

PRESS RELEASE

5th European Conference on Green Power Marketing 2007
13 and 14 September 2007, Lausanne, Switzerland

**European renewable energy industry to meet in Lausanne:
How to increase market shares for renewables? – Stepping stones for experts**

After four very successful conferences, the last held in Berlin in 2005 with more than 160 participants from 21 countries, the fifth in the series of *European Conferences on Green Power Marketing* will open in Lausanne this year, on 13 and 14 September. Aiming to present “stepping stones to significant market shares for renewables”, this first-class event is sure to attract once again market players and decisionmakers from all over Europe, providing them with a perfect platform to discuss the latest trends in the industry.

The energy issue – from climate change, secure energy supply, electricity market liberalisation and price volatility to supply bottlenecks – is right back at the top of Europe’s political agenda. More than ever, governments and consumers realise the importance of guaranteeing a sustainable supply of energy. The three 20 % targets set by the European Commission are courageous and show the way forward. The energy industry has discovered renewables as a business area in its own right and is seeking to achieve a level of up to 50 % of energy from sustainable sources within 50 to 60 years.

In recent years the green power market has matured and become more liquid. Instead of having only models and studies to fall back on, there is now concrete experience: technology improvements have been successful and are continuing; many political and economic obstacles have been dealt with, and the necessary legislation and market instruments have been put in place. However, a great deal remains to be done if green power is at some point to make a substantial contribution to a sustainable energy supply.

The next decade will be crucial in terms of the development of the market. Alongside massive expansion in the green power segment, there will be growing demand for electricity, investment in upgrading generation capacity, general expansion in the grid and, not least, the ongoing transition from a subsidised to a free market. The need for subsidies will reduce and be eliminated as technological improvements make green power competitive with fossil fuel generation.

There are benefits in sharing expertise in order to overcome the challenges and opportunities ahead for the green power market. Many questions remain unanswered: how can the subsidised generation facilities be transferred to the market? What frameworks and instruments are necessary to ensure that the market can play a growing role in sustainable energy production in Europe? How can the industry build on its experience so far to systematically develop the market? How will supply and demand for green power evolve?

These are just some of the questions that the *5th European Conference on Green Power Marketing 2007* will look into. Answers will be given along the official conference lectures and workshops, in panel discussions and roundtables; but participants will also have the opportunity to network and exchange at the various side events of the conference. A long-established institution in an increasingly competitive event market, the *European Conference on Green Power Marketing* is renowned for being sophisticated and yet practice-oriented – a forum bespoke for the market players and decisionmakers in the European renewable energy industry!

For a copy of the programme or to register for the conference, please visit:
www.greenpowermarketing.org

Further information:

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