

NPD Solarbuzz Announces Inaugural China PV Conference in Shanghai, July 19-20

The solar PV industry is currently at its most critical juncture to date. End-market demand has recorded a blistering compound annual growth rate of 76% since 2007, reaching 27 GW during 2011. However, large corporate losses and high-profile insolvencies are being reported regularly, even from legacy market leaders.

The China PV industry is formulating plans for growth in both the upstream/supply and downstream/demand segments. Decisions made in China today will have a profound impact on every company serving the PV industry. From the amount of polysilicon and raw materials imported into China, to the geographic split of modules exported from the country, all PV stakeholders must understand the key issues driving PV supply and demand into and out of China.

Leveraging more than a decade of expertise in global PV supply and demand market research, NPD Solarbuzz today announced it will host its inaugural Solarbuzz China PV Conference in Shanghai, China. This two-day event will take place July 19-20, 2012 at the Renaissance Shanghai Yangtze Hotel, and will provide valuable insight and critical market data to help the PV supply chain effectively develop business strategies.

The NPD Solarbuzz China PV Conference is targeted specifically to PV manufacturers, equipment and materials suppliers, developers, industry experts and policy influencers. The conference themes and invited speakers have been chosen specifically to provide the most comprehensive coverage of key factors that have the strongest impact on PV supply, demand and company profitability. The latest market forecast will be covered by prominent NPD Solarbuzz market analysts, while senior executives from the industry's top manufacturers will outline different strategies being used by domestic and global pace-setters.

"Fully understanding the dynamics of global PV supply and demand has become an absolute necessity for any company wishing to navigate the corporate shakeout that is set to last into 2014. When assessing the strongest drivers behind PV supply and demand today, there is no region—or indeed country—that contributes to this analysis with more urgency and relevance than China," noted Finlay Colville, Vice President at NPD Solarbuzz. "We are excited to host our first PV Conference in this key region and share our latest marketing data and insights on the state of the PV market."

During the Solarbuzz China PV Conference, leading PV market analysts from NPD Solarbuzz and senior executives from top-tier manufacturers such as JA Solar, Jinko and Hareon will provide detailed market information and competitive strategies covering the entire PV supply chain. In particular, analysts will explore the most pressing issues affecting the PV industry today, including:

- Which emerging countries and regions will drive new PV demand out to 2016?
- Which technologies are the key candidates to drive cell efficiencies above 20%?
- What are the leading indicators affecting future ASPs through the PV value chain?

The 2012 Solarbuzz China PV Conference will provide an opportunity to network with global industry players and key Solarbuzz analysts. Attendees will obtain the latest market information across the whole supply chain, explore important trends in the PV industry and identify competitive strategies for corporate success.

The two-day conference will include over 20 presentations organized into the following six sessions:

- Keynote: Global PV and Supply & Demand
- PV Supply & Equipment: Polysilicon, Wafers and Inverters
- Global PV Markets: Europe, US, Asia Pacific and Emerging Markets
- Manufacturing Technology Innovation
- PV Policies and Project Pipelines
- Leading Country Updates: Germany, US, Japan and China

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