

Press release

IBC SOLAR grants “Premium Partner Awards 2015” to 30 photovoltaic experts from all over the world

MENA region and Latin America become increasingly important for IBC’s internationalisation strategy

Bad Staffelstein, February 24, 2015 – IBC SOLAR AG, a global leader in photovoltaic systems, once again honours its Premium Partners around the globe for their successful cooperation with the German system house. The “Premium Partner Awards 2015” were granted during the 6th Premium Partner Summit in Bad Staffelstein, where about 40 PV experts met to discuss the international opportunities and challenges of the photovoltaic industry. With its partner program, IBC SOLAR emphasises its efforts of continuously promoting the use of solar energy all over the world.



The annual “Premium Partner Awards” honour IBC SOLAR’s partner companies either for outstanding achievements in the cooperation with the German system house or for becoming a new Premium Partner in 2014. This time, 30 companies were awarded. While, so far, most of them came from Europe, this year’s focus shifted towards the MENA region (Middle East and North Africa), South and Middle America.

“While we continue to rely on the successful cooperation with our European partner companies, this year, we also noticed the growing expertise in regions of MENA and Latin America,” said Antje Anzi, Director of International Sales at IBC SOLAR. “As part of our international growth strategy, we keep on developing long-standing partnerships all over the globe – and this increasingly includes emerging photovoltaic markets.” With a high solar irradiation and a rising electricity demand, photovoltaic power gains in importance even in countries traditionally relying on fossil fuels. Usually, solar power generation is cheaper compared to conventional energies. By recognizing the economic potential of renewable energy generation, local governments promote the increase of PV systems through allowing self-consumption or even through incentive programs.

This year’s Premium Partner Summit in Bad Staffelstein summoned twice as many attendees as last year. More than 40 participants had the opportunity to discuss current market issues and different types of PV applications in workshops and seminars. “In many countries, feed-in of PV generated

Press release

electricity into the grids is restricted. Therefore, the topic of self-consumption is the key for a global increase of PV systems when it comes to small and medium sized installations,” explains Anzi. “The fruitful conversations during our summit proved how much we can learn from each other when it comes to economic value and the general development of the PV industry. And that’s why professional exchange is a main target of IBC SOLAR’s international Premium Partner program.”

About IBC SOLAR

IBC SOLAR is a leading global specialist in photovoltaic systems, offering complete solutions for power production from solar energy. The family-owned and operated company covers the entire spectrum, from planning to the turnkey handover of photovoltaic installations. Globally, IBC SOLAR has already implemented more than 150,000 photovoltaic systems with a total capacity of more than 2.5 gigawatts (GWp). The scale of these installations ranges from photovoltaic power plants and solar parks, which feed electricity into the grid, to systems for commercial self-consumption and off-grid systems. IBC SOLAR sells its photovoltaic components and systems over an extensive network of local installers. As project developer, IBC SOLAR plans, implements and offer large scale solar projects worldwide. Through maintenance and monitoring, IBC SOLAR ensures an optimal performance of the solar parks.

IBC SOLAR was founded in 1982 in Bad Staffelstein, Germany, by CEO Udo Möhrstedt. IBC SOLAR is represented by several subsidiaries around the world and is directed from its headquarters in Bad Staffelstein.

Media contact:

IBC SOLAR AG
Iris Meyer (Press Officer)
Am Hochgericht 10
96231 Bad Staffelstein, Germany
Tel.: +49 9573 / 92 24 780
Iris.meyer@ibc-solar.de

FleishmanHillard Germany GmbH
Giorgia Alicandro / Catharina Blatt / Carolin Westphal
Herzog-Wilhelm-Str. 26
80331 Munich, Germany
Tel.: +49 89 / 230 316 - 0
ibc.de@fleishmaneuropa.com