

# The UK PV Conference: New Feed-In Tariffs in the UK

*Where do opportunities for the PV industry lie? How will the UK PV market develop over the next three years?*

The conference is designed to kick-start the newly developing market for solar PV in the UK after the introduction of feed-in tariffs by the UK government.

Hear presentations and have discussions with UK legislators, regulators, industry experts, financiers and other major stakeholders in a market set for growth.

*Are you looking for a new market opportunity?*

*Is the UK the next high-potential new market to expand into?*

*Are you looking for a partner to help you expand into the UK solar market?*

*Are you based in the UK and looking to expand your business into solar energy?*

*Are you already an active player in the UK solar industry?*

*Are you seeking to understand where the opportunities in your domestic market will lie in the next couple of years?*

*Are you looking to benefit from the experience already gained in other European markets?*

**Meet potential business partners and customers. Get their knowledge and insights into issues specific to the UK market during this one-day conference.**

This conference will provide an overview of where the opportunities lie, and which segments of the market are most likely to benefit in the short term. Conference participants will learn what the conditions are like in the UK for the development of large-scale solar and residential projects. Furthermore, this event will offer insight into the question of which business models are most likely to benefit from the improved framework conditions for solar energy in the UK.

**London, 22 June 2010**

Conference Chairman: [Representative of the UK Government TBC]

**08:30**                      **Registration and coffee**

**09:15**                      **Opening symposium: PV markets worldwide – an overview**

**Edwin Koot; CEO, Solarplaza**

**Session I: The new political framework for PV in the UK**



09:30

*The UK Government:*

**The feed-in tariffs for the UK explained**

How do the feed-in tariffs (FITs) work? Who are the FITs aimed at? How strong is UK government backing for PV? What are the goals and targets set? When is the existing framework to be reviewed? Are there caps and quotas in the newly introduced scheme? Which segments of the market are being targeted? What sort of growth figures/market development/penetration does the UK government intend to achieve?

**Philip Wolfe; Managing Director, Ownergy**

09:50

*MCS – The UK Certification Scheme:*

**The Microgeneration Certification Scheme – market entry barrier or necessity for the UK market?**

Why does the UK have a certification scheme that is different from other European markets? How can manufacturers and installers/system integrators prepare for the scheme? How long will the certification process take? How can things be fast-tracked? Is the MCS here to stay, or is it just a temporary barrier to market entry which will have to be removed sooner or later?

**Stefanie Rief; Project Officer, New Energy Foundation**

10:10

*The Office of Gas and Electricity Markets (Ofgem):*

**The role of Ofgem in feed-in tariffs in the UK's gas and electricity markets** What is the role and position of Ofgem in the UK PV market? What have been the experiences so far?

**Keith Duncan; Senior Manager, Governance & Renewables Compliance Environmental Programs, The Office of Gas and Electricity Markets (Ofgem)**

10:30

**Coffee break**

**Session II: The experts**

11:00

*The Industry Association:*

**Where do business opportunities lie for the UK solar PV industry within the new framework?**

Which businesses can benefit? Where are the immediate opportunities? Where is the market heading in the long term? What market growth can be expected? Which new business models might evolve in response to the new framework? What problems can be anticipated in the implementation phase? What role will Renewables Obligations, grants and building regulations play in the further development of the UK PV market?

**Ray Noble; PV Specialist, Renewable Energy Association**

11:20

*The UK System integrator:*

**Experience of a solar PV projects company**

How has business been in the past? What have been the market drivers so far? What are the expectations for market development? What changes in the marketplace can we expect? How does the UK market for solar electricity differ from the rest of Europe?

**Clive Collison; Managing Director and Co-Owner, South Facing**



11:40

*The Solar Energy Expert:*

**The Solar Economy; why The UK should invest in PV**

Hermann Scheer is the master advocate for solar, architect of the successful German feed-in tariff model, author of several books on renewable energy (The Solar Economy; Energy Autonomy) and has received numerous awards for his achievements in this field.

**Dr. Hermann Scheer; President, Eurosolar; Member of German Parliament**

12:30

**Interactive joint networking lunch**

**Session III: Business and market opportunities in the UK**

14:00

*The Market Leader:*

**Customer experiences in the UK PV market: what do they want?**

Experiences of the leading PV contractor in the UK. What are the typical turnkey system prices? What are the PV system trends (roof retrofit, BIPV) and typical examples of projects? What market segments offer the best growth perspectives? What is the right strategy for deriving maximum benefit from the new feed-in tariffs? What level of growth can be anticipated in different market segments over the next three years? What role will large-scale PV projects (>500kwp) and residential projects play in the market as a whole?

**Jeremy Leggett; Chairman, Solar Century**

14:30

*Electrical Contractors' Association (ECA):*

**The prosperous future and business opportunities for electrical contractors**

How can UK electrical contractors benefit from the new feed-in tariff system for solar energy? What role can they play in the newly developing solar PV market in the UK? How can local contractors and existing solar PV companies work together? How can the solar PV industry share its experience to achieve a quick and cost-effective rollout of photovoltaic technology in the UK?

**Giuliano Digilio; Executive Officer, Electrical Contractors' Association**

14:50

*The Foreign Expert:*

**The success of the Belgian market as a start for the UK**

The Belgian market has exploded since the introduction of an attractive subsidy scheme. The UK might follow suit based on its FIT. What are the lessons learnt from the Belgian and other markets? What product solutions can be offered to UK contractors, entrepreneurs and customers? What are the interesting business models in the emerging UK PV market?

**Teun van Bokhoven; CEO, ZEN Renewables and spokesman of the Dutch Renewable Energy Association**

15:10

*The Inverter Manufacturer:*

**New inverter developments for solar PV in the UK**

What are the latest products to be brought to market? What are the latest developments in product design? What are the technical trends? What are the experiences of the larger European markets from which UK solar companies can benefit? Are there specific products for the UK? How are the lead times for UK-ready inverters progressing?

**Thomas Wedde; Product Manager, SMA Solar Technology AG**



15:30 Tea break

**Session IV: Financing opportunities, experiences in the field and latest developments**

16:00 *The Investment Banker:*  
**The business opportunities according to a leading investment banking group**  
What are the experiences of a leading investment banker in the field of solar PV? What business and investment opportunities will emerge in the UK solar PV market? What are the financial perspectives and what new business models will pop up in the UK PV market?

**Bruce B. Huber; Managing Director, Jefferies International, Global Head Cleantech Investment Banking**

16:20 *The Crystalline Promise:*  
**Why crystalline technology is the right solution for the UK solar market**  
What are the experiences of a leading global crystalline PV manufacturer? What solutions are offered for the UK PV market? What are the advantages of crystalline over thin film technologies? What are the new product developments and PV system trends? What are the trends in module prices?

**Ben Hill; VP marketing and Sales Europe, Trina Solar**

16:40 *The Investor:*  
**The Energy Performance Guarantee – overcoming the commercial obstacles of implementing PV in the UK**  
Energy Performance vs Energy Supply – the key differentials. The investor's view of the UK FIT. What are lessons learnt from PV FIT case studies elsewhere in Europe. How attractive is the UK FIT scheme to equity investors? Typical payback times, IRRs and residential vs non residential. Transferring European investment models to the UK. Will the model based on roof rentals be applicable in the UK?

**Paul Lewis; CEO, Self Energy UK**

17:00 **Plenary panel discussion with international experts**  
**Fariied Muscati – CSO Thermovolt; The German experience**  
**Michael Pitcher – BFC Solutions**  
**Ben Hill – Trina Solar**

17:30 **Event close and informal drinks**