

Take-off from Ancona

IBC SOLAR has been active in Italy since 2006. After launching a subsidiary in Ancona, the PV specialist now maintains a firm foothold on the Italian boot. At the same time, IBC SOLAR is expanding its network of specialist installers.



IBC SOLAR's new subsidiary in Ancona

Photos: IBC SOLAR

IBC SOLAR stands for 27 years of PV expertise. And since October 29 this year, IBC SOLAR AG, one of the leading PV specialists in Germany, is present in Italy with a new subsidiary. Based in Ancona, the company now serves its Italian industry partners around the country and further expands its network of specialist installers.

The PV specialist and project developer of large-scale systems has been active on the Italian market since 2006. Together with its partner companies, IBC SOLAR has realized solar systems, for example, in Rome (Centro Salesiani), in Nuoro on Sardinia (Don Bosco) and in Potenza (Seminario Lucerna). "Since the new Conto Energia has come into effect, the demand is significantly growing. Our domestic subsidiary enables us to serve our installers in Italy more efficiently and in less time", says Hartmut Kuehn, sole Managing Director of the Italian subsidiary. "Similar to our network in Germany, our long-term goal is to build up a comprehensive network of specialist installers in Italy", adds Kuehn. Sales and Marketing Director Dr. Angelo Rivolta who looks back on a broad experience in the PV sector assists Kuehn in pursuing this objective.

Based in Bad Staffelstein, Germany, IBC SOLAR has years of experience in the international markets. As a global player, the company is represented by a branch in Prague as well as affiliates in the Netherlands, France, Spain, Greece, Malaysia and the United States. Since the physicist Udo Möhrstedt founded the company in 1982, IBC SOLAR has planned and developed more than 60,000 PV systems with a total capacity of more than 550 MW. Today, IBC SOLAR employs a staff of 300 persons. The subsidiary in Ancona started with five PV experts. In 2008, IBC SOLAR achieved a group turnover of € 800 million worldwide.

Quality is the number one priority

In Italy, IBC SOLAR plans to closely collaborate with its network of specialist installers. The company supplies its partner companies with modules, inverters and other PV component parts produced by established manufacturers. But in order to guarantee highest quality standards, IBC SOLAR does not rely only on manufacturers' data. With an in-house flash test, the company's experts continuously inspect the nominal output of the modules. Similarly, a climatic chamber allows testing the life cycle of the modules and the component parts in long-term tests (damp heat test). With this test equipment, IBC SOLAR is able to make sure that all component parts stand up to the promises of the manufacturers.

Next to the trading business, IBC SOLAR has gained a second foothold in the planning and construction of large-scale PV systems. In Italy, however, the focus has been set on the collaboration with specialist installers. The business in the large-scale sector will continue to be directed from IBC SOLAR's headquarters in Bad Staffelstein, Germany.

IBC SOLAR's sole Managing Director Kuehn places high hopes on the Italian market. "Italy provides ideal opportunities for solar electricity generation. Especially, the south enjoys exceptionally high solar radiation levels." Besides, Italy could be the first to achieve grid parity in Europe. "With about 0.23 €/kWh, the electricity prices are relatively high", says Kuehn who joined the company in November 2004. "With average increases in the electricity price of 6 % per year, it is well possible that Italy's PV plants will draw level with the production costs for conventional electricity within the next two years."

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