



U.S. Solar Power Market

Morocco Solar Photovoltaic (PV) Reverse Trade Mission

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U.S. Market

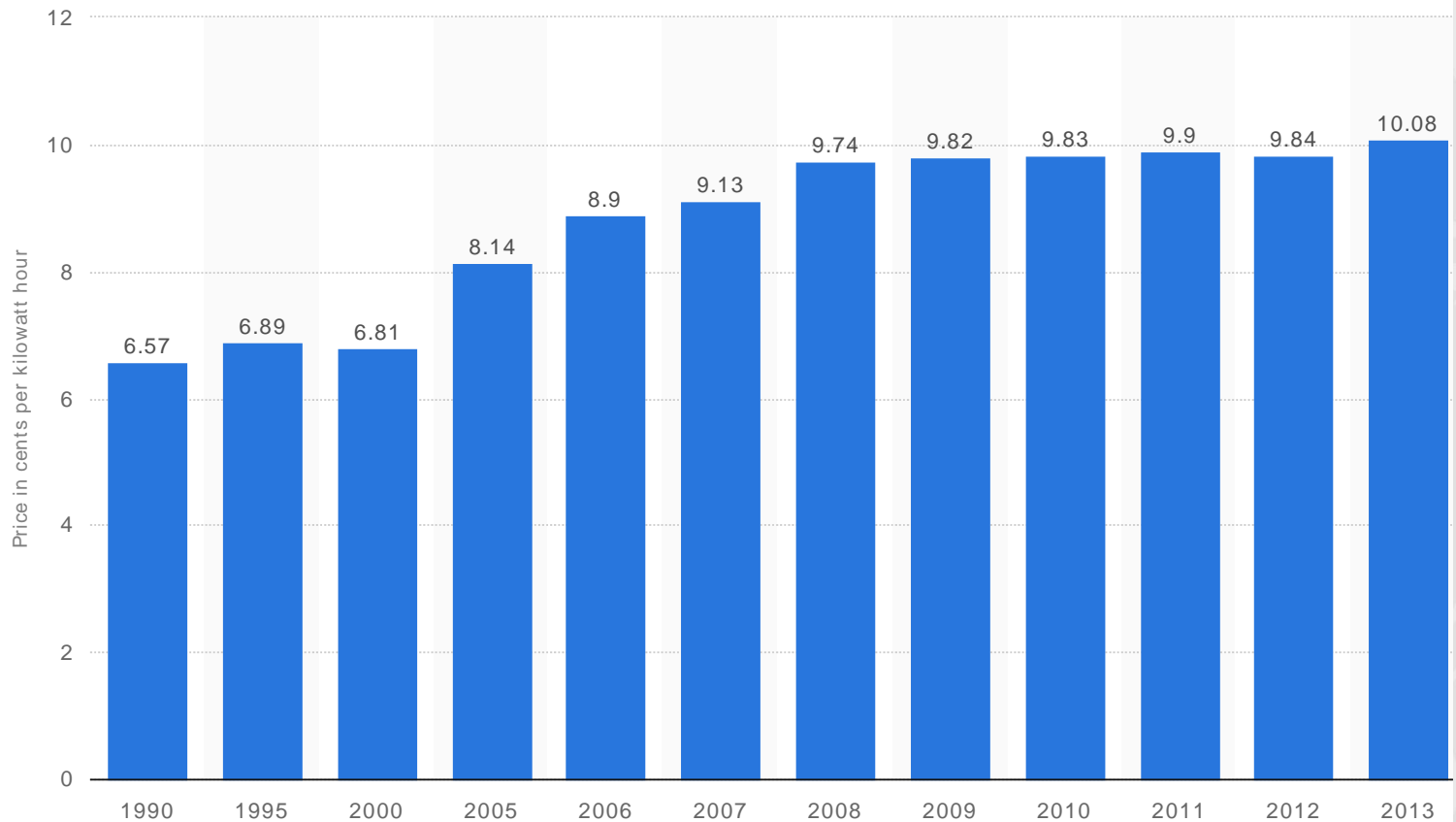
- Geographically diverse with 50 State regulatory bodies
- Market Players – 2009 publicly owned utilities, 192 Investor owned utilities, 871 cooperatives, 9 Federal Power Agencies, and 211 power marketers
- PV began as on off-grid solution about 20 years ago and gradually transitioned to a subsidized on-grid solution
- Different market drivers

U.S. Market

- CSP is gaining attention, utilities like CSP due to its storage capability
- Renewable Portfolio Standards (RPS) is a major driver (CA: 33% by 2020)
- American Reinvestment and Recover Act (ARRA) provided a market incentive
- PV manufacturing cost has dropped -- accounting for about 30% of the total project cost

U.S. Retail Tariff

Average retail electricity prices in the U.S. from 1990 to 2013 (in cents per kilowatt hour)



Source: Statista, 2013

Applications Are Expanding



0.9 MW FedEX Building, Oakland, CA



83kW Ridgely's Wastewater Treatment Facility, MD



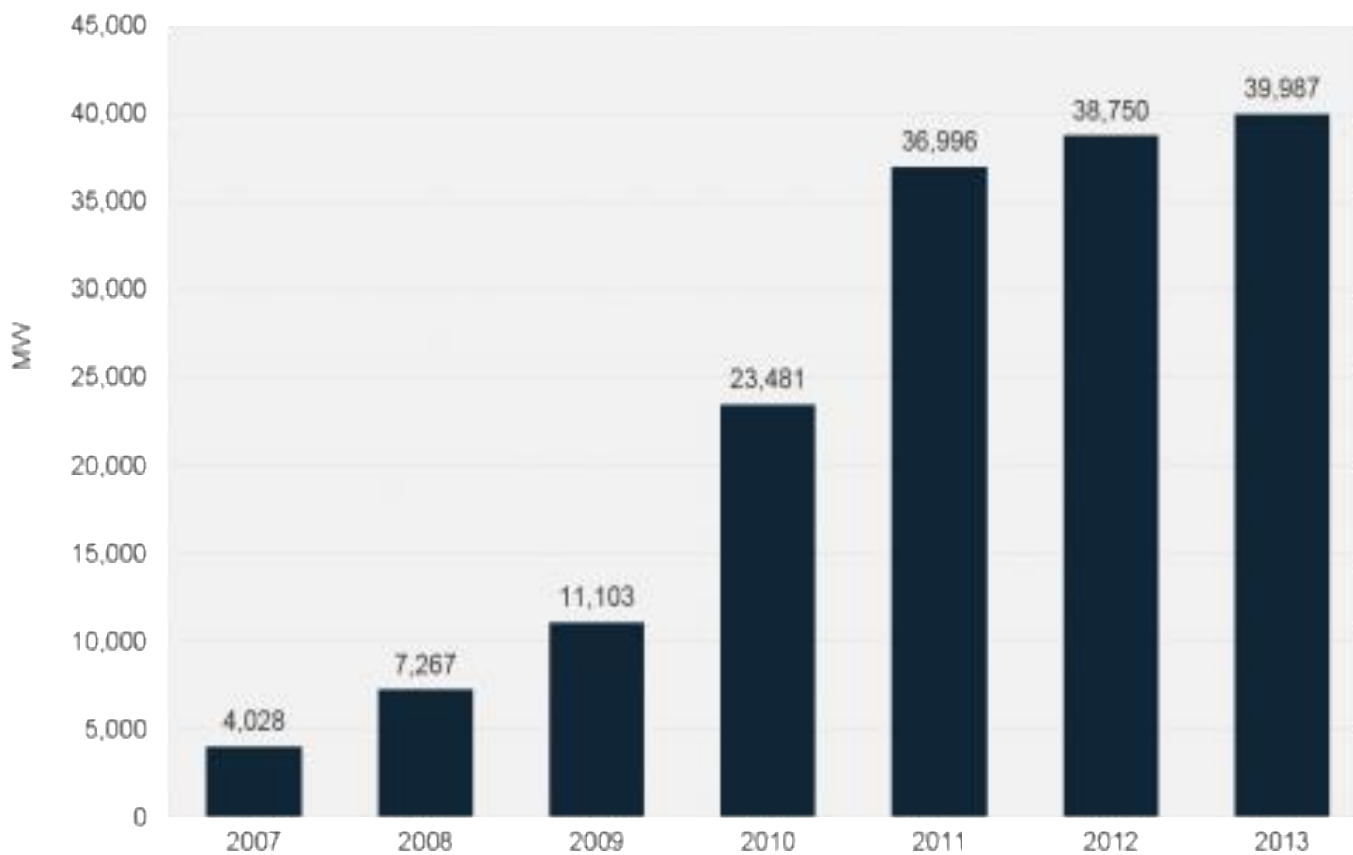
83 KW Kimberly-Clark Facility, Hendersonville, NC



178,000 Sqft IKEA Solar Rooftop

Global Module Production

Global PV Module Production, 2007-2013



This RTM

- Will meet with U.S.:
 - Technology Leaders
 - Equipment & Service providers
- Exchange Ideas and Make Long-Lasting Relations
- I am here to help, if something is unclear ask – I may not have the answer but can find those who have