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**Press Release**

**Intersolar Europe, the world's largest trade fair for the solar industry, is showcasing the latest technologies in Munich**

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**- The largest guest event hosted by Messe München International takes place from June 13 to 15, 2012**

**- Focus on: photovoltaics and the potential for cost-reduction**

Taking place between June 13 and 15 at the Messe München exhibition center is the world's largest trade show for the solar industry – Intersolar Europe. Under this year's motto of "Connecting Solar Business", this event informs manufacturers, suppliers, distributors and service-providers from all over the world about the latest trends and developments in the solar sector. Here, around 2,000 exhibitors will be presenting their products and services in photovoltaics and technology for PV manufacturing and solar thermal. The exhibiting companies will be taking up an area of 170,000 square meters in 15 halls at the Messe München exhibition center; a large open-air site is also available for their use. On the three days of Intersolar Europe, the event is expected to attract over 80,000 trade visitors from 150 countries, all interested in finding out about the latest trends and developments in the solar industry.

New this year is the expansion of the section on manufacturing photovoltaic products: two exhibition halls are now being dedicated to "PV Manufacturing Technology". This year also, for the first time, the Verband Deutscher Maschinen- und Anlagenbau (VDMA - German Engineering Federation), of Frankfurt am Main, has joined the group of partners supporting Intersolar Europe.

Increasing global competition and consolidation are two factors currently shaping developments in the sector and both of them will be under discussion at Intersolar Europe. As the largest third-party event hosted by Messe München International, Intersolar Europe has been going from strength to strength since it moved from its former venue in Freiburg in 2008. Norbert Bargmann, Deputy CEO of Messe München International: "Once again all eyes in the solar industry turn towards Munich. We are proud to be able to contribute to the success of Intersolar Europe through the services we provide."

This year's fair will be looking closely at the potential for reducing costs in photovoltaic manufacturing. In the drive to secure the competitiveness of solar electricity, the focus is on further reducing costs along the entire value-added

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chain, without forfeiting quality. Munich has already proved itself to be a perfect location for fruitful discussions between manufacturers of cells, modules and entire systems. And again this year, Intersolar Europe expects to attract a high density of decision-makers from all around the globe.

Further information on Intersolar Europe: [www.intersolar.de](http://www.intersolar.de)

### **The partners of Intersolar Europe**

Intersolar Europe is supported by the leading industrial organizations in the solar industry. These are: the Bundesverband Solarwirtschaft (BSW-Solar, the German Solar Industry Association), as the exclusive partner; the Deutsche Gesellschaft für Sonnenenergie (DGS - German Solar Energy Society); the European Solar Thermal Industry Federation (ESTIF); the International Solar Energy Society (ISES); the SEMI PV Group; the Verband Deutscher Maschinen- und Anlagenbau (VDMA - German Engineering Federation); and the European Photovoltaic Industry Association (EPIA).

### **Intersolar**

With over 3,500 exhibitors and 120,000 visitors spanning three continents, Intersolar is the world's leading exhibition series for the solar industry.

Intersolar Europe takes place each year at the Messe München exhibition center in Munich, Germany. It is the world's largest trade fair for the solar industry. In 2011, Intersolar Europe welcomed 2,286 international exhibitors and approximately 77,000 trade visitors. Each event focuses on photovoltaics and technology for PV manufacturing and solar thermal. Since its foundation Intersolar has established itself among manufacturers, suppliers, distributors and service providers alike as the industry's most important platform. The accompanying Intersolar Europe Conference explores in-depth the themes covered by the trade show. In 2011 over 400 speakers and around 2,500 attendees took part in discussions on current themes within the sector, examining the background to technological, market and political developments.

The Intersolar series of worldwide trade shows and conferences can look back on a twenty-year history. In 2008, Intersolar Europe was joined by a new event, Intersolar North America, in San Francisco. Then in 2009, there followed Intersolar India, which has been held annually in Mumbai since 2010. In 2011 the portfolio was extended again to incorporate Intersolar China in Beijing.

The organizers of Intersolar Europe are Solar Promotion GmbH, Pforzheim, and Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG.

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### **Messe München International**

Messe München International is one of the world's leading trade-show companies. It organizes around 40 trade shows for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events at the Messe München exhibition center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries abroad – in Europe and in Asia – and over 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

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Messe München International is one of the world's leading trade show companies. In

Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

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