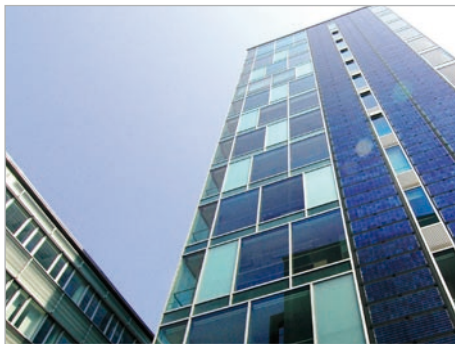


The German Photovoltaic Market 2010

Gigawatt Crisis or Way to Promotion Parity

- The German market was the most important PV market in 2010. This report informs decision makers on the PV lead market and shows how to target relevant market segments successfully.
- It is based on quantitative and qualitative primary surveys and analyzed secondary sources.

GLOBAL MARKET DEVELOPMENT

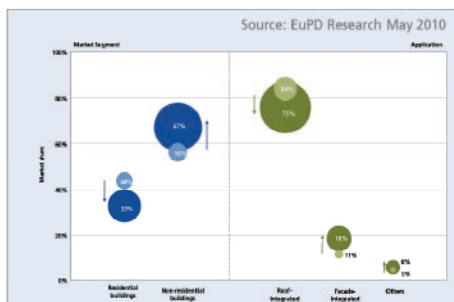


Status and potential of the worldwide PV markets

In the first part, an overview on the PV markets is given – from the global view down to the level of the most important PV country markets. Besides the description of funding schemes, the focus is on the current status and future potential. The following markets are described:

- European markets such as Italy, Czech Republic, France, UK and Spain
- US market
- Asian markets such as Japan, South Korea, China and Taiwan

THE SITUATION IN GERMANY



Overview on changes in funding scheme and their effects

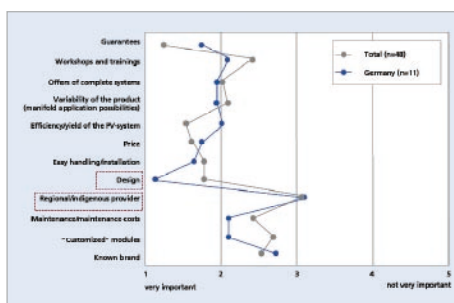
After a description of the German PV market development up to now, the reader gains information on what the drivers and obstacles in the market and how the market will develop.

Further content discussed:

- PV business climate
- Development of returns in the case of complete feed-in and own consumption

In addition, an outlook discusses the different scenarios for the future development of the German market including different 'Grid Parity' definitions.

FOCUS ON MARKETING MIX



Optimal application of marketing instruments

Furthermore, the report gives a comprehensive overview of the current development and future potential of the market segments after Q2. On the basis of primary data raised in various recently conducted research projects, deciders receive concrete recommendations regarding a successful design of the marketing mix.

- Product positioning
- Pre- and after-sales management
- Procurement management of German installers
- Communication strategies
- Buying behavior and preferences of different end customer groups



Product Data Sheet

Information Sources	<ul style="list-style-type: none"> ▪ Qualitative background interviews with PV market players ▪ Recently published EuPD Research reports based on primary data ▪ Systematic desk research (media analysis, reports, industry portals) ▪ EuPD Research Database - Internal database covering background information on global PV markets
Contents (Subject to Change)	<ol style="list-style-type: none"> 1. Preface 2. Executive Summary 3. PV World Market 4. The German PV Market 5. PV Business Climate 6. PV Price Index 7. EEG Amendment 8. Returns 9. Market Segments 10. Marketing Mix 11. Outlook
Benefits for your Company	<ul style="list-style-type: none"> ▪ Anticipate future developments on the world market and adapt the strategy of your company ▪ Learn more about segmentation shifts caused by the modification of the German EEG ▪ Get profound insights into developments regarding return on invest and how the buying behavior of your customers may be affected ▪ Gain competitive advantages by optimizing the application of marketing instruments
Included in Delivery	1x report, high quality binding
Price	€ 660 (excluding VAT and P&P)
Author/Contact	Jan Winkler

