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Solar Power International 2009 Announces Keynote Speaker Robert F. Kennedy Jr. and Annual CEO Panelists

Kennedy is Joined by Top Solar and Electric Power Leaders to Discuss Key Market Challenges and Opportunities Amid a Global Race to Bring Solar Energy to Scale

ANAHEIM, Calif., July 16, 2009 – Solar Power International 2009, the largest business-to-business solar conference and expo in North America, today announced that Robert F. Kennedy Jr. will deliver a keynote speech on Wednesday, Oct. 28, at 8:00 a.m. PT. The conference also announced the line-up for its annual CEO Panel, in which top solar and electric power decision-makers will explore issues of vital importance to the solar industry.

The plenary sessions, including the keynote and CEO Panels—this year moderated by NBC’s Anne Thompson, and Photon International’s Michael Schmela—are among the most eagerly anticipated events at Solar Power International, which is expected to draw more than 25,000 people to the Anaheim Convention Center from October 27 – 29. Presented by the Solar Electric Power Association (SEPA) and the Solar Energy Industries Association (SEIA), Solar Power International is the premiere destination for global companies doing business in the U.S. solar market.

This year’s CEO Panel will take place in two segments, covering two critical and timely aspects of the solar marketplace. Confirmed CEO participants to date include:

Panel 1: Developing the Utility Market for Solar Electricity, Wednesday, Oct. 28, 8:30 – 10:00 a.m.

Moderated by: Michael Schmela, Photon International magazine

- Reyad Fezzani, BP Solar
- John Woolard, BrightSource
- Kevin Law, Long Island Power Authority
- Carlos Domench, SunEdison

Panel 2: Surviving the Solar Shakeout, Thursday, Oct. 29, 8:30 – 10:00 a.m.

Moderated by: Anne Thompson, NBC

- Jeffery Wolfe, groSolar
- Tom Werner, SunPower Corp.
- Dr. Zhengrong Shi, Suntech

“Each year we develop the plenary sessions with a different mix of political and business luminaries, who offer incisive commentary on the future of our energy infrastructure and provide unique insights on the challenges bringing solar technologies to scale around the world,” said Julia Hamm, executive director of SEPA and chair of Solar Power International. “A defender of the environment and advocate of sustainable development, Robert F. Kennedy Jr. will deliver an inspiring keynote speech, while our CEO panelists have been carefully selected to provide a diverse range of perspectives on the key issues facing our industry.”

This year more than ever, Solar Power International provides unparalleled opportunities to hear the latest perspective directly from foremost leaders of policy and industry, reaffirming the fact that this is the essential U.S. event for the global solar energy market. Robert F. Kennedy's tireless voice for the environment makes clear the many reasons America must transition rapidly to clean energy. "The way we deploy energy in this country is really the key to our economic and national security," Kennedy said.

"The solar industry has navigated a year of policy milestones, including the gradual implementation of the American Recovery and Reinvestment Act, and the passage of the Waxman-Markey energy bill in the House of Representatives," said Rhone Resch, president and CEO of SEIA. "Solar Power International is a unique opportunity for solar companies to learn how to navigate the ever-changing policy landscape. While the new federal renewable energy grant program will boost the solar industry and create jobs, we await the completion of additional stimulus programs that will let the solar industry become a game-changer for our economy. The conference is a critical forum for us to strengthen the industry's position and continue to grow the U.S. solar energy market."

In addition to the plenary sessions, the conference features 200 expert speakers, 65 break-out sessions, and dozens of training workshops. The expo floor will showcase more than 750 exhibitors from around the world. Featuring all solar technologies and all parts of the solar supply chain, the expo floor will be segmented by product type, making the show easy to navigate for businesses looking to build and expand relationships.

Although the focus of Solar Power International is business-to-business interaction, the conference will once again present the ever-popular "Public Night," a free opening of the expo floor to local residents on Wednesday evening, Oct. 28, 5:30 – 8:30 pm. Solar Power International's Public Night has become a tradition and will be a major draw for members of the public eager to learn about the latest solar technology for their homes and businesses.

The Solar Electric Power Association bridges electric utilities and the solar industry to push solar forward more tangibly, one real business at a time. From national conferences to one-on-one counseling and peer matching services, SEPA's unique joint partnership offers members critical access to the key business relationships and unbiased, actionable intelligence needed to make solar practical and profitable in today's shifting energy landscape.

www.solarelectricpower.org

Solar Energy Industries Association Established in 1974, the Solar Energy Industries Association is the national trade association of the solar energy industry. As the voice of the industry, SEIA works to make solar a mainstream and significant energy source by expanding markets, removing market barriers, strengthening the industry and educating the public on the benefits of solar energy. www.seia.org

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