

# **The PV Challenge: An International Perspective**

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# The Vision.....

**From Rio...**

**...to Kyoto,**

**...Okinawa,**

**...Johannesburg,**

**...Evian, to...**

**...Bonn.**



# Active Support Programs...

- 1) National Policies, R&D, and Market Support**  
(Japan, Germany, US, India...)
- 2) Development Aid**  
(multilateral, bi-lateral)
- 3) NGOs**
- 4) Industry Investments**  
(from R&D to foreign direct investment)



# Has Lead to....

**...a \$1+ billion**

**protected**

**infant industry**



# The Future.....

**Intense competition among low carbon energy technologies for public and private funds and support policies.**

- **energy security/diversification**
- **CO2 abatement**
- **access to energy for the poor**

# Focus on PV's Competitive Edge....

- **Green appeal**
  - building integrated systems
  - Sell at premium price
- **Stand-by power**
  - developed countries
  - developing countries
- **Remote off-grid power for industry and consumers**
  - developed countries
  - developing countries
- **Small consumer applications**

