

PRESS RELEASE

## **Talesun Solar Germany GmbH opens Italian Subsidiary**

### **Solar Module Manufacturer puts Faith in Key European Market**

**Munich, 19th July 2012: Talesun, a leading international manufacturer of high quality solar modules and cells is expanding its operations with the opening of a branch office in northern Italy. The move represents the latest step in the company's European growth strategy.**

Despite the capping of the tariff system through the recent *Conto Energia 5* legislation, Talesun is demonstrating its belief in the potential of the Italian photovoltaic market and is expanding its activities in the country. The subsidiary in northern Italy, was opened this month, and the company has access to a well established sales and distribution network through its cooperation with Andrea Beltrami, and Marco Viganò. The new team will have responsibility for the Italian market and will work closely with the company's European headquarters in Munich.

The establishment of the branch office is the most recent step in a country in which Talesun has already seen success. The module producer, which made its entry in the European solar market as recently as 2011, has been busy in the region. In May this year Talesun completed a 23.8MW solar power plant in San Floro, Calabria. "Italy is, and will continue to be, a key European market for the photovoltaic sector. Extensive solar-radiation and favourable site conditions exist throughout the country, making the generation of solar energy at price parity with existing energy production, a very realistic goal," explained, Joachim Simonis, CEO at Talesun Solar Germany GmbH, and head of the firm's European activities. "The 5th *Conto Energia* was not what the sector was hoping for. However, it did lay out a political decision that is binding. This allows for the safe planning of further successful projects. Particularly relevant are projects for the provision of affordable energy for private use, and for cooling, two areas with particular significance for the southern-European countries, in terms of both meteorological, and economic climate."

The founding of the Italian subsidiary forms a key part of Talesun's strategic European expansion. Just four months ago the company used *Ecobuild*, in London as an opportunity to announce its increased commitment to the UK solar market. In addition, Talesun is one of the few international manufacturers to make use of customs warehousing, through its storage facility in Holland. This enables the company to deliver its products – manufactured at a fully automated production facility – Europe-wide, and normally in as little as 48 hours. Talesun's partners benefit from excellent service support, including native speaking contacts. In addition, the company offers a 25 year product guarantee and extensive support through technical consultancy and module marketing.

#### **About Talesun**

Talesun is an internationally operating premium producer of solar modules and cells for the private and industrial sectors. The company's 200,000m<sup>2</sup>, fully automated production plant in the Chinese province of Jiangsu will reach a production capacity of 2 GW by the end of 2012. Talesun has subsidiaries in Shanghai, Munich and San Jose. More information under: [www.talesun.com](http://www.talesun.com).

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