



PREBOLD, 9th of October 2009 – Last week was BISOL for the first time exhibiting at international trade fair for photovoltaics in Rome. It was the only Slovenian exhibitor at PV Rome Mediterranean. BISOL's booth with company's products attracted a lot of potential clients.

This year's edition of fair ended on 2nd of October with a budget record: 25,400 visitors in three days, 400 exhibitors and an exhibition area of 30,000 square meters, with a growth of 30% over the previous edition. The numbers definitely show that Italians are very much in favour of renewable energy sources. Italian PV market has been developing quickly for the few years. »By the end of 2009 Italy will have reached 900 MW of installed power,« says BISOL's managing director Dr. Uros Merc. Italian distributing companies and financial institutions showed a great interest in selling Slovenian photovoltaic modules. They were all enraptured with company's development and business results BISOL has been showing since its establishment in 2006.

Still this year BISOL is planning to establish a daughter company in Italy while in Belgium it was established couple of weeks ago and has been already successfully operating. Italian market will be very interesting in the coming years. According to Italian analysts, by the end of 2010 Italy will reach 1,5 GW of installed power. In some parts of Italy photovoltaics has already competitive position in electricity supply market. Dr. Merc: »Each time world's production capacity doubles, prices of photovoltaic modules decline by 22 %. At current growth of PV industry this means that costs of solar electricity production each year decrease by 7 – 9 %. And this is what moves further competitiveness of PV industry. Italy has plenty of sunshine and high electricity prices. For that very reason Italy will soon become one of the first countries in the world where photovoltaics will be cheaper than conventional electricity.«