

# Emerging PV Markets

## *Sponsorship Proposal*



Alliance for  
Rural  
Electrification  
*Shining a Light for Progress*



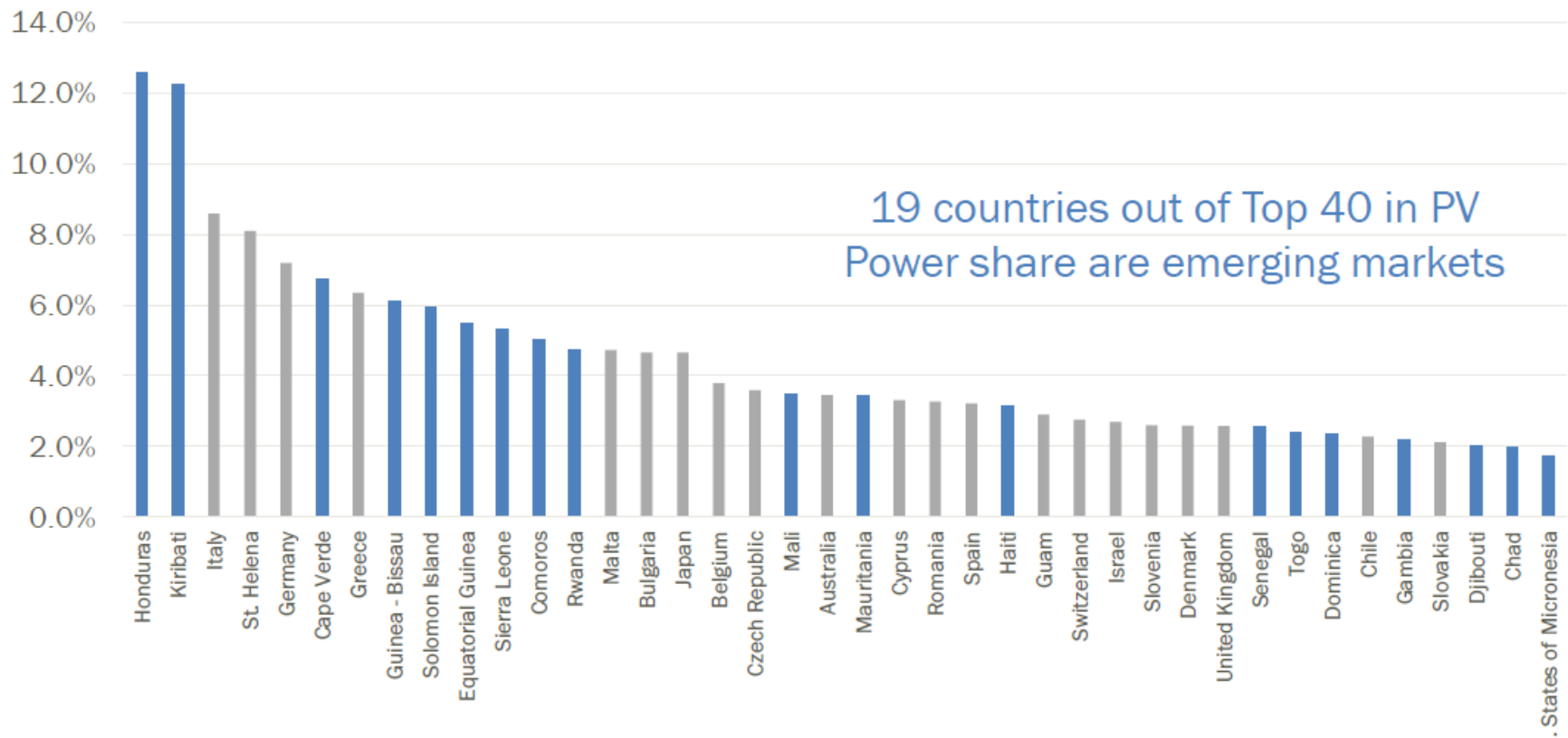
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*February 2017*

# Emerging PV Markets: Current situation in the PV market

- ➡ High PV power shares in many Emerging Markets
- ➡ High number of Emerging PV Markets are taking off now

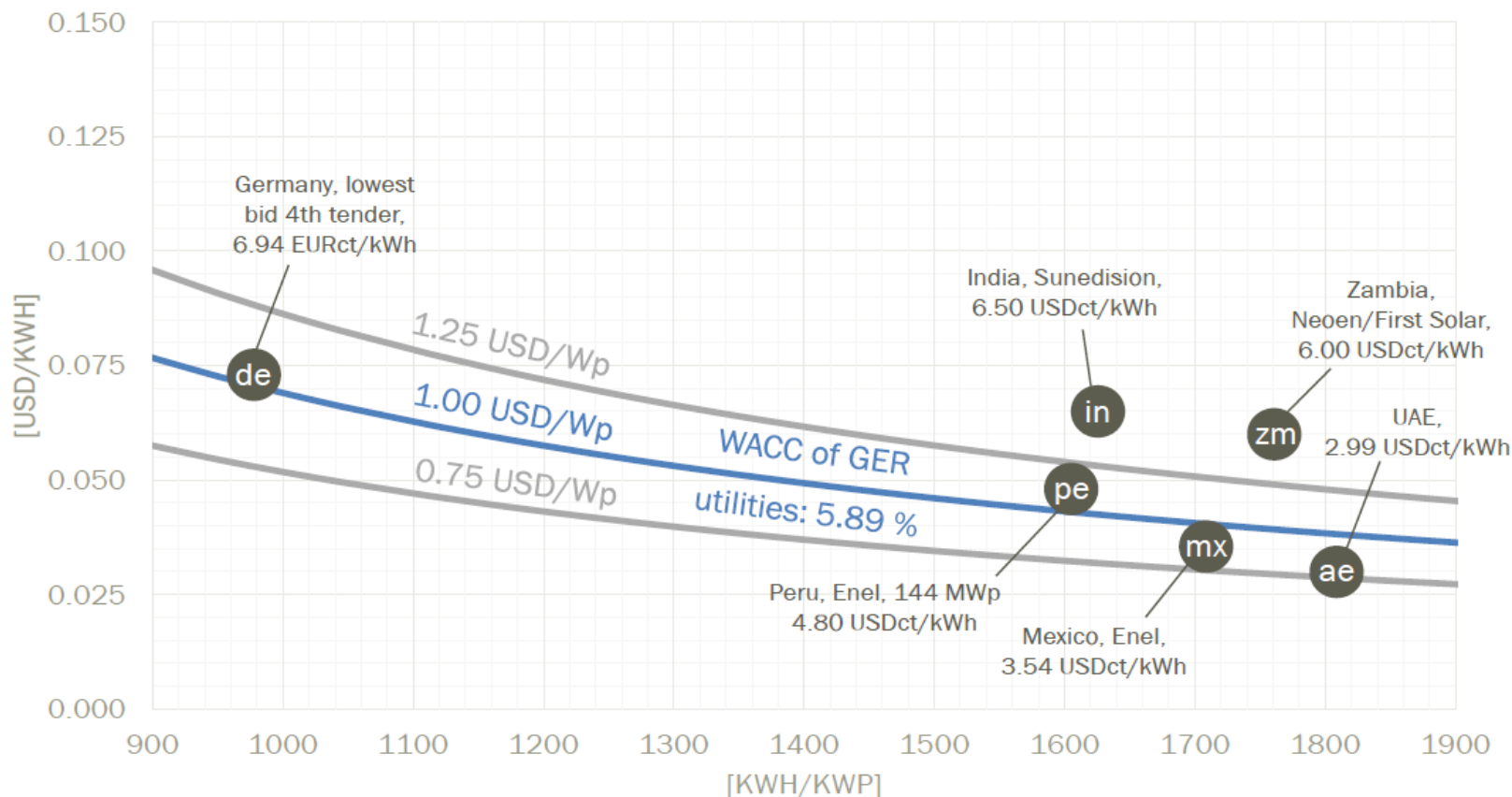
## PV Power Share in Power Generation 2015



# Emerging PV Markets: Current situation in the PV market

- ➡ Recent Tenders show PV to be one of the most competitive Energy
- ➡ Most competitive Tenders in Emerging Markets

## PV LCOE and Recent PV Tenders



# Emerging PV Markets: Some questions need answers...

How PV will grow in developing countries?

Which are the current limitations (political, technical, economical,...)?

How to predict PV market development accurately?

What will be the long term PV capacities country per country?

What will be the next booming markets?

When and how does a market takes off?



Mathematical methodology with proven track record to predict long term PV development

Per country evaluation of PV competitiveness (non policy-driven development)

Rating in business and Investment attractiveness

Cumulative and Annual prediction of PV installations until 2030 and 2050

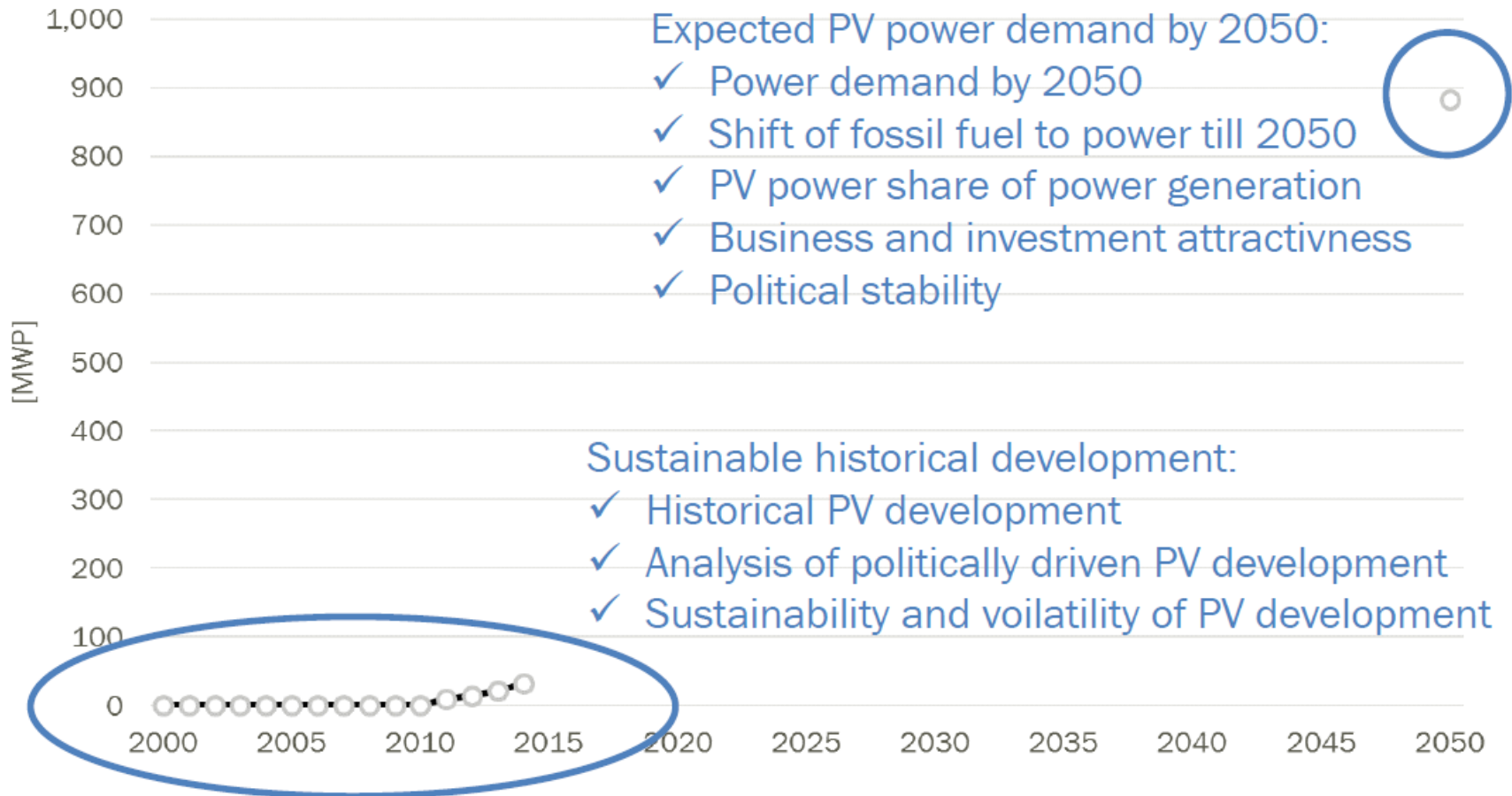
Segmentation analysis: Off-grid, utility scale, residential and small commercial

Analysis considers historical PV development and expected PV power demand by 2050 (IEA)

# Emerging PV Markets: Some questions need answers...

➡ How to predict PV market development accurately?

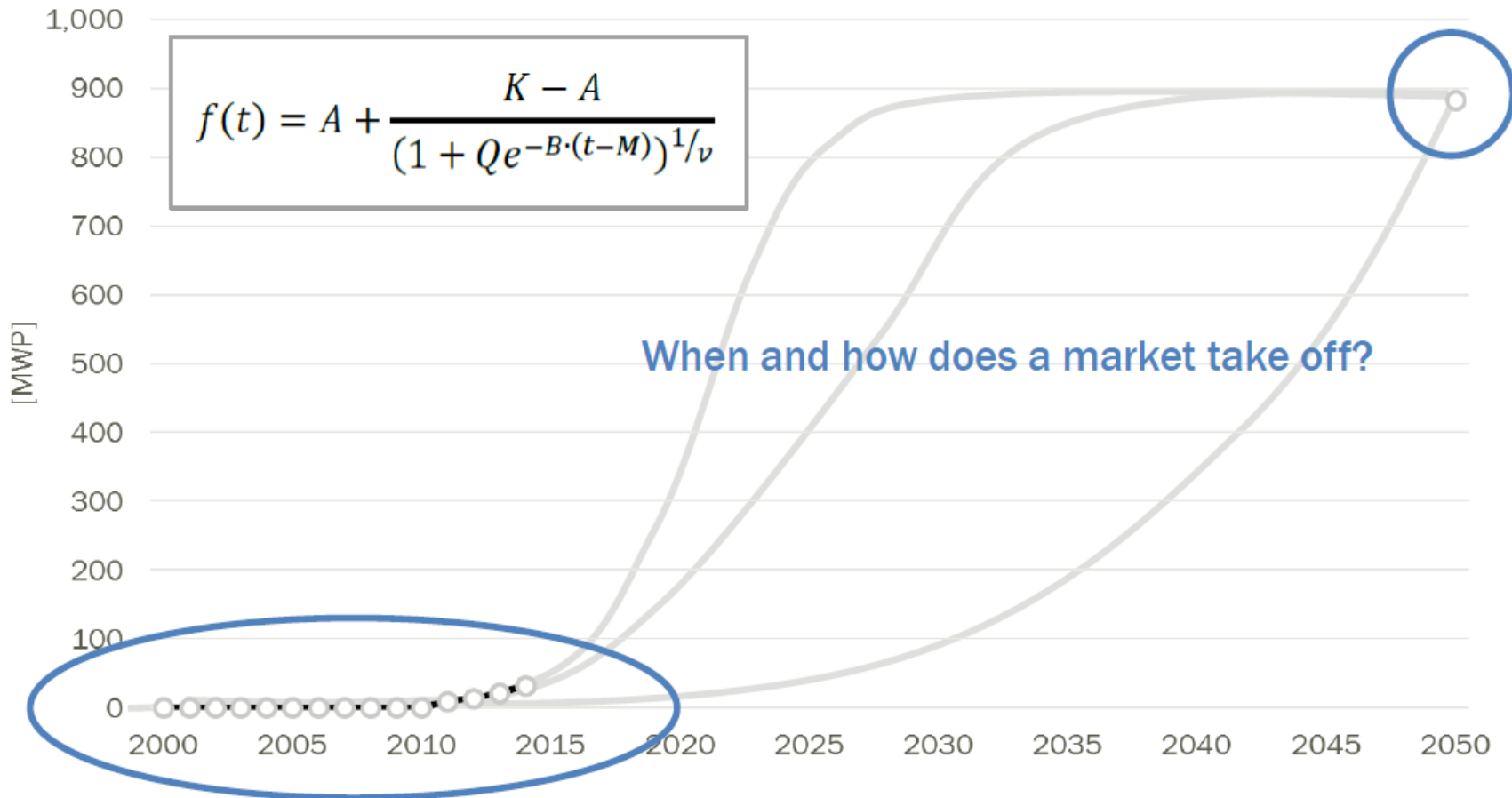
## Projection of PV Market Development



# Emerging PV Markets: Some questions need answers...

➡ How to predict PV market development accurately?

## Projection of PV Market Development



# *Emerging PV Markets: The strengths of the report*

- ✓ A unique report forecasting PV market Development in all countries across the globe.
- ✓ Segmentation analysis per region: Utility scale, residential / small commercial, Off-Grid.
- ✓ The first study based on PV competitiveness country by country.
- ✓ The first study based on back casting reliable long term perspectives.
- ✓ Detailed multi-criteria assumptions and sensitivity analysis.
- ✓ A team of international experts with proven references on emerging markets.

A unique tool for championing rapid wide-scale development of PV across the globe

# Emerging PV Markets: The content

## Emerging PV Markets Report



### Long term forecast PV development until 2030



With the collaboration of

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## Index

1. Introduction
2. Long Term scenarios and methodology
3. Capacity Installed and Investment Forecast per region until 2030:
  - 2020 global forecasts and comparison with bottom-up forecasts (PVMA)
  - 2030 global forecasts
  - What about 2050
  - Regional Developments (Europe, Sub Saharan Africa, LATAM, North America, Australia & Pacific, Central & east Asia, South & south-east Asia)
4. Segmentation analysis
  - Utility scale
  - Residential & Small Commercial
  - Off-Grid
5. Challenges
  - Policy framework
  - Investment and Financing
  - Technical obstacles
  - Cost evolution and grid parity
  - Energy access in poor countries
6. Conclusions
7. References



# Emerging PV Markets: Communication strategy

- ✓ An Executive Summary (25 pages aprox.) of the report will be published in March 2017, in +1000 copies, and also distributed in its electronic version through the ARE and Becquerel Institute newsletters (+2000 companies in the PV industry).
- ✓ This Executive Summary of the report will be officially announced and openly distributed during the “Investment Forum” organized by the Association of Rural Electrification (Lisbon, 22<sup>nd</sup>-23<sup>rd</sup> March 2017), the most important off-grid event of the year with about +200 participants and “Intersolar Europe” (Munich, 31<sup>st</sup> May 2017), the world’s leading exhibition for the solar industry, with more than 40.000 visitors.
- ✓ The Full version of the report will be officially announced and available for purchase in May 2017, during “Intersolar Europe”.
- ✓ The link to purchase the full report will be also communicated through ARE and Becquerel institute’s newsletters and contacts.

# Emerging PV Markets: Sponsorship plan

## Support the report and become a Sponsor!

Sponsor Benefits	Silver	Gold	Platinum	
Logo and Link on marketing tools and reports	✓	✓	✓	
Mentioned as a sponsors on the ARE and Becquerel Institute newsletter, with +2000 companies in the PV industry	✓	✓	✓	
Mentioned as a report sponsor during the presentation of the report at ARE "Investment Forum" event (Lisbon, 22nd March 2017)		✓	✓	
Mentioned as a report sponsor during the presentation of the report at "Intersolar" event (Munich, 31st March 2017)		✓	✓	
Advertisement Page in the public version of the report (published in March 2017)		1/2 page	Full page	
Advertisement Page in the full version report (published in May 2017)		1/2 page	Full page	
Discount on Emerging PV Market full report acquisition	20%	40%	For Free	
	<b>Sponsorship fee</b>	<b>1.750 €</b>	<b>4.000 €</b>	<b>8.500 €</b>

Contact us for further questions  
and support on solar markets!



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