

Interview with Hermann Iding (Aleo solar)

“The photovoltaic sector is much stronger in the South of France due to the strong solar irradiation“

Aleo solar, a leader in the German photovoltaic industry, has now set up in Provence. This is a strategic choice for the company that would like to expand its activity throughout a region that has many reasons to convert to solar energy. Hermann Iding, marketing manager at Aleo Solar, offers his explanations.

> Can you tell us more about Aleo solar?

Hermann Iding: Aleo solar AG is a German company that manufactures and markets silicon-based solar cells. The group supplies systems for the world photovoltaic market. The company was founded in 2001 and it has been quoted on the stock exchange since mid-2006, and now employs 709 persons. Aleo solar's main factory is in Prenzlau, Brandenburg, and it has two other factories in Spain and in China, giving it an annual production capacity of 250 Megawatts. The company's 2008 sales were 360.5 million Euros.

> What is your position on the French market?

Hermann Iding: France is an attractive market. French professionals are familiar with our know-how, our expertise and the irreproachable quality of our products and services dedicated to installers. The French government is subsidising our activity sector to sustain the increasing interest of companies and individuals in this alternative energy source.

In July this year, Jean-Louis Borloo, the French Minister of Ecology and Energy, confirmed France's ambitious target to become the world leader on the renewable energies market. Photovoltaic plays a central role in achieving this objective. The government is encouraging electricity generation from solar fields and roof installations by fixing the purchase price per kilowatt hour at between 0.32 and 0.45 Euros.

> Among your various branches, what are the reasons for setting up in the South of France?

Hermann Iding: We decided on Aix en Provence among the different options suggested by Provence Promotion, and this office has now been in operation since mid-October. We chose Aix en Provence because the photovoltaic sector is much more active in the South of France due to the strong solar irradiation. We are thus moving closer to our customers. The other reason is the proximity to our Barcelona plant 500 kilometres away.

> Are you satisfied with it?

Hermann Iding: Yes, because the geographic location of the Aix en Provence activity Cluster is ideal. It is located close to Aix en Provence TGV station and Marseille-Provence Airport, and we have easy access to large French cities such as Marseille, Lyon and Paris, and to European capitals.

> what are your recruitment forecasts in Aix?

Hermann Iding: We have salesmen based in each major region to provide a local, intensive, high quality service to our customers. We expect that our team in Aix will build up to 15 persons within 5 years.

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For further information:

www.aleo-solar.de

Announcement for the opening of the Aix en Provence office (french release)

<http://www.aleo-solar.de/fr-aktuelles/aleo-solar-ag-renforce-sa-presence-en-france.html>