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## PV Expo: Germany Drives High-Quality Solar Market

01.03.2010 - 09:30 Uhr, Germany Trade and Invest

Berlin (ots) - Germany is home to approximately every second solar module worldwide, based on industry estimates. 2009 installations exceeded expectations, largely driven by an ongoing demand for high-quality rooftop modules. Germany Trade & Invest will be presenting the latest opportunities available in the world's largest solar market at this year's PV Expo, taking place March 3 - 5 in Tokyo, Japan.

With new installations in 2009 likely exceeding 3.0 GW, Germany accounted for roughly half of the world's photovoltaic market for the year. The 2009 result boosts its total share of solar generation capacity from 37 percent to nearly 50 percent of installed global capacity.

New PV installations were overwhelmingly in the area of small rooftop systems. Through November, nine out of ten new 2009 installations were systems with a capacity of less than 30 kWp, the smallest category. Of these, either premium or medium-class solar modules were preferred. A vast majority of private users favor one of these types of modules, while even commercial customers prefer the premium and medium classes. These figures indicate strong demand for high-quality products, which are synonymous with the "Made in Germany" seal.

The key driver for Germany's overwhelming success in photovoltaics is the two-pronged approach: industry support and market adoption. Germany has attracted many of the largest names in the solar industry, from research and development institutes to suppliers and producers. At the same time, the domestic market is supported by attractive measures such as the Renewable Energies Act (EEG) and the Environmental Protection Loan Program, which reduce risk through long-term measures, namely an attractive feed-in tariff and low interest loans.

Germany Trade & Invest will have representatives on hand at this year's PV Expo (East Hall 4, Stand no. 22-26) to discuss business opportunities in the world's largest solar market.

Germany Trade & Invest is the foreign trade and inward investment promotion agency of the Federal Republic of Germany. The organization advises foreign companies looking to expand their business activities to the German market. It provides information on foreign trade to German companies that seek to enter foreign markets.

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