



## Press release

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### European Photovoltaic Industry adopts proactive strategy to develop markets

The members of the European Photovoltaic Industry Association adopted last Saturday, a proactive strategy for their Brussels-based organization with the mandate to further develop European and global markets.

A new EPIA Board was elected for four years, the same duration as the new action plan. The new EPIA President appointed for 2 years is **Dr. Winfried Hoffmann**, member of the management Committee of German-based Schott Solar, one of the leading European PV manufacturers. Second Vice-President is Ernesto Macías, Communication Director at Isofoton (Spain). Dr. Murray Cameron (Phoenix SonnenStrom, Germany) and Boris Klebensberger (SolarWorld, Germany) are the two other Vice-Presidents. Four Directors have been elected members of the Board: Anton Milner (Q-Cells, Germany), Eric Laborde (Photowatt International, France), Albert Edelmann (Conergy, Germany), Guenther Cramer (SMA, Germany).

The EPIA members unanimously approved the **new strategy** proposed. It will run from 2006 until 2010, based from the results from the last 2003-2006 strategy which was clearly market-oriented and enlarges to new activities such as environmental issues and give a clear focus on promotion actions. The **objective of the new strategy is to reach a 2,7 GWp market in Europe in 2010, which is equivalent to the supply of electricity to over 7 million families**, cumulatively and to reach a 5,4 GWp global market.

The action plan to reach these objectives will be articulated in 4 pillars: **Competitiveness** (reach mass production for cost reduction); **Innovation** (financing PV R&D in next FP7 and in all Europe to reach 250 million € /year); **Quality** (improve PV's image and participate to the well-being of the Society); **Promotion** (Improve EPIA's communication as a "credible voice"). The global EPIA budget adopted by the members will enable to allocate 10 Million € on 4 years to run this ambitious strategy.

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#### **About the European Photovoltaic Industry Association:**

With over 80 Members drawn from across the entire solar electricity sector, EPIA represents over 95% of the European photovoltaic industry and 80% of the Global PV industry. The Association's mission is to deliver a distinct and valuable service driven from the strength of a single European photovoltaic voice.

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