesbank • M+W Zander • MAN Solar Millennium • Menova • Merloni Progetti • Mitsubishi • Mountain Cleantech • Navis • Netherlands Environmental Assessment Agency • Nigerian Electricity Regulatory Commission • Nigerian House of Representatives • NOTS • Nova Solar • Omnix • OSG • Rabobank • Rotem • Sener • Solar Cells Hellas • Solar Paces • Solar Reserve • Solucar Power • Statkraft • Terravita • ThermoSolar • TREC • Vattenfall • World Institute of Sustainable Energy

Endorsed By:



The CPV Consortium is a global industry organization that

supports the development and long-term success of the Concentrator Photovoltaics Industry with the goal of providing a low-cost, reliable source of renewable energy.

www.cpvconsortium.org

Supported By:



Who Will You Meet?

- ▶ Governmental Representatives
- ▶ Utilities
- ▶ Large Scale Solar Power Plant Developers
- ▶ Solar Technology Suppliers
- ▶ Solar Technology R&D Companies
- ▶ Financiers
- ▶ Lawyers
- ▶ Industry Analysts, Consultants & Press

Enhanced Delegate Networking

One of the fantastic new features of **Solar Power Generation** is the online networking system – all pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit the website.

SolarGlobalSeries

This event is the 5th edition in the **Solar Global Series**. This series is an annual calendar of events covering the range of solar technologies and focusing on different sector developments such as solar power generation, solar architecture and solar investment.

The series provides an excellent platform to do business with solar industry leaders around the world and develop your business. These events have an excellent track record of attracting senior representatives from the whole solar value chain.

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08.30 Registration & welcome coffee

09.00 Chair's opening remarks

Michael Geyer, *Director International Business Development, Abengoa Solar, Spain & Vice President, ESTELA*

09.10 **Keynote Session – What is the Current State of the Market?**

This keynote session will assess the current situation in the global solar power generation market, assessing the different technology options and recent market developments. As well as analysis, it will also provide case studies from innovative projects.

Reviewing the Actions of the EU in the Field of Solar Power Generation
Pietro Menna, *Directorate General for Energy and Transport, European Commission*, Belgium

Industry Outlook Analysis

- ▶ Current market forecasts for industry development
- ▶ How big will the industry be in 5, 10, 20 years time?
- ▶ Geographically, which markets offer the biggest opportunities?

Cristiano Spillati, *Leader, Solar Practice, Emerging Energy Consulting*, Spain

Project Showcase – Solar Thermal Power Generation

- ▶ CSP/STEG
- ▶ Introducing solar thermal power generation

Fred Morse, *Senior Advisor of US Operations, Abengoa Solar and Chairman, CSP Division, Solar Energy Industries Association*, USA

10.25 Interactive discussion session with speakers

10.40 Networking refreshment break

11.20 **Project Showcase – Concentrated Photovoltaics**

- ▶ Introducing solar photovoltaic power generation
- Nancy Hartsoch**, *Vice President, Marketing, SolFocus*, USA
and *Director, CPV Consortium*

Project Showcase – Utility Scale PV

Speaker to be announced

Interactive discussion session with speakers

Policy & Regulation as Market Drivers

International, national and regional initiatives are among the main drivers for this industry at present. This session will review the impacts of tariffs and incentives and discuss issues such as permits and land use.

Panel Discussion – Setting a Framework for the Industry

- ▶ Renewable energy policy measures
- ▶ The impact of Real Decreto 661/07 on the solar industry in Spain and globally
- ▶ The impact of the US Investment Tax Credit (ITC) on the solar industry in the US and globally
- ▶ The role of public institutions in driving the industry forward

Pietro Menna, *Directorate General for Energy and Transport, European Commission*, Belgium

Dr. Tom Mancini, *Chairman, SolarPACES*

Fred Morse, *Senior Advisor of US Operations, Abengoa Solar and Chairman, CSP Division, Solar Energy Industries Association*, USA

Dr. Gerhard Knies, *Coordinator, Trans-Mediterranean Renewable Energy Cooperation (TREC)*, Germany

12.55 Networking lunch break

14.00 **Improving the Economics – Attracting More Investment and Reducing Costs**

In this session the economic factors impacting the sector will be discussed. Getting the economics right on the project development side and on the technology performance side are critical for driving this sector forward. Solar power plant economics, comparative costs and evolution to grid parity will be reviewed across the technology areas. These elements will very much impact on where investors will put their money and project finance will also be discussed.

Panel Discussion – Reducing Costs & Optimising Performance

- ▶ What are the latest technological breakthroughs – cell efficiency, optics, heliostats, curved mirrors, receivers?
- ▶ What is the reality for cost reduction in a difficult economic environment?
- ▶ Current technologies and potential short, medium and long term improvements
- ▶ The importance of economy of scale
- ▶ Supply chain cost reductions
- ▶ Beyond the subsidies and feed in tariffs – realistic projections of grid parity

Gilbert E Cohen, *Chief Executive Officer, Eliasol Energy*, USA

John Oliver, *Director, OptIC Technium*, UK

Randy Gee, *Chief Technology Officer, ReflecTech*, USA

Panel Discussion – Finance & Investment in Solar Power Generation

- ▶ The impact of the current economic climate on Solar Power Generation projects
- ▶ Structuring and financing solar projects
- ▶ What are investors looking for in projects?
- ▶ What is the outlook for commercial investments?
- ▶ Financing projects around the world
- ▶ Opportunities in developing countries

Jenny Chase, *Senior Associate, New Energy Finance*, UK

Christian Grutte, *Managing Partner, Leonardo Venablers*, Spain

Rosa Tarrago, *Project Manager, Origination & Structuring, KfW IPEX-Bank*, Germany

Dr. Wolfgang Seeliger, *Senior Analyst Energy – Institutional Equity Research, LBBW*, Germany

Manuel Cabrerizo, *Director of Project Finance, West LB*, Spain

15.10 Networking refreshment break

15.40 **Project Case Studies**

The following project case study sessions will focus on the three main solar power generation technologies; concentrated solar thermal, concentrated photovoltaic and utility scale photovoltaic. The case studies will review the stage of project development in Europe and globally, the main challenges faced and key success factors of projects, how barriers were overcome and the current state of technology.

Concentrated Solar Thermal

- ▶ Parabolic troughs
- ▶ Solar towers
- ▶ Solar dishes
- ▶ Linear fresnel
- ▶ Country and regional analysis
- ▶ Environmental considerations
- ▶ Cost considerations

Introductory Presentation – Status Overview

Dr. Tom Mancini, *Chairman, SolarPACES*

Preceding a series of brief 10-15 minute case studies followed by interactive discussion.

Terry Murphy, *President & Chief Executive Officer, Solar Reserve*, USA

Jose Manuel Nieto, *International Project Manager, Acciona Solar*, Spain

Eng. Amr A Mohsen, *Director, Lotus Solar Technologies*, Egypt

Dr. Gerhard Knies, *Coordinator, Trans-Mediterranean Renewable Energy Cooperation (TREC)*, Germany

Cayetano Hernández, *Director of Markets, Special Projects, Iberdrola*, Spain

17.35 Close of day one & networking drinks

Agenda correct at time of going to press. Please see the website agenda for the latest details.

08.50 Welcome coffee

09.20 Chair's opening remarks
Daniela Schreiber, *Research Manager, EuPD Research*, Germany

09.30 Concentrated Photovoltaic

- ▶ Energy levels and absorption
- ▶ Types of solar cell
- ▶ Solar photovoltaic systems
- ▶ Country and regional analysis
- ▶ Environmental considerations
- ▶ Solar photovoltaic production
- ▶ Cost considerations

A series of brief 10-15 minute case studies followed by interactive discussion.

Richard Pardell, *Chief Executive Officer, Sol3g*, Spain

Dr. Pedro Banda, *Director General, ISFOC*, Spain

Hansjorg Lerchenmuller, *Chief Executive Officer, Concentrix Solar*, Germany

Dr. Vicente Diaz, *CPV Business Unit Manager, Isofoton*, Spain

10.45 Networking refreshment break

11.35 Utility Scale PV

- ▶ PV solar farms
- ▶ Generating capacities
- ▶ Intermittency and efficiency
- ▶ Country and regional analysis
- ▶ Environmental considerations
- ▶ Cost considerations

A series of brief 10-15 minute case studies followed by interactive discussion.

Adrian Katzew, *Head of Market Development – Europe, First Solar*, Spain*

Jose Galindez, *Chairman & Co-Founder, Solarpack*, Spain

Luis Torres, *Managing Director, SEU Market Development, SunPower Corporation*, Spain

12.35 Networking lunch break

13.55 The Role of Solar Storage Systems

This session will review the many practical issues that are key to solar thermal technologies and some of the elements that also need consideration for solar PV installations. Storage is a key issue and storage systems are one of the areas being aggressively pursued in this market. The session will also help you understand the financial incentives for developing effective storage.

The Role of Solar Storage Systems – Integrating Energy Storage with Large Scale Solar Power

- ▶ Concrete storage as an alternative to molten salt TES
- ▶ Storage for direct steam trough and tower plants
- ▶ A storage concept for solar towers with air receiver

Dr. Rainer Tamme, *Head, Thermal Process Technology, DLR*, Germany

Panel Discussion – Storage Technology Developments for Concentrated Solar Thermal Power

- ▶ Solution options – molten salt, concrete, ammonia
- ▶ Power plant technology combined with solar energy storage
- ▶ Safety and environment considerations

Dr. Rainer Tamme, *Head, Thermal Process Technology, DLR*, Germany

Enrique Martínez Pomar, *Director, Business Relations, Solar Millenium*, Spain

Manuel Cabrero, *Director of Project Finance, WestLB*, Spain

Increasing the Value of Utility Scale PV Projects with Energy Storage Systems

- ▶ Bulk energy storage
- ▶ Systems can be installed anywhere solar PV is installed, can reduce costs through shared power electronics and can increase revenue through time shifting, demand response, ancillary services and uninterruptible power
- ▶ Integration of advanced bulk energy storage can enhance the ability of solar to displace peaking generators, further reduce GHG and increase overall value

Jose Luis Porta Albelo, *Former Director, VRB Power Energy Storage Systems*, Spain

15.20 Networking refreshment break

15.50 A Bright Future – The Prospects for Solar Power Generation

The closing discussion session will review the key challenges, ways forward and future prospects of the market.

Closing Panel Discussion – Technology Evolution

- ▶ The path to grid parity – what is the path for each technology?
- ▶ The future of solar thermal markets
- ▶ The future of concentrated solar photovoltaic markets
- ▶ The future of utility scale PV

Enrique Soria Lascorz, *Director, Renewable Energy Division, CIEMAT*, Spain

Jerry Stokes, *President, Suntech Europe*, UK

Prof. David Faiman, *Chair, Department of Solar Energy & Environmental Physics, Ben-Gurion University of the Negev Blaustein Institute*, Israel

16.35 Chair's closing remarks

16.45 Close of conference

**awaiting final confirmation*



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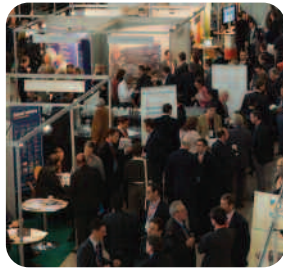


Sponsorship & Exhibition Opportunities

Sponsor Solar Power Generation and benefit from:

- ▶ **1st class lead generation:** meet companies actively working in the solar industry
- ▶ **Enhanced brand profile:** pre-event promotional campaign plus extensive on site branding
- ▶ **Excellent publicity:** gain an incredible amount of presence from on site promotion
- ▶ **A cost effective marketing solution:** our development team will be happy to customise a package and develop a cost effective marketing channel to generate new sales leads

Sponsorship options offering varying levels of branding and exposure are available to suit budgets and marketing aims.



Contact **Jassim Mohamed** for further details:

Tel: +971 4 0813 5211

Email: jassim.m@greenpowerconferences.com

Forthcoming Events

SolarInnovation & Investment ASIA

Co-located with AsiaSolar – the most influential solar PV exhibition in Asia
Shanghai, China • 31 March – 1 April 2009

ThinFilmSolar

Driving the thin film movement forward
San Francisco, USA • 28-29 April 2009

GulfSolar EXPO

Harnessing the potential of solar power in the Middle East
Dubai, United Arab Emirates • 6-7 May 2009

SolarInnovation & Investment

Focusing finance to accelerate solar innovation
London, UK • June 2009

Media Partners:



Green Power Conferences consistently work in strategic partnership with industry leading organisations and trade publications. Our international and targeted marketing campaigns ensure excellent marketing exposure for our partners.

If you would like to partner with us, please contact Ryan Winchester, ryan.winchester@greenpowerconferences.com

GreenPower conferences

partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 8000 delegates from 82 countries and built a global database of 250,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and

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