

2015-06-29

Welcome to Solar Weekly Insight, presenting the most important developments in the global solar industry, ranging from significant industry trends, policies, research, and new technologies to markets and pricing.

This week's edition focuses on compelling global PV market forecasts by Bloomberg New Energy Finance, Mercom and GTM Research as well as the new REN21 status report, revealing record installations for wind and solar PV in 2014.

Two important additional topics are Soitec's announcement of new efficiency record of 38.9% for CPV modules, and First Solar's agreement to supply 2.36 million PV modules to power the MW_{AC} second phase of the Mohammed bin Rashid Al Maktoum Solar Park in Dubai.

BNEF anticipates a USD 3.7 trillion surge in investment in solar by 2040

On June 23rd, 2015 Bloomberg New Energy Finance (BNEF) released its New Energy Outlook 2015 – its annual power forecast and most-read analysis. According to BNEF, the further decline in the cost of solar photovoltaic (PV) technology will drive a USD 3 trillion surge in investment in solar, both large-scale and small-scale between now and 2040.



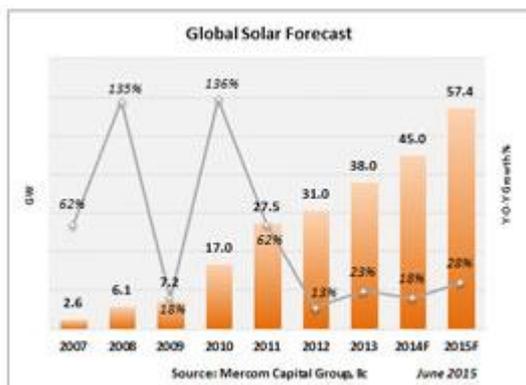
The BNEF analysis opens up the prospect of a clear move from a utility-scale, centralised system to one that is increasingly distributed and focused on the consumer

Some USD 2.2 trillion of this will go on rooftop and other local PV systems, handing consumers and businesses the ability to generate their own electricity, to store it using batteries and – in parts of the developing world – to access power for the first time.

The small-scale solar boom will see worldwide capacity of rooftop, building-integrated and local PV solar from 104 gigawatts (GW) in 2014 to nearly 1.8 terawatts (TW) in 2040, a 17-fold increase. [More](#)

Mercom forecasts global solar PV installations to reach 57.4 GW in 2015

Mercom Capital Group, LLC (Austin, TX, U.S.) is forecasting global solar photovoltaic (PV) installations to reach 57.4 GW in 2015.

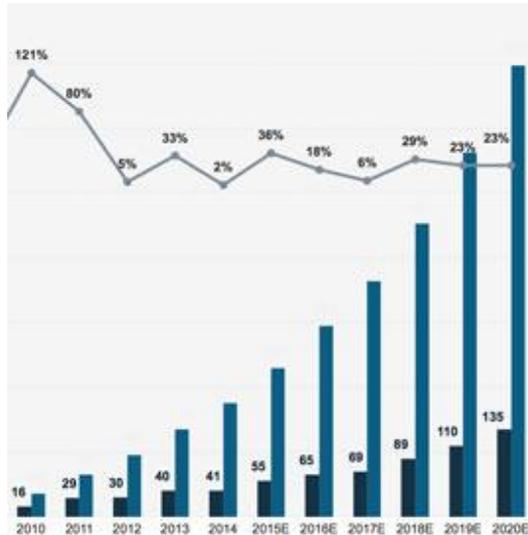


Mercom expects China, Japan and the U.S. to account for approximately 60 percent of global solar PV installations this year.

Since Mercom's previous forecast three months ago, China has revised its solar installation target yet again by 20 percent to almost 18 GW for 2015. [More](#)

GTM Research: 55 GW of solar PV will be installed globally in 2015, up 36% over 2014

With an expected 55 gigawatts (GW) set to be installed, the global solar photovoltaic (PV) market will grow 36 percent in 2015, according to GTM Research's latest report, Global PV Demand Outlook, 2015–2020: Exploring Risk in Downstream Solar Markets.



That's up significantly from the market's 2 percent growth in 2014. If 2014 was a "transitional year," as the report calls it, 2015 will be a transcendent year.

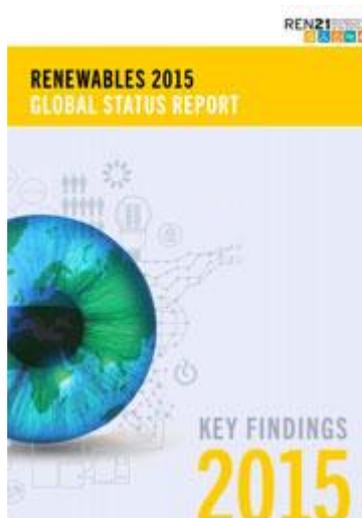
Led by China, the Asia-Pacific region will install more than half of all new global PV capacity this year. Europe will begin an upswing, and North America, primarily the United States, will continue its year-over-year growth. [More](#)

Chart left: GTM's annual and cumulative PV demand outlook (GW_{DC}) 2002–2020E. By 2020, GTM Research forecasts the global solar PV market to hit 135 GW

REN21 status report: Record installations for wind and solar PV in 2014

According to the Renewables 2015 Global Status Report published by REN21, about 135 gigawatts (GW) of added renewable energy power increased the total installed capacity to 1,712 GW, up 8.5% from 2013.

Solar PV capacity has grown at the most phenomenal rate – up 48-fold from 2004 (3.7 GW) to 2014 (177 GW), with strong growth also in wind power capacity (up nearly 8-fold over this period, from 48 GW in 2004 to 370 GW in 2014).



Thanks to supportive policies now in place in at least 145 countries (up from 138 countries reported last year), worldwide power generation capacity from wind, solar photovoltaics (PV), and hydro sources alone were up 128 GW from 2013.

REN21's Renewables 2015 Global Status Report is the 10th annual edition of the world's most frequently-referenced report on the global renewable energy market, industry, and policy landscape.

Downloads:

- [Key Findings](#)
- [Renewables 2015 Global Status Report](#)

Promotion

Energy storage drives solar markets: Discounted Intersolar Europe online follow up advertising packages on SolarServer

Intersolar Europe 2015 has impressively demonstrated the importance of solar PV, energy management and energy storage. The affirmative spirit of exhibitors and visitors was mainly influenced by the outstanding interest in energy storage solutions, which are poised to give the PV market new impetus.



Now it's time to take advantage of the favorable environment and to continue the presentation of your solar services and products with online campaigns on the leading solar industry website www.solarserver.com – efficient, target-group-focused and cost-effective! Solar Server is one of the most distinguished professional sources for daily global solar industry news: www.solarserver.com; www.solarserver.de.

B2B banner campaign with 100,000 guaranteed page impressions for just USD 3,200

Approximately 50,000 weekly visitors and around 180,000 monthly page impressions are an excellent proof of Solar Server's significance for solar industry stakeholders.

- **A full-size-banner** providing **100,000 guaranteed page impressions** is available for **USD 3,200**. (Regular scheduled price: USD 3,900).
- **A 3 month skyscraper campaign** (75k PI) to benefit from a special USD 800 discount can be reserved for **USD 3,200 (instead of a regular USD 4,000)**

We would be glad to advise you on specific target groups, advertising formats and contexts. Of course you can select specific coverage targets, run-times, and advertising formats (i.e. advertorials, newsletter ads). Our consultants are looking forward to providing details and information on available placements on www.solarserver.com.

Further information is included in our [media kit](#). We are looking forward to receiving your e-mail or call! Julia Winter: Phone: +49 (0)7121-69681-32; e-mail: julia.winter@solarserver.com

First Solar PV to supply 2.36 million PV modules for 200 MW project in Dubai

First Solar, Inc. (Tempe, Arizona, U.S. – Nasdaq: FSLR) on June 23rd, 2015 announced that it has signed an agreement to supply its high performance photovoltaic (PV) modules to power the 200 megawatt (MW)_{AC} second phase of the Mohammed bin Rashid Al Maktoum Solar Park in Dubai, the United Arab Emirates.

The PV plant will produce enough energy to power 30,000 average homes in the UAE. The project will be powered by over 2.36 million First Solar modules, compared to the 152,880 that were installed in the 13 MW_{AC} first phase of the Mohammed bin Rashid Al Maktoum Solar Park. [More](#)

Soitec announces new efficiency record of 38.9% for CPV module

Soitec SA (Bernin, France) on June 24th, 2015 announced a new step in its "SmartCell" project, which leverages Soitec's leadership in the field of semiconductor materials to develop a four-junction solar photovoltaic (PV) cell.



After setting an efficiency world record in December 2014, the four-junction SmartCell has now been successfully integrated in a concentrating photovoltaic (CPV) module, enabling a conversion of 38.9 percent of the solar energy into electrical power. This represents a significant increase compared to the existing world record for CPV modules. [More](#)

Picture left: Earlier this year, Soitec announced to refocus on its core semiconductor materials business, but also decided to keep all assets related to its SmartCell project in the company's new strategic scope

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