

Monday, 22 November 2015

**Over 1.4 million reasons why Australia is such an attractive market
for new technology deployment in solar.**

With over 1.4 million households with solar installed, Australia has more individual households with solar on the roof than any other single country in the world. At the end of 2014, Germany had a similar number of individual systems but this includes a large number of utility scale and commercial plant, while the next biggest individual installed base was in the US with 700,000 residential solar installations followed by the UK with around 600,000.

Australia's lead in residential solar arises from a unique combination of climate, policy and consumer awareness. With only a fraction of the population of these other nations, Australia presents a demonstration platform for the future of distributed energy.

It comes as no surprise then that the developers of new technology in the renewable energy space, including Australian companies such as Ergon, Solar Analytics and PV Lighthouse are establishing new international best practice in the deployment of new technologies and international companies including Trina, Toyota, Panasonic, Tesla and the Californian Clean Energy Fund (CalCEF) look to Australia for market opportunities.

A number of these companies will be presenting on developments in solar energy technology at the APVI Asia Pacific Solar Research Conference in Brisbane from Dec 8-10 including Pierre Verlinden of Trina Solar, Danny Kennedy of CalCEF, Michelle Taylor of Ergon Energy, Rui Tang of Solar Analytics and Malcolm Abbott of PV Lighthouse.

These industry leaders will be joined by some of Australia's leading consultants in solar project deployment and some notable keynote speakers including Professor Martin Green of UNSW, Louise Vickery of ARENA and Dr Greg Wilson of the US National Renewable Energy Laboratories.

You can join them and over 200 other solar researchers and engineers in Brisbane to hear more about the latest in solar in Australia Asia Pacific Solar Conference.

For the conference program and to register go to <http://apvi.org.au/solar-research-conference/>

The conference is hosted by APVI in partnership with the Australian Centre for Advance PV, SMA Australia Pty Ltd and the CRC for Low Carbon Living. The APVI is a network of industry, research and government working together on PV research and analysis. The APVI acts to provide a leading source of independent information and advice on PV trends.

For further information contact: conf@apvi.org.au

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Renate Egan

Chair, Australian PV Institute

e:chair@apvi.org.au

Mob 0408 223 653

www.apvi.org.au @APVInstitute

About APVI

The Australian PV Institute is a not-for-profit, member based organisation which focuses on data analysis, independent and balanced information, and collaborative research, both nationally and internationally. Our objective is to: *support the increased development and use of PV via research, analysis and information*. In addition to Australian activities, we provide the structure through which Australia participates in two International Energy Agency (IEA) programs – PVPS (Photovoltaic Power Systems), made up of a number of activities concerning various aspects of PV, and SHC (Solar Heating and Cooling), concerned with new solar thermal products and services.