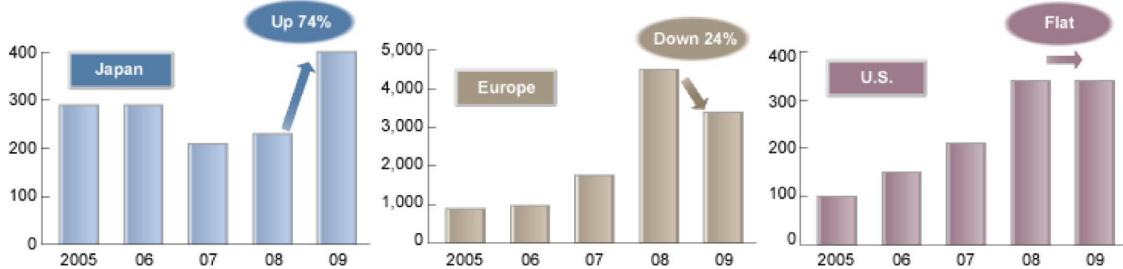
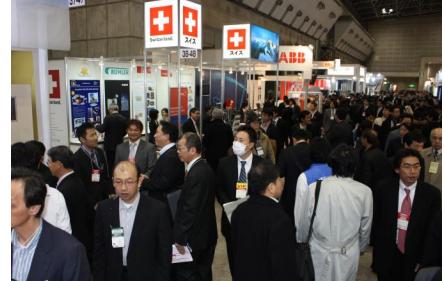


The latest developments on photovoltaic cell technologies, particularly of that in Japan, are attracting great interest around the globe. The strong attention Japan is receiving is evident from the fact that leading makers of photovoltaic cells are stepping up efforts to make inroads into the country, which is seen as the next boom market. In 2009 alone, the Japanese market was projected to grow 74%. In addition to Sharp, Kyocera, Sanyo Electric and Mitsubishi Electric, Q-Cells, Schott Solar (Germany), Suntech (China), Motech (Taiwan) and ambitious start-ups are showing great interest in this fast growing market.



PV EXPO 2011

PV EXPO is regarded as **Asia's largest platform for photovoltaic developments and technologies**. The exhibition covers a wide variety of devices, materials, equipments and technologies related to R&D and manufacturing of photovoltaic and solar power generation. Launched in 2008, it has already been held three times, and – with the attention towards renewable energy increasing rapidly – its size and reputation are constantly growing. The last edition proved its status as the leading exhibition, breaking its own record in both exhibitor and visitor numbers, with **579 exhibitors** and **80,045** visitors from Asia and around the world. In addition, PV EXPO 2011 will feature technical conferences as well as a reception party strictly for executives.



Date March 2 – 4, 2011
Venue Tokyo Big Sight, Japan
URL www.pvexpo.jp/en/



Concurrent exhibitions at the same venue include:

FC EXPO 2011: International Fuel Cell & Hydrogen Expo 2011 (<http://fcexpo.jp/en/>)
 BATTERY JAPAN: 2nd Int'l Rechargeable Battery Expo (<http://www.batteryjapan.jp/en/>)
 ECO HOUSE EXPO: 1st Int'l Green Building and Eco-friendly House Expo (<http://ecohouseexpo.jp/en/>)
 1st INT'L SMART GRID EXPO (<http://smartgridexpo.jp/en/>)

Swiss Solar Pavilion 2011



At its latest edition in 2010, Swiss research institutes and young companies presented their high-tech products as participants of the Swiss Solar Pavilion organized by the S&T Office, Embassy of Switzerland. The Swiss Solar Pavilion attracted a record number of visitors from Japan and abroad. Over 700 contacts were established, potentially leading to new and promising business and R&D collaboration opportunities. The Swiss Solar Pavilion was one of only two foreign country pavilions, right next to ABB.



Participants' testimonial by Prof. Michael Graetzel, EPFL:

PV-EXPO 2010 has evolved over the last 3 years into the biggest PV exposition world wide. The presence of the Swiss Pavilion is a key to promote the image of the country which maintains a leading position at the cutting edge of new photovoltaic technology world wide.

Participants 2010:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

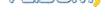
Embassy of Switzerland in Japan

State Secretariat for Education and Research SER

Federal Office for Professional Education and Technology OPET

Innovation Promotion Agency CTI

Swiss Federal Office of Energy SFOE



Join us !

SWISS SOLAR PAVILION

As Co-Exhibitor of the Swiss Solar Pavilion, Swiss research institutions and young companies involved in the photovoltaic field will have an excellent platform to present and promote their activities, disseminate up-to-date information, foster networking and establish new partnerships. It is ideal to gaining an overview of latest R&D activities, getting familiarity with technological trends, finding partners in Japan and Asia and accessing the world's next boom market in photovoltaic.

Participation includes:

- Space for logo, poster and literature
- English-Japanese interpreters
- Entry in Swiss Solar Pavilion brochure
- Media relations and networking
- All organizational work with the organizers



➤ Fee as Co-Exhibitor:

The fee structure is transparent and based on a non-profit basis. The charge for regular participation is a share based on the total cost:

Basic participation as Co-Exhibitor at Swiss Solar Pavilion

JPY 330'000 (CHF 3'900 Rate July 2010)

Contact

If you are interested in being present at PV EXPO 2011 as co-exhibitor of the Swiss Solar Pavilion, or, if you require more information about PV EXPO 2011 and Switzerland's participation, please contact:



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Fax: +81 3 3473 6090

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Minami-Azabu 5-9-12, Minato-ku, Tokyo 106-8589, Japan

Registration deadline: October 15, 2010