



Greek Solar Thermal Market

Market Development and Tools
Awareness, International Trade

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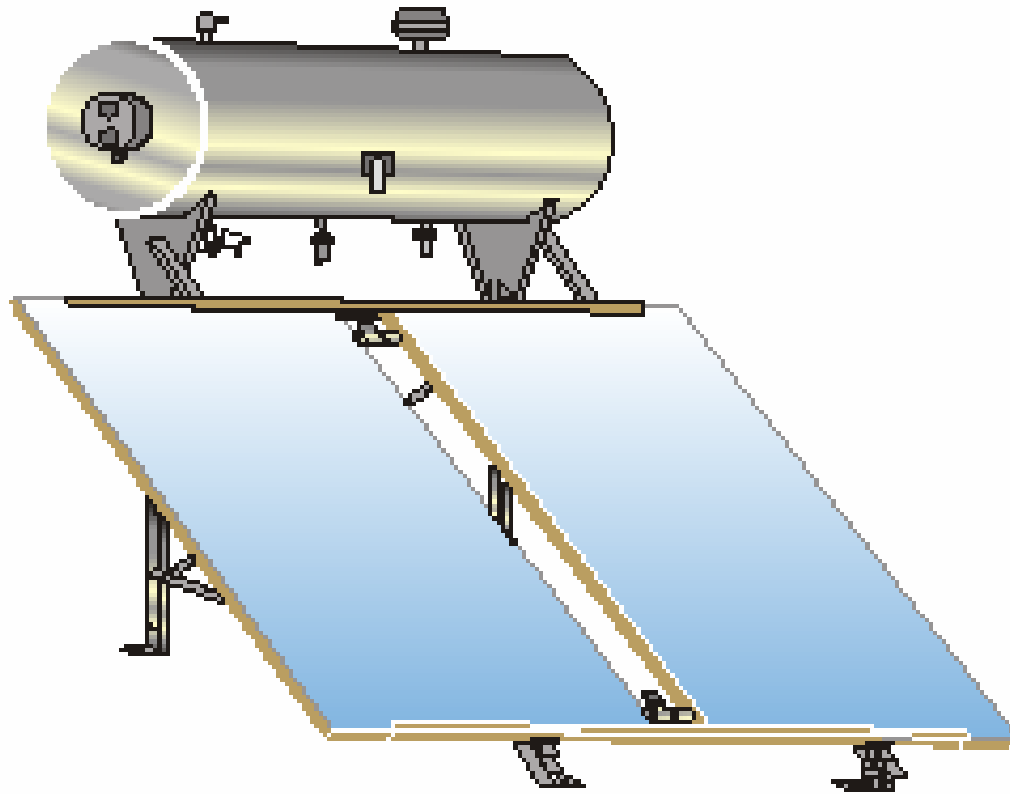
Products in Greece

- Solar water heater Thermosiphonic 95%
 - Private customers
- Central pump systems
 - Mainly professional customers
 - Hot water for hotels (95%), hospitals, etc
 - Process hot water
 - Solar cooling

Domestic Pump System



Thermosiphonic Water Heater

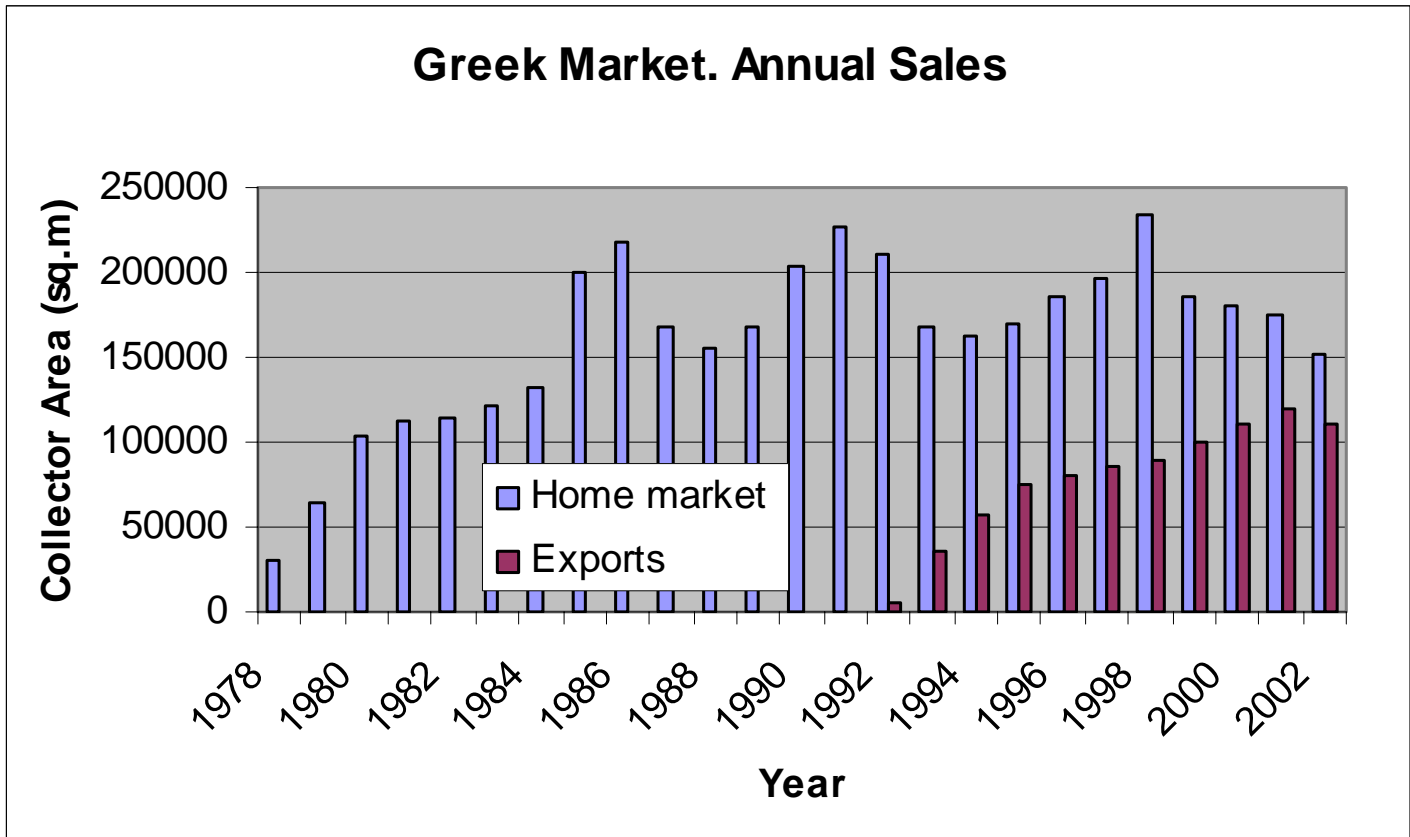




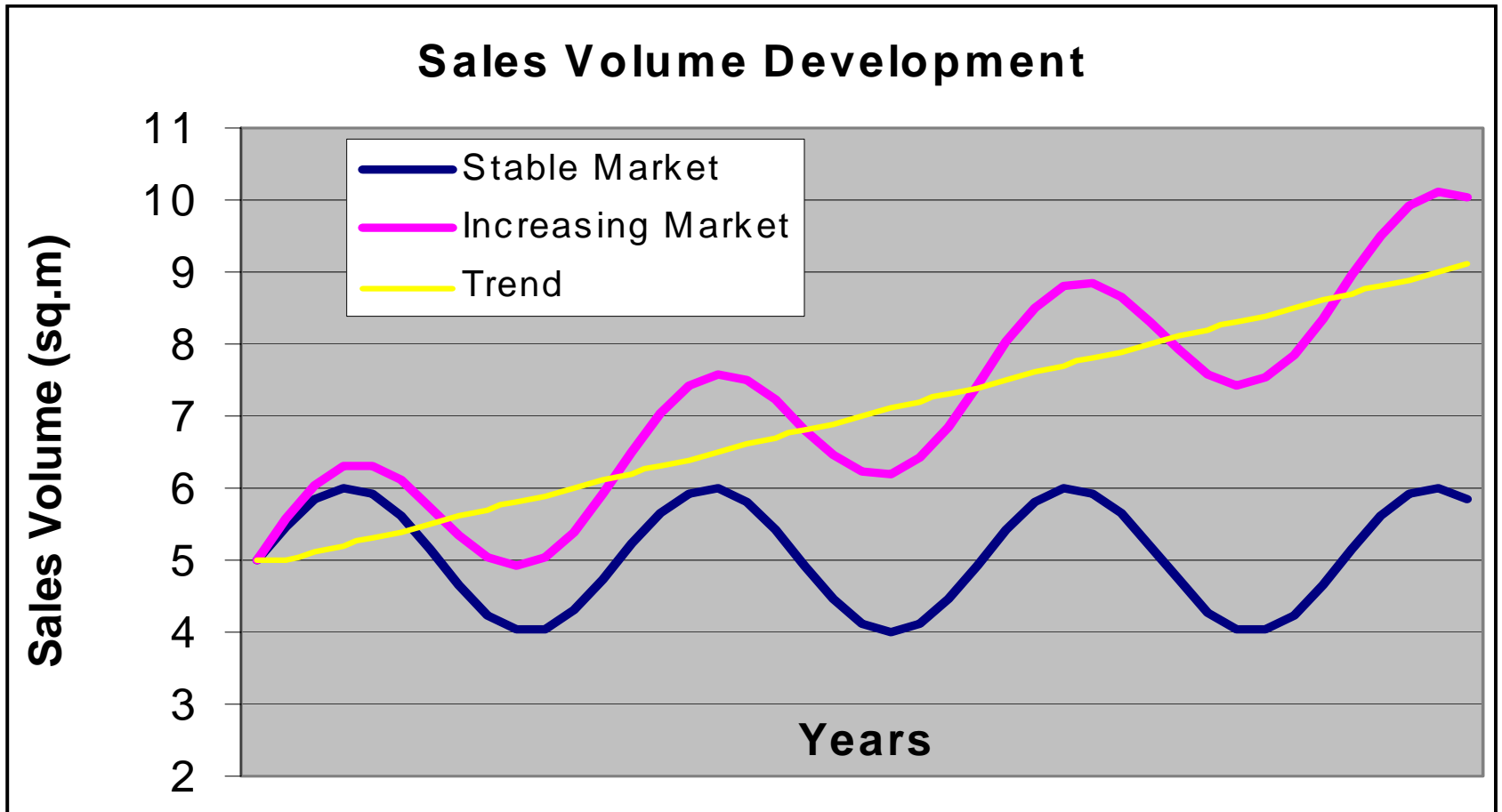
Thermosiphonic Water Heater

- Requires flat roof or integration on roof or acceptance by customer
- Inexpensive installation
- Simple installation
 - No mistakes by installers
 - No negative influence on customers by installers

Sales



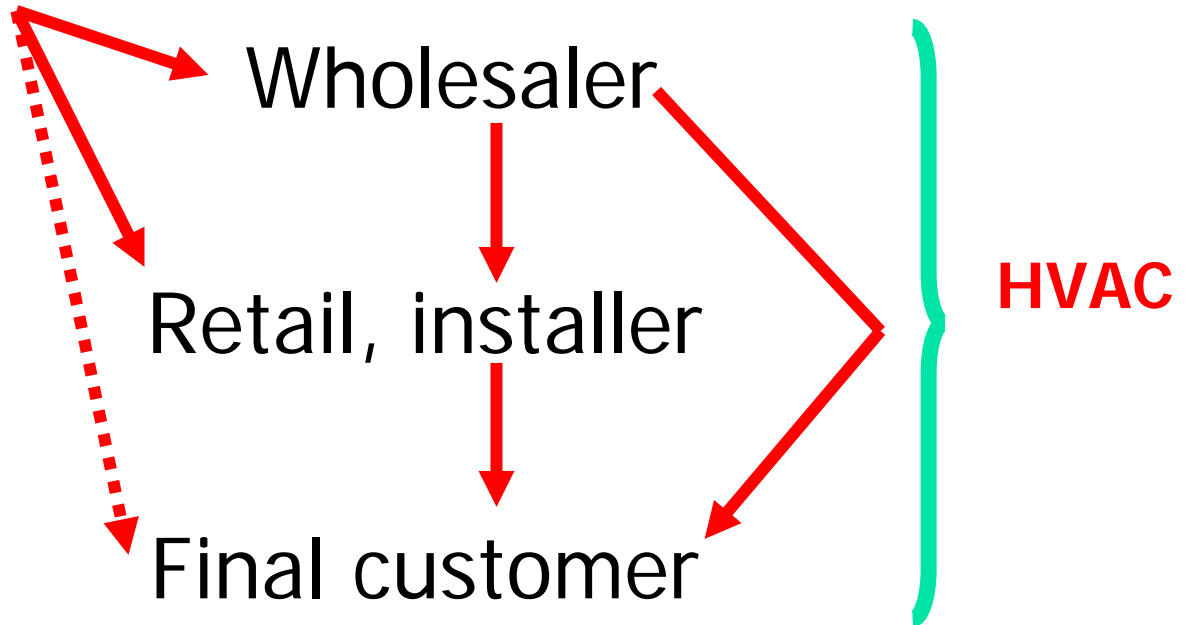
Medium Term Trend





Market Structure Now

Manufacturer





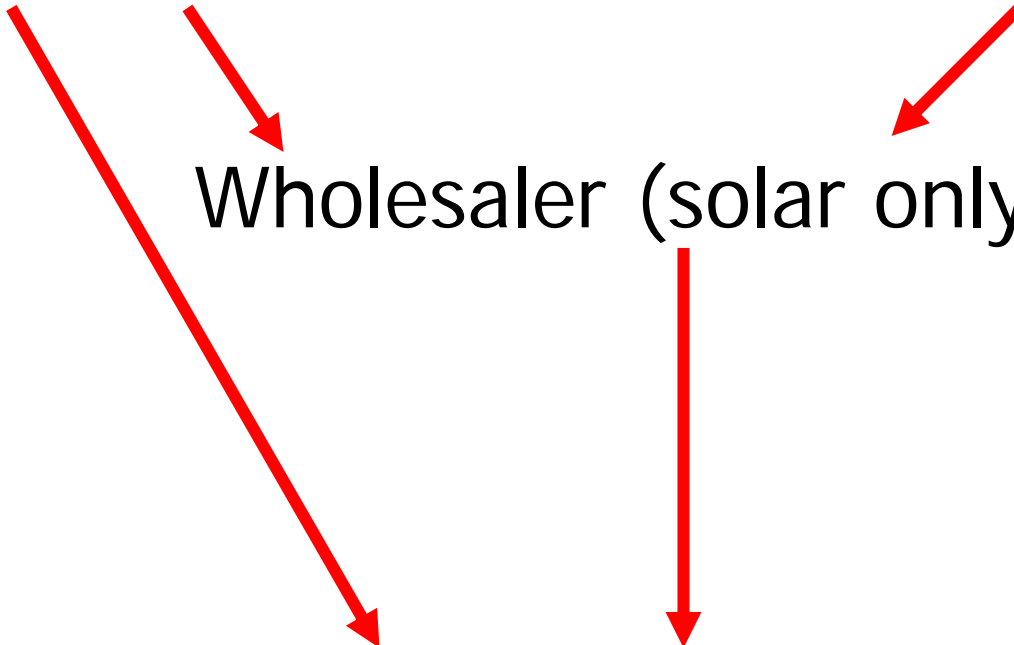
Initial Market Structure

Manufacturer

Manufacturer

Wholesaler (solar only)

Final customer





Advertising/Awareness Campaigns

- 1979-1981 Industry, State
(benefits of solar energy)
- 1984-1985 Industry, State
(economy)
- 1995 Public Power Corporation



Awareness for Solar

- **Hot water** : Complete
- **Process heat** : not satisfactory
- **Space heating** : only 'futuristic'
- **Solar cooling** : 'startup phase'
- Other in project level (drying, etc.)



International Trade

Positive

- European safety requirements CE mark
- European standards

- Solar Keymark



Negative

- National & regional requirements



Exported Products

- **Solar water heaters** (Mediterranean, 37 countries all over)
- **Solar collectors** (Europe, mainly central)
- **Small solar tanks** - suitable for thermosiphonic systems- (Mediterranean)
- **Absorbers, etc.**- (Eastern Europe)



Key to Enlarge Solar Market

Simple and long term rules for subsidies