

# “We are the product!”

It has taken AE Photonics only two years to grow into one of the major players in the PV distribution segment. The basic idea: Everybody involved, from the end customer up to the major distributor, should benefit from the joint project. This transparent approach has allowed AE Photonics to boost its turnover from € 1.2 to 120 million in two years.



On first sight, it's a bold target: Founded only two years ago, AE Photonics, a trading company for PV component parts, wants to enter among the ranks of the Top 20 global players in renewable energies by the next five to ten years. But a second glance already reveals: A company with such rapid growth is capable of more. In 2008, the company based in Dresden, Germany, had achieved a turnover of € 1.2 million. In 2009, the volume had already arrived at € 55 million and is expected to reach an impressive € 120 million in 2010. Presently, AE Photonics employs 45 persons all over the globe. In the next year, the company plans to expand its staff to about 120. Besides the distribution of modules and system kits, AE Photonics is also active in the development and realization of PV projects.

One of the decisive factors for the company's success has been and continues to be the expertise of its founders: Marco Lamsouguer and Mike Renner were able to bring in many years of experience in commodity trade and the solar project business. In the course of only a few months, AE Photonics was this way turned into a major, flexible supplier of PV systems and components. Their maxim when founding the company has remained unchanged till today. “We are the product!” – a close relationship to the customers and business partners is an integral part of the corporate culture. In the continuously changing market environment, the aim of AE Photonics is to create a profit situation for everybody involved – long-lasting, secure and sustained as the energy source itself. The reliable and prompt delivery of products and services is one of the prerequisites. This is achieved with a secured supply quota at established manufacturers and a successful distribution network. Moreover, AE Photonics's partners stand for highest quality and re-

liable products: AE Photonics cooperates with CNPV, Trina Solar, LDK, EGing, ReneSola, Power-One, Satcon and Hilti.

From the start, AE Photonics had adjusted to the rising internationalization of the PV sector: As early as February 2009, the company had already founded its subsidiary AE Photonics Italia s.r.l. – a crucial step towards a stronger foothold on the European market and to responding to the needs of the investor in the country. While AE Photonics' order books were rapidly filling up in Italy, the company stayed true to its maxim: Everybody benefits from close cooperation. Accordingly, the company had sought cooperation with local Italian players from the very start on leading to the strong partnerships today. At the same time, AE Photonics Italia was expanded: In February 2010, the subsidiary hired its first sales engineers and meanwhile has a staff of 12 employees in Italy. In 2009, AE Photonics realized its first 890 kWp system in Sicily. By October 2010, a 5 MWp system is scheduled for completion in Apulia. The company's key customer groups in Italy are installers and project developers of large-scale systems as well as major investors, banks, funds up to module manufacturers.

Presently, AE Photonics plans to continue its expansion into new markets. Besides Italy and Morocco, the company mainly exports to France, Belgium and Great Britain where it is currently in the process of establishing new subsidiaries. In short: AE Photonics is not resting on its laurels. On the contrary: In 2010, the company even brought its own mounting system on the market. A place among the ranks of the Top 20 global players in the renewable energy sector – each strategic step is taking AE Photonics a bit closer to its goal.

Photos: AE Photonics

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