

The logo for SET PLAN Conference 2015 is contained within a white right-angled triangle. The triangle's hypotenuse is a diagonal line from the top-left to the bottom-right. The background of the slide features a large, abstract geometric design with overlapping triangles in shades of blue, purple, and red.

**SET  
PLAN**  
Conference  
2015

Research, innovation  
and competitiveness  
for the Energy Union

**MANUFACTURING PV SYSTEM INTEGRATION  
TECHNOLOGIES IN EUROPE**

Jean-Pascal Pham-Ba, Co-founder and member of the  
Executive Committee solairedirect

---

**SESSION 6**

Being the world leader in developing the next generation  
of renewable energy technologies

Tuesday 22 September 2015

Solaredirect is a **pure play solar power company** operating across **four continents**. The Company was founded in 2006 with the mission of **making solar power more competitive** than other energy sources

**We want to maximize penetration of competitive solar electricity in the world mix, as fast as possible**

**And our job is to invent solutions that will make it possible**

“**Manufacturing PV system integration technologies in Europe**” refers to the communication of the Commission (C(2015) 6317 final, p.10):

*“In order to revitalise strategies and regain global leadership, the EU can restore and scale-up to competitive manufacturing the next generation of highly performing PV, including the technologies to integrate PV into the built environment.”*

I see **three key assumptions** underlying this statement:

- Leadership in PV is **technological**
- Leadership in PV is **manufacturing**
- Leadership in PV is **building**

# 1 PV performance is not in technology

As a company, what we need is massively bankable technology

**The performance we seek is not technological, it is economic**

## 2 PV industrialization is not the factory

As a company, what we need is proper, and more importantly harmonized, regulation as broadly as possible

What we need is a **Global Solar Common Market**

The industrialization we seek is not in the factory, it is in the regulation

### 3 PV integration is not into buildings

As a company, we strongly believe in community PV, based on the distribution grid where generation is more efficiently provided by optimized ground mounted PV plants, with service systems equipment, prediction tools and grid management software, and energy smart interconnected buildings able not only to be energy efficient but also to serve the system

**The integration we seek is not in the building, it is in the system and the society**

## CONCLUSION

*We have spent millions, thousands of engineers and years to reduce the fuel consumption of a motor, and Blablacar.com came and divided consumption by 50% just by putting two persons in the car*

In other words, it is a smart energy society which remains to design

Here the field for innovation is immense and Europe can certainly gain leadership



## MANUFACTURING PV SYSTEM INTEGRATION TECHNOLOGIES IN EUROPE

Jean-Pascal Pham-Ba  
Solairedirect

[jpphamba@solairedirect.fr](mailto:jpphamba@solairedirect.fr)

**SET  
PLAN**  
Conference  
2015