

The Potential of the Romanian PV Market from an Austrian Perspective

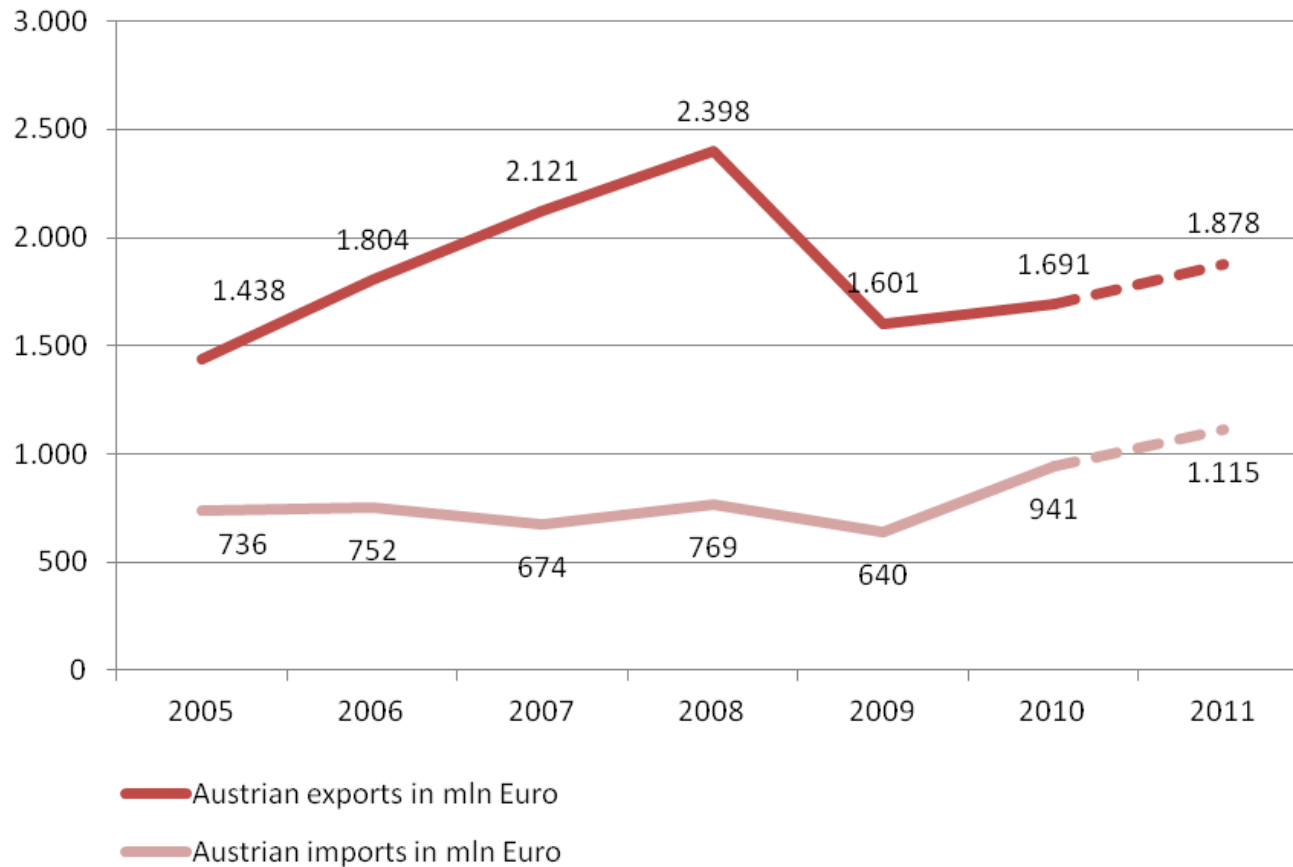
Rudolf Lukavsky, Commercial Counselor
May 22, 2012

General overview

Romania and Austria Bilateral Economic Relations

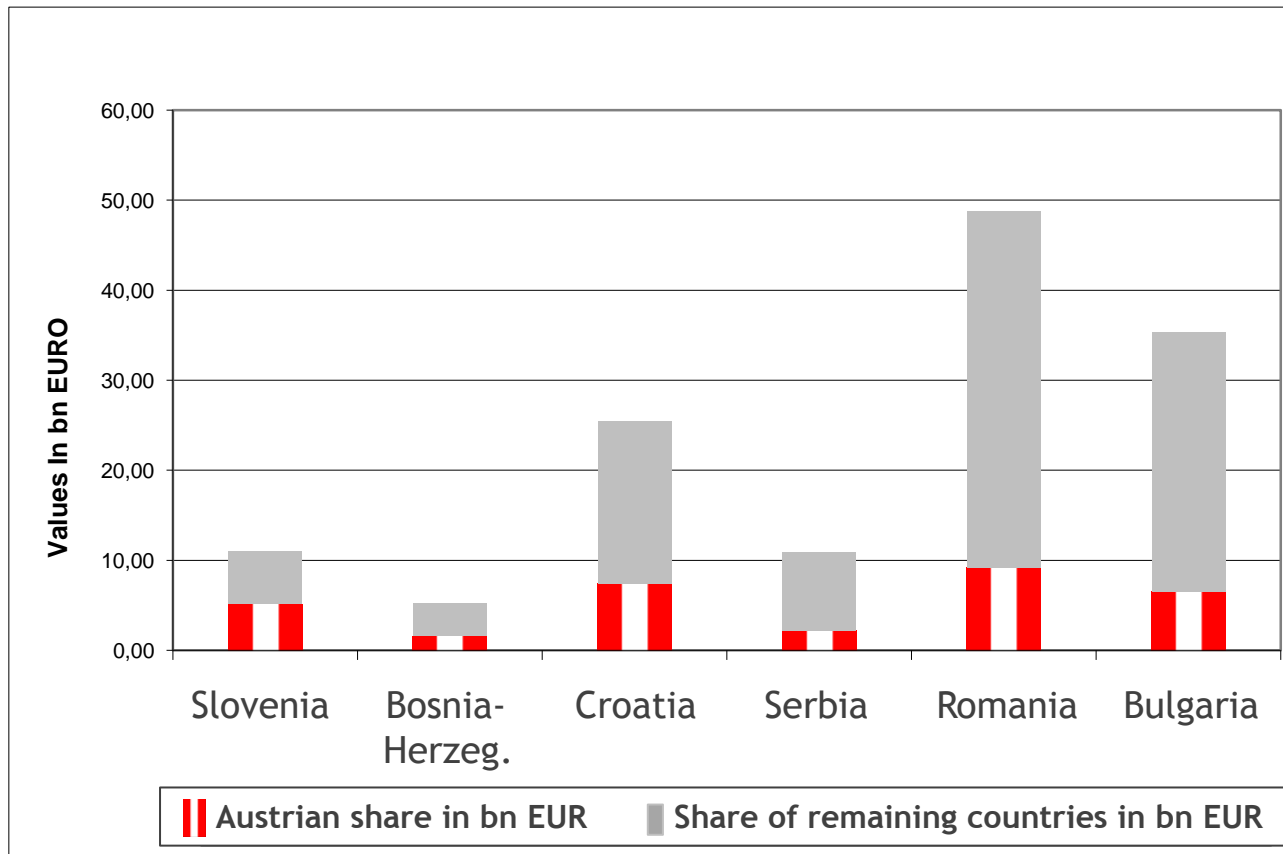
Austrian Exports to/Imports from Romania

Exports +11.1 %, Imports +18.4 % in 2011



Source: Statistik Austria

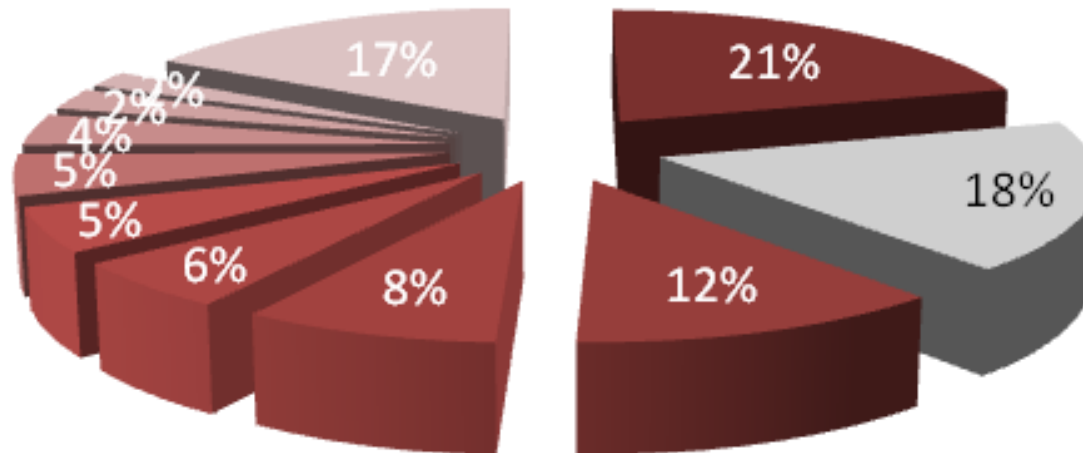
Austria is Top Investor in CEE.



Also in Romania - Austria is top.

Austrian investment amounts to 9.35 bln Euro - almost 18 % of total FDI respectively.

Share of Total FDI by Country



- The Netherlands
- Austria
- Germany
- France
- Greece
- Italy
- Cyprus
- Switzerland
- USA
- Spain
- Other

Source: National Bank of Romania as per Dec 31, 2010

Many Austrian companies contribute to the development of the industry in Romania and the creation of valuable jobs.

- over **1,000** active Austrian investors
- more than **6,200** companies with Austrian equity
- around **100,000** direct employees

Important Sectors



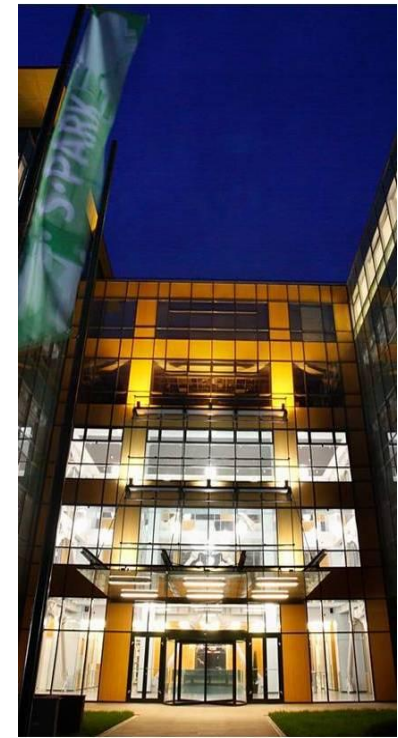
Ressources



Agriculture



Industry



Services

Despite difficult economic conditions 2009-11 Austrian companies continued investing.

Apart from the well known Austrian investments - OMV/Petrom und Erste Bank/BCR – there are many other Austrian companies with remarkable success in Romania many of them SMEs.



Biggest Austrian Investments in Romania - Renewables

OMV/Petrom wind park
Dorobantu/Dobrogea

Verbundplan wind park
Casimcea /Dobrogea



New Investment Projects of Austrian Companies

- **Alternative Energy**
 - Wind energy plants
 - Bio mass plants
 - Biogas projects
 - PV/solar

- **Ongoing expansion of retail chains**
 - Baumax, Billa, Hervis, DM, Kika, Humanic etc.

- **Further investments of major industrial companies**
 - Petrom/OMV
 - Schweighofer/Egger/Kronospan etc.

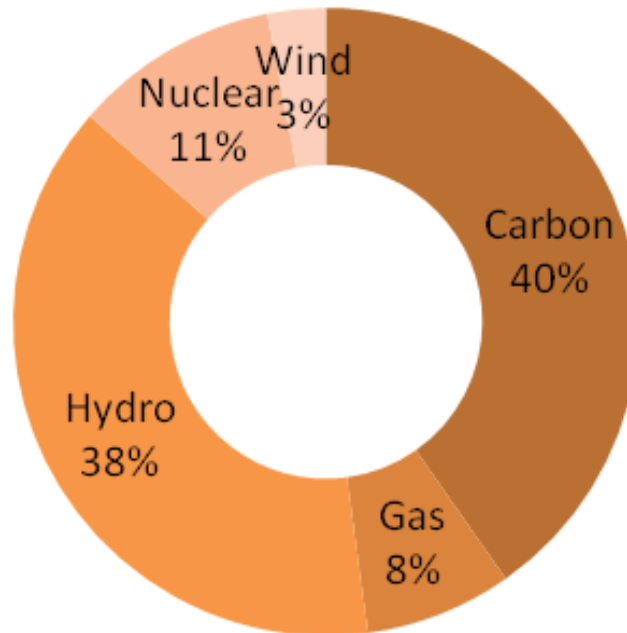


PV in Romania

from an Austrian perspective

Today PV only plays a minor role in the power production of Romania.

Power production by energy source



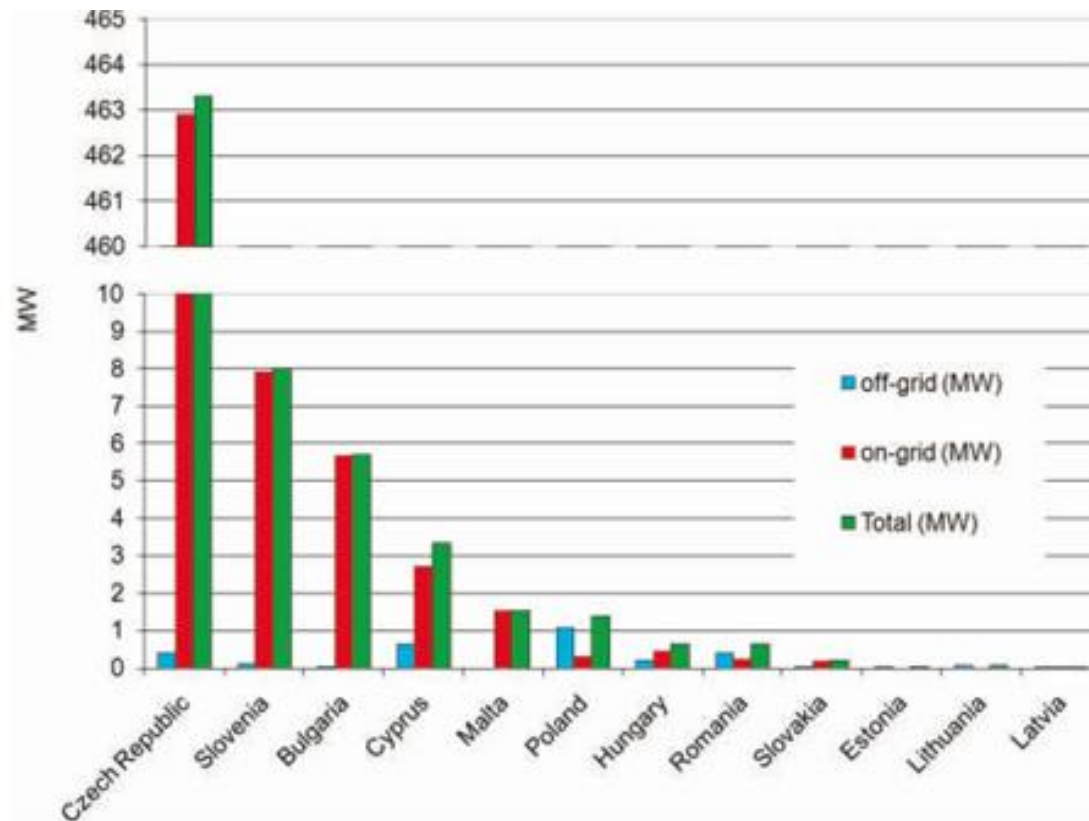
Main sources
carbon and
hydro power
plants.

PV power
production is
still low.

Source: Hidroelectrica

Regional comparison between the new EU member states shows large unused potential of Romania.

Cumulative installed PV power in NMS (2009)



Source: Photovoltaic Austria Federal Association

PV power production

pro

- ✓ **favorable natural conditions in the country** especially in the Northeast and South
- ✓ **green certificate scheme** the highest number of certificates awarded for PV (6 certificates per MWh)
- ✓ **clean** form of energy production, reduction of CO₂ emissions

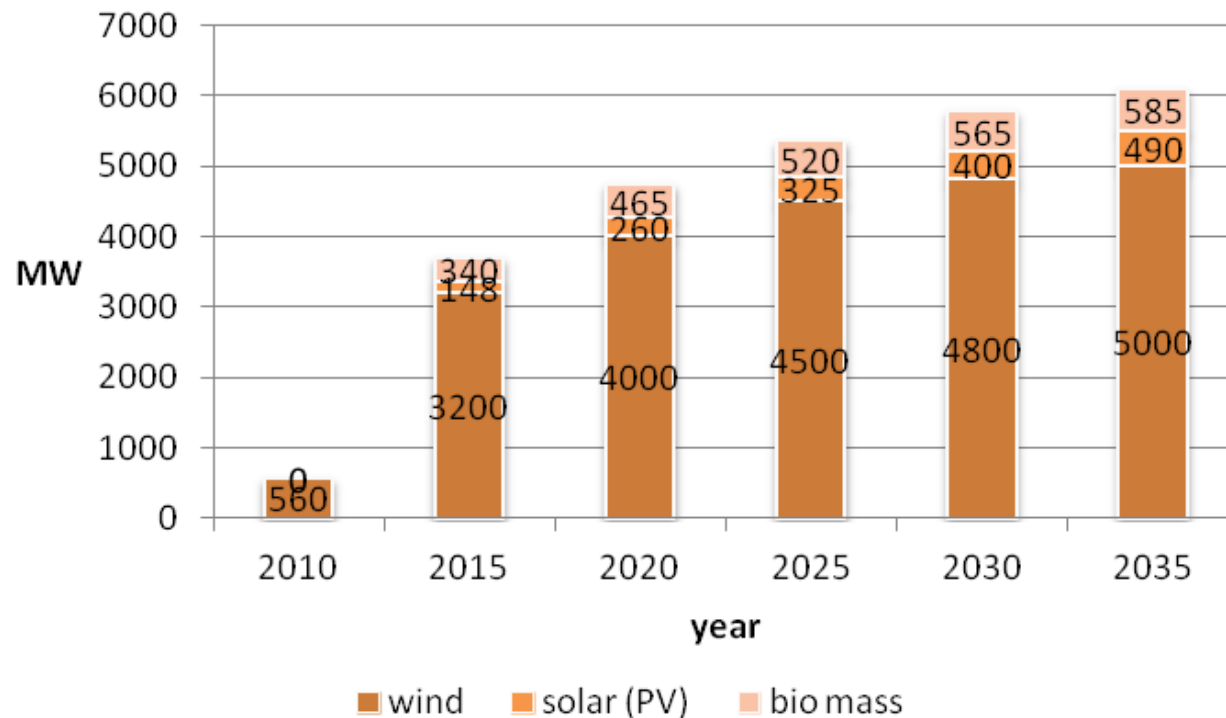
cons

- ✓ **expensive** technology
- ✓ **economically only viable** in combination **with support scheme**
- ✓ **large usage of arable land**
- ✓ **production fluctuations** due to weather conditions

Source: Hidroelectrica

Romania: PV production is expected to grow.

Power production from renewable sources 2011-2035



Source: Romanian Ministry of Economy, Commerce and Business Environment , Energy Strategy 2011-2035

Austrian PV Association

Photovoltaic Austria Federal Association

NGO with 216 company members

<http://www.pvaustria.at/>



PHOTOVOLTAIC
AUSTRIA

FEDERAL ASSOCIATION

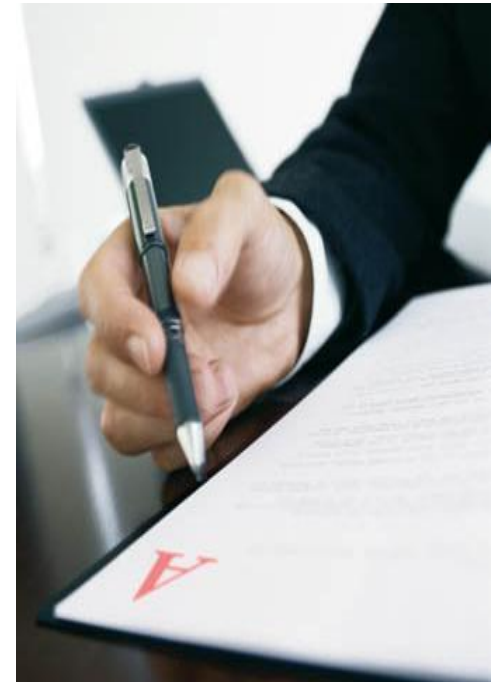
Austrian PV Companies – Examples

- Alukönigstahl/Königsolar
- Austrian Enviro Technologies
- Baumgartner Energy GmbH
- Feistritzwerke STEWEAG GmbH
- New Energy Austria Photovoltaik & Innovative Energiesysteme GmbH
- RENERGIE Raiffeisen Managementgesellschaft für erneuerbare Energie GmbH
- Siemens AG Österreich
- SIKO SOLAR GmbH
- Solar Energy Photovoltaik GmbH
- SOLARE ENERGIE GmbH
- Solarinvest Development GmbH
- SOLution Solartechnik GmbH
- Stanilux
- 10hoch4 Energiesysteme GmbH

Advantage Austria – Who we are

Advantage Austria in Romania & Republic of Moldova

- **Commercial Section, Austrian Embassy Bucharest**
Commercial Counselor Rudolf Lukavsky
staff: 12
- **Commercial Office Cluj**
Director Stefan Tatar
staff: 2
- **Consultancy Office Chisinau**
Mr. Evghenii Zuza



Highlights 2012

Feb 9	Education of Skilled Personnel Seminar
Feb 28-29	Environmental Technology/RE Fact Finding Mission (MSR)
May 2-6	Agraria/Cluj National Pavilion
Sept 6-12	Food & Beverages Austria Showcase (ASC) and Food Weeks
Oct 8-9	Infrastructure – Railway Technology Austria Showcase (ASC)
Oct 17-20	TIB 2012 Joint Catalogue Exhibition
Dec 3-4	Information & Communication Technology Austria Showcase (ASC)



advantageaustria.org — Overview

- 196 country sites
- 28 languages (special focus on East European languages)
- 10 Content Partners
- Market place with profiles of 18,000 Austrian businesses
- Business opportunities with more detailed company information
<http://portal.wko.at/utis/geschaefschancen/>
- Listings of all events abroad with details of participating companies
- Overview of 26 industry sectors

Thank you very much!

Va mulțumesc pentru atenția dvs.!



Rudolf Lukavsky
Commercial Counselor
Austrian Embassy – Commercial Section

T +40 372 068 900
bucharest@advantageaustria.org
www.advantageaustria.org/ro