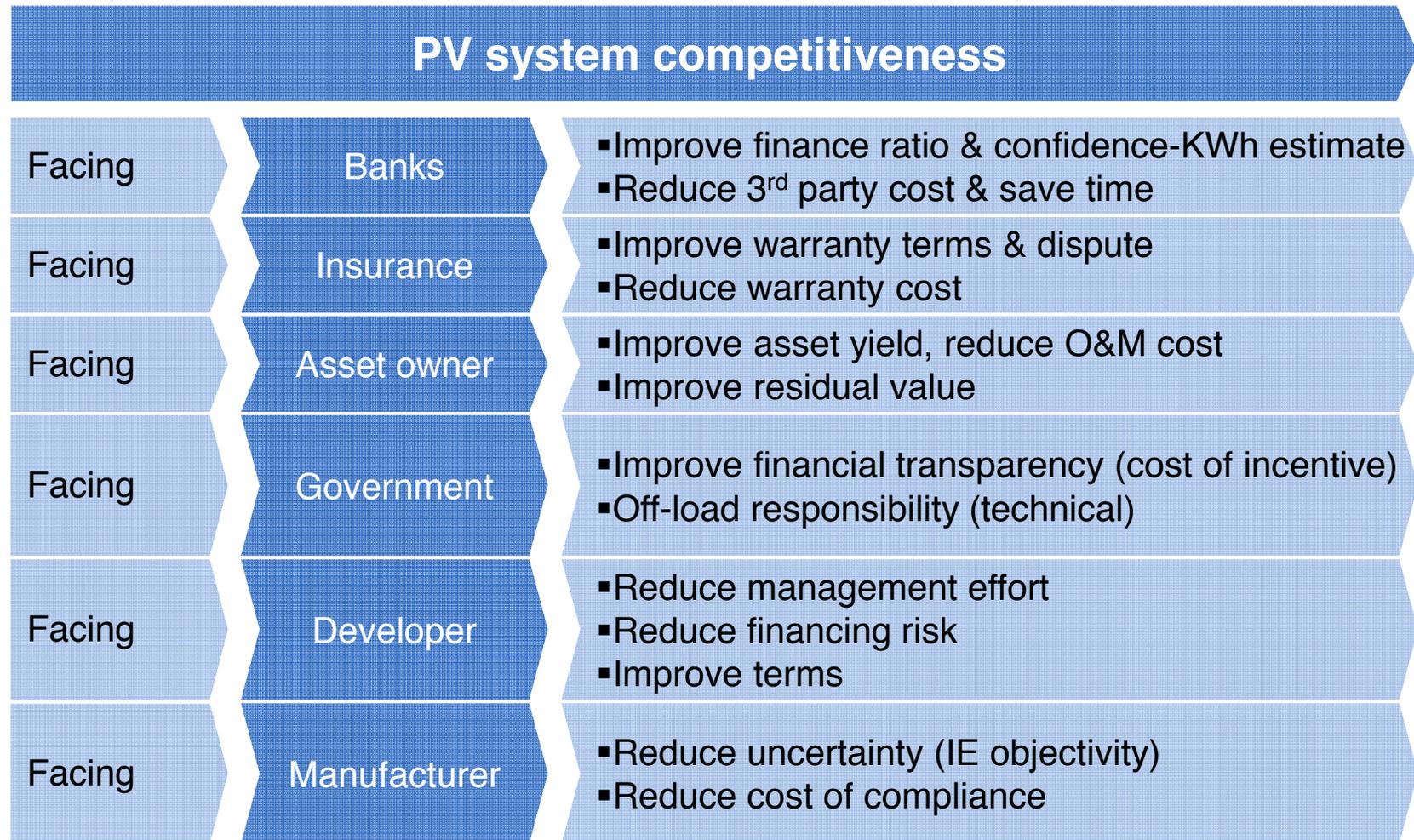


# BF Solar / Fuel Cell Technology (P.06).

## IEC RE stakeholder view



# IECRE OMC PV WG402

## “Marketing”

Status February/2015

**Matthias R Heinze**

Note “This presentation contains no confidential information.”

# Motivation

## Why Marketing is relevant?

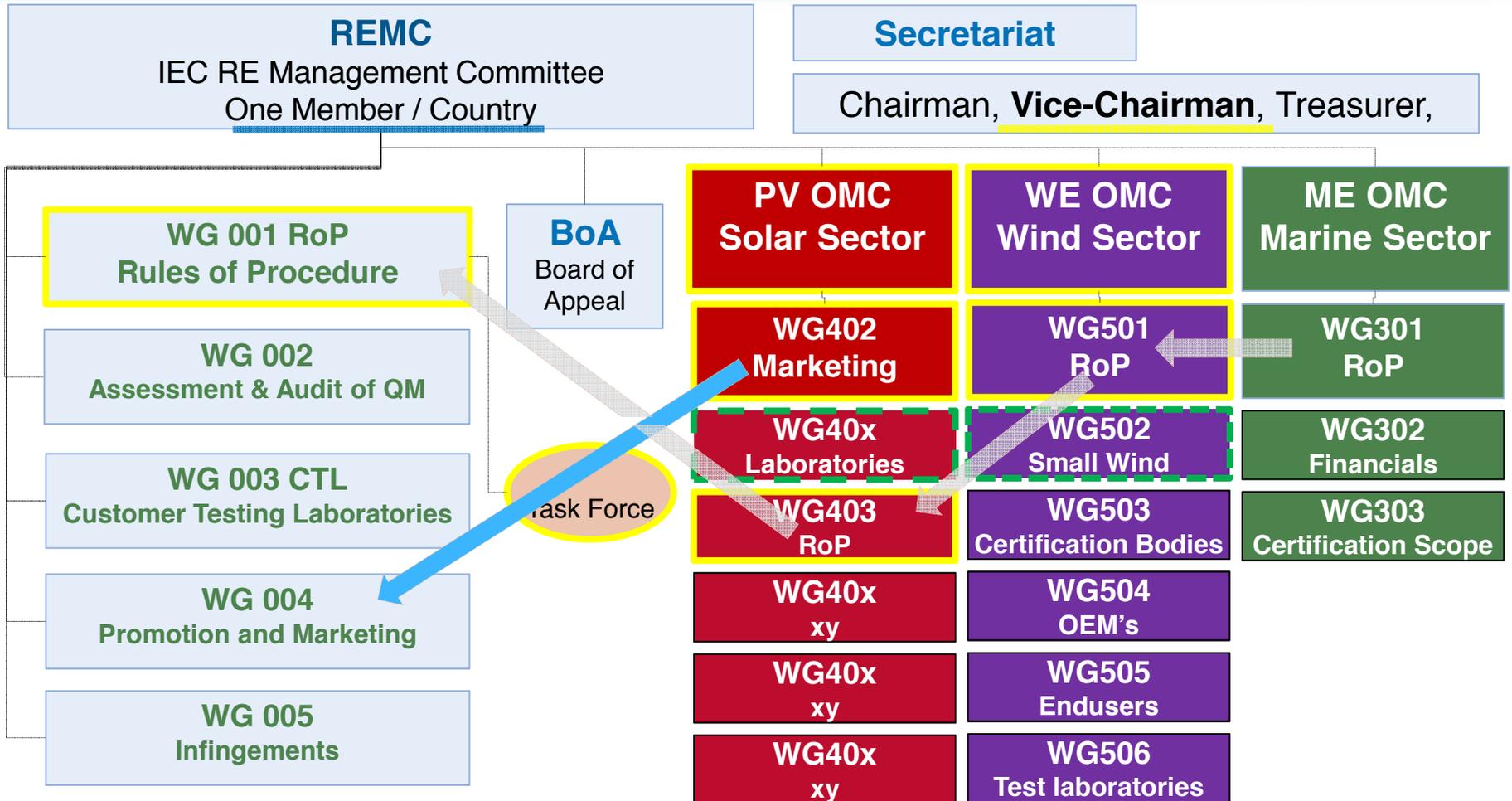
- Original workgroup title from webpage: “Marketing”
- Marketing is a identified activity for IEC RE
- Value proposition document identifies the upside potential of the IEC RE to **investors**:  
“Investors which do not have a “Power Utility approach” generally have an upside margin in improving the management of their energy asset”
- investment in PV generation is different from that for Wind or Marin energy generation
  - The audience is different even if located under one roof
  - The technology differences require different justifications for certification services
  - The manufacturers are different
- More then ascertaining need, need is generated by innovation (of services)
- Data gathering and statistics are complementary to marketing

# Scope

## Proposal

- The Marketing Working Group continuously monitors and assesses industry trends to provide market validation for new areas of interest to IEC RE members.
- It works with the IECRE PVOMC to identifying new specification through surveys, market research and market surveillance.
- Development of communication and education programs for members, potential members and the market on issues critical to the IECRE PVOMC future success. This may include: Tradeshow promotions, Booth Opportunities, Events & Speaking Opportunities, Public Relations.
- It promotes the acceptance of the IECRE PVOMC standards in the target market segments of the PV system financial stakeholders including: rating firms, investment funds, private equity investors, insurance companies, consumers, governmental entities.
- It coordinates its work with REMC WG 004

# Defined Structure of IEC RE REMC + Committees + Working Groups



# Structure



# Members

IEC RE PV OMC WG 401						
Attendance roster						
		C 1	C 2			
		1	2			
Name	National Body	(marketing )	(market statistics)	Email	Phone	
Matthias Heinze	Hungary	x	x	mheinze@us.tuv.com		
George Kelly	USA			solarexpert13@gmail.com		
Ian Gregory	USA			igregory@solarbuyer.com		
Sarah Kurtz	USA		x	Sarah.Kurtz@nrel.gov		
Rajan Bedhi				RBedi@FIRSTSOLAR.COM		
Sumanth Lokanath Wang				Sumanth.Lokanath@FIRSTSOLAR.COM		
Sicheng Deukyoung Jeong	PRC			wangsc@eri.org.cn		
Honggu Kim	DRK			jj1102dy@naver.com		
Yeonji Kim	DRK			kimhk@bokuk.co.kr		
Dohyon Baek	DRK			kimyj21@gmail.com		
Adrian Haering	Germany			dbaek1973@hotmail.com		
Bence Thurnay	Hungary			Adrian.Haering@sma.de		
				thurnay@hu.tuv.com		

## Call for Next Meeting

- Fill C 1 and C 2 with members
- Identify events to gather statistics
- Identify events that are suitable for sponsorship
- Invite WG 004 to contribute