

## Invitation

The solar industry is rapidly growing; its production capacity has surpassed its own prognoses and installations of solar systems have remarkably increased around the globe. According to this worldwide solar development Latin American Countries have also experienced the rising use of solar technologies. Nevertheless the potential for new solar applications is still tremendous.

The workshop intends to provide an overview about recent trends and future perspectives of solar markets in Latin America. Special attention is drawn to the countries Mexico, Chile and Brazil due to their significant impact on solar developments in Latin America. Being a major objective of this workshop, several practical examples will be presented and discussed by industry representatives showing current chances and challenges of solar projects in Latin America. Solar technologies can be effectively promoted by worldwide recognized sports events since they draw a lot of attention to the host country as it will be the case during the Soccer World Cup 2014 in Brazil. Insights into highly sophisticated building-integrated solar applications as for example in "green" sport arenas as well as financing opportunities for solar projects in Latin America in general, will also be part of the workshop program. We hope that the information and ideas being presented here can stimulate further solar activities in Latin American Countries.



Online-Registration

[www.eesa-sachsen.de/intersolar](http://www.eesa-sachsen.de/intersolar)

## Travel

**New Munich Trade Fair Centre,**  
Messegelände, 81823 München, Germany



### Plane

The Munich Airport is the second largest airport in Germany. Approximately 100 international airlines offer direct flights to all major European cities and destinations in America and Asia.

It takes just less than 30 minutes to drive from the Munich Airport to the New Munich Trade Fair Centre. During international exhibitions, shuttle busses provide regular service between the airport and the trade-fair center.



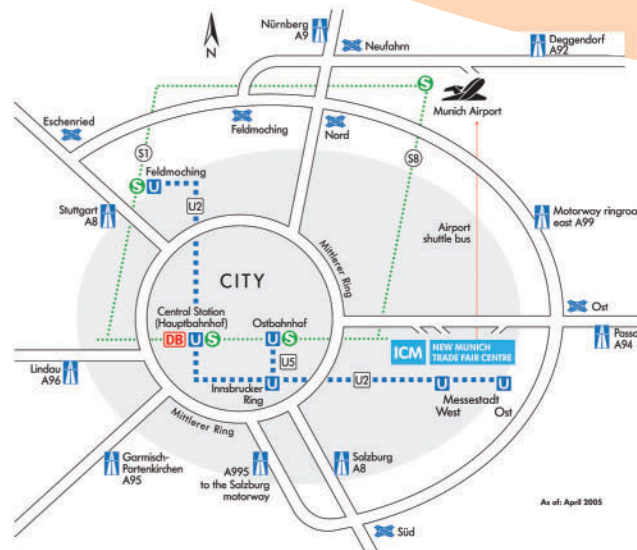
### Train / Subway

Final destination: Munich's central train station. The German Railway provides direct service to the Bavarian capital from approximately 90 cities throughout Germany. And since the U2 subway line travels from there to the "Messestadt West" and "Messestadt Ost" stations in just 20 minutes, there is practically no easier way to travel to the Munich Trade Fair Centre.



### Automobile

All roads lead to Munich. Eight motorways and several federal roads form a dense network in and around the city. Traffic signs along roads in the greater Munich area and throughout the city point the way to the fairgrounds. The New Munich Trade Fair Centre is located directly on the A94 motorway. A dynamic traffic guidance system regulates the flow of traffic and guides delivery vehicles and trade-fair visitors to the nearly available parking areas at the fairgrounds.



**SOLARVALLEY**  
Mitteldeutschland

**eesa**  
Industrielles Netzwerk  
Erneuerbare Energien Sachsen

**PRO MEXICO**  
Trade and Investment

**dena**  
German Energy Agency



## Future Perspectives of Emerging Solar Markets in Latin America

Munich, June 9<sup>th</sup> 2011

## Programme

13:30 Registration

### Inaugural Session

14:00 Words of welcome

14:10 **Special Address – Infrastructure and legal framework for business development in Mexico**

Carlos Petersen, *SENER - Deputy Secretary*

14:20 **Renewable Energies Export Initiative – Promoting German technology worldwide**

Annika Lilliestam, *Renewable Energies Export Initiative*

14:30 **Solarvalley Mitteldeutschland – The Photovoltaic Excellence Cluster in Central Germany**

Dr. Robert Franke,  
*Solarvalley Mitteldeutschland*

### Perspectives for Photovoltaic and Solar thermal applications in Latin America

14:45 **Introduction - Emerging Solar Markets in Latin America**

Sonja Eisenmann, *EuPD Research*

15:00 **PV and Solar Thermal market perspectives in Mexico**

Vicente Estrada, *ANES - President*

15:15 **Potentials and Perspectives of Solar Technologies in Brazil**

Prof. Stefan Krauter,  
*Photovoltaik-Institut Berlin AG*

15:30 **Latest developments and perspectives in Chile**

Alejandro Pinto, *Solener*

15:45 **Questions & Answers**

16:00 **Coffee break**

### Best Practice - Solar applications in Latin America

16:30 **SolarWorld's perspective for PV projects in Latin America**

Eli Behar, *SolarWorld AG*

16:45 **Solar thermal and PV project experience in Chile**

Dr. Thomas Bickl, *Schüco International KG*

17:00 **PV Project in Mexico: Successful case ALEO – DESMEX**

Pascal Bertolone, *aleo solar AG*

17:15 **Solar applications for green sport arenas in Brazil**

Maike Carlsen, *gmp-Architekten*

17:30 **Financing of Solar Projects in Latin America**

Dr. Christoph Sigrist, *KFW Bankengruppe*  
Kai Buntrock, *DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH*

17:45 **Questions & Answers**

18:00 **Networking opportunity**



#### Venue:

*New Munich Trade Fair Centre,  
Messegelände  
81823 München, Germany,  
Hall A2, Room A22*

#### Time:

Thursday, June 9<sup>th</sup> 2011, 13:30h – 19:00h

#### Workshop Fee:

If registered until April 30<sup>th</sup>, 2011: 135,00 Euro + Tax  
If registered until June 1<sup>st</sup>, 2011: 155,00 Euro + Tax  
If registered at the venue in Munich: 185,00 Euro + Tax

#### All Workshop Fees include a free ticket for the Intersolar Europe Exhibition!

(The exhibition tickets will be sent to all registered persons after registration.)

#### Please register online:

[www.eesa-sachsen.de/intersolar](http://www.eesa-sachsen.de/intersolar)

Please notice: The Workshop is an official side event of Intersolar Europe Conference 2011.