

# New dawn for large-scale PV manufacturing in Europe: reality or pipe dream?

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## The broader picture











## **Critical success factors**

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ANALYSIS

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## Assessing the drivers of regional trends in solar photovoltaic manufacturing<sup>+</sup>

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The photovoltaic (PV) industry has grown rapidly as a source of energy and economic activity. Since 2008, the average manufacturer-sale price of PV modules has declined by over a factor of two, coinciding with a significant increase in the scale of manufacturing in China. Using a bottom-up model for wafer-based silicon PV, we examine both historical and future factory-location decisions from the perspective of a multinational corporation. Our model calculates the cost of PV manufacturing with process step resolution, while considering the impact of corporate financing and operations with a calculation of the minimum selling price that provides an adequate rate of return. We quantify the conditions of China's historical PV price advantage, examine if these conditions can be reproduced elsewhere, and evaluate the role of innovative technology in altering regional competitive advantage. We find that the historical price advantage of a China-based factory relative to a U.S.-based factory is not driven by country-specific advantages, but instead by scale and supply-chain development. Looking forward, we calculate that



## **Critical success factors**







## **Selected drivers**

- Achieving economic benefits (EU markets and export)
- Accelerating transition to sustainable energy system
- Preventing new form of energy dependency
- Fostering PV innovation ecosystem



### The European Photovoltaic Technology Platform wishes you an informative and inspiring day!