

Although, it would be really, really expensive wallpaper. While my kitsch-radar was receiving a clear, but moderate signal, there is no denying the possibilities offered by such a technology, and I was left wondering if it would gain any ground in rather conservative areas (as far as everyday building design usually goes) such as Germany, which remains a big consumer of home-mounted panels."

Changes afoot

MG: "For the second day of the Intersolar trade fair, two changes were mostly noticeable... as I made my entry into the first hall (B6, which for the record has much nicer booths than its ugly cousin A6, but in which an unnamed PV company's marketing department couldn't come up with a better idea than have two young women serve bags of popcorn. At 9:30am.) I couldn't help but having this weird feeling: this is not the same fair as yesterday. It wasn't the mom-and-pop-and-enthusiastic-hey-how-are-you-doing-where-do-you-come-from crowd from the first day. No, today was the let's-sit-down-around-tables-that-are-in-no-way-hidden-and-do-business. Is it some

kind of unwritten law? The first day is make believe, the second make deals? What is the third day for then? Guess I'll find out soon enough."

Eastern potential

VM: "Looking through the list of companies presented at this year's Intersolar, I wondered about whether there is sunshine for Eastern Europe. The majority of companies were coming from Germany (again how is this country the leader in renewable energy technologies?) and an astonishing presence of Chinese companies is actually promoted by the new governmental subsidies providing a big boost to China-based solar manufacturers. A favorable geographical position of Eastern European countries provides quite high annual solar radiation intensity, implying that the problem is not in the shiny star... As always, policy and politics are two mechanisms that strongly tune the development of the renewable energy market. Ambitious renewable energy targets recently adopted in the EU with the Renewable Energy Directive 2009/28/EC requires all Member States to reach a 20 percent share of energy from renewable

energy sources by 2020. With just a little bit of patience, I'm confident we'll be seeing a dynamic development of the photovoltaics markets (and maybe solar thermal too) in this part of the world."

Solar jewelry

VM: "... the high-tech, absolutely fabulous solar jewelry is a definite must have! Wearable solar technology! Jewelry with solar cells combines beauty and elegance promoting renewable energies on a more sophisticated level. It is also a smart idea on how to indirectly benefit from the rising solar industry. Just like a satellite or a tiny but harmless parasite benefiting at no expense to its host. With the sun so pleasantly shining and glittering on my brand new solar earrings (yes I had to buy one pair and get an empty wallet), I'm leaving Intersolar hoping that solar powered projects energy optimization will reach more competitive levels with other renewable energies." ♦ Becky Stuart

pv magazine will also engage exhibition reporters for the 25th EU PVSEC in Valencia and welcomes sponsors for this event.

The exhibition reporters

Photo: Plain Energy GmbH



Constantin Schwaab, Managing director of Plain Energy GmbH

Constantin Schwaab

Managing Director of Munich-based Plain Energy GmbH, Constantin Schwaab looked at who is taking the lead in thin film; grid parity; and financing utility scale plants in times of crisis.

Photo: Vesna Milankov



Vesna Milankov, Masters student at TU Munich

Vesna Milankov

Currently completing a Masters in Sustainable Resource Management at the Technical University at Munich, Germany, Croatian-born Vesna Milankov focused on how the solar industry can help developing countries.

Photo: Mathieu Girard



Mathieu Girard, Allianz Environment Management Department

Mathieu Girard

Born in Canada, Mathieu Girard is currently working for Allianz's environmental management department in Germany. His blogs looked at the investment opportunities present in the European PV market.