

Commerce Department to Help Showcase U.S. Companies at SOLARCON INDIA 2012

SEMI

- U.S. companies interested in exhibiting and selling their solar, photovoltaic and renewable energy products should participate in **SOLARCON India 2012**, India's largest solar and photovoltaic focused technology and business event. **SOLARCON India 2012** will be held September 3-5, 2012 at the Bangalore International Exhibition Center in Bangalore, India.

The U.S. Department of Commerce has granted **SOLARCON India 2012** Trade Fair Certification status, establishing a U.S. Pavilion that welcomes U.S. firms of all sizes. Trade Fair Certification affords U.S. exhibitors at **SOLARCON India 2012** with a full range of support services from the U.S. Commercial Service in the United States and India, including one-on-one export counseling. U.S. companies exhibiting in **SOLARCON 2012** will have an excellent venue to establish or expand overseas distribution, generate sales leads, evaluate competitors, and work with U.S. Commercial Service trade experts to find the right buyers and partners.

Industry leaders look to **SOLARCON India 2012** to source the products, technologies and solutions they need to meet the goals of implementing India's National Solar Mission. **SOLARCON India 2012** is organized by SEMI India, a not-for-profit trade association serving the solar manufacturing supply chain.

Sales Potential

With enormous market potential as well as Indian Government support and direction, the Indian market for solar, photovoltaic and renewable energy is expected to expand exponentially through 2020. To achieve its goal of 20,000 MG of installed solar energy capacity by 2022, the Government of India will purchase both solar thermal and photovoltaic technologies. Indian Government policy also focuses on developing a sustainable indigenous market.

In certifying **SOLARCON India 2012**, the Department of Commerce recognizes the capability and exhibition experience of SEMI and the potential of this international market, India, to benefit from U.S. products and services.

The Trade Fair Certification Program is a cooperative arrangement between private sector trade show organizers and the U.S. Government. The program seeks to broaden the base of U.S. exporters, particularly new-to-export and new-to-market firms, by introducing them to key trade fairs where they can meet their export objectives.

The U.S. Commercial Service helps U.S. businesses, especially small and mid-sized companies, to establish international business relationships. The agency's global network includes 107 U.S. and over 90 foreign offices. For more information on the U.S. Commercial Service, please visit <http://www.export.gov> [1]

For additional information about **SOLARCON India 2012** see:

<http://www.solarconindia.org/> [2]

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Links:

[1] <http://www.export.gov>

[2] <http://www.solarconindia.org/>

[3] <http://www.semi.org/en/node/mailto:aparedes@semi.org>