PV Industry Vision and Roadmap
EPIA

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European Photovoltaic Industry Association (EPIA) is an organization that represents 95% of the European photovoltaic industry (and 80% of the Global photovoltaic industry). EPIA has existed since 1985 and has 91 members from all the segments of the PV industry (silicon feedstock, wafers and ingots, cells, modules, systems, inverters, cabling, equipment and services). The most important mission of EPIA is to deliver a distinct and valuable service driven from the strength of a single voice.

In the period from 2003 to 2006 EPIA had three objectives:

- Become the most credible reference point for the PV Industry stakeholders.
- Help shape the development of new PV markets
- Take the lead in positioning the photovoltaic industry within the European political context

We are proud to say that we have achieved our objectives for the 2006 and we have a new 2006-2010 strategy:

- "Market oriented" strategy is based on 4 pillars:
    - Competitiveness
      Mass production for cost reduction (1 to 1,5 euro/Wp in 2012)
    - Innovation
      Financing PV research and development
    - Quality
      Demonstrate that the PV Industry can improve its image by taking greater responsibility for the well-being of the Society
    - Promotion
      Improving EPIA as a visible "credible voice"
- The EU PV Technology Platform is a new tool which must be integrated inside the EPIA strategy to facilitate discussion with the stakeholders
- Some topics need to be treated in partnership.