



# Greek Solar Thermal Market

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## ΕΝΣΩΜΑΤΩΣΗ ΗΛΙΑΚΩΝ ΤΕΧΝΟΛΟΓΙΩΝ ΣΤΑ ΚΤΙΡΙΑ ΤΗΣ ΜΕΣΟΓΕΙΟΥ

- ΕΘΝΙΚΟ ΙΔΡΥΜΑ ΕΡΕΥΝΩΝ-**SOLAR BUILD**  
12-13 ΔΕΚΕΜΒΡΙΟΥ 2007
- ECONOMOU APOSTOLOS  
Executive Secretary GSIA



# Greek Solar Industry Association

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ΕΝΩΣΗ ΒΙΟΜΗΧΑΝΙΩΝ ΗΛΙΑΚΗΣ ΕΝΕΡΓΕΙΑΣ

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# GSIA Members

Est.1979

**Alpak**

**SAMMLER®**

**THERMOHELLAS**

**HOWAT**

**MALTEZOS**

**STEHellas**

**ΗΜΙΑΚΑ ΣΥΣΤΗΜΑΤΑ  
ΔΗΜΑΣ**

**Intersolar®**

**SIELINE**

**ΗΛΙΟΓΕΡΜΟ**

**MD MELPO**

**NOBEL  
XYLINAKIS**

**HELIOAKMI**

**ΣΗΕ**

**ROMINA**

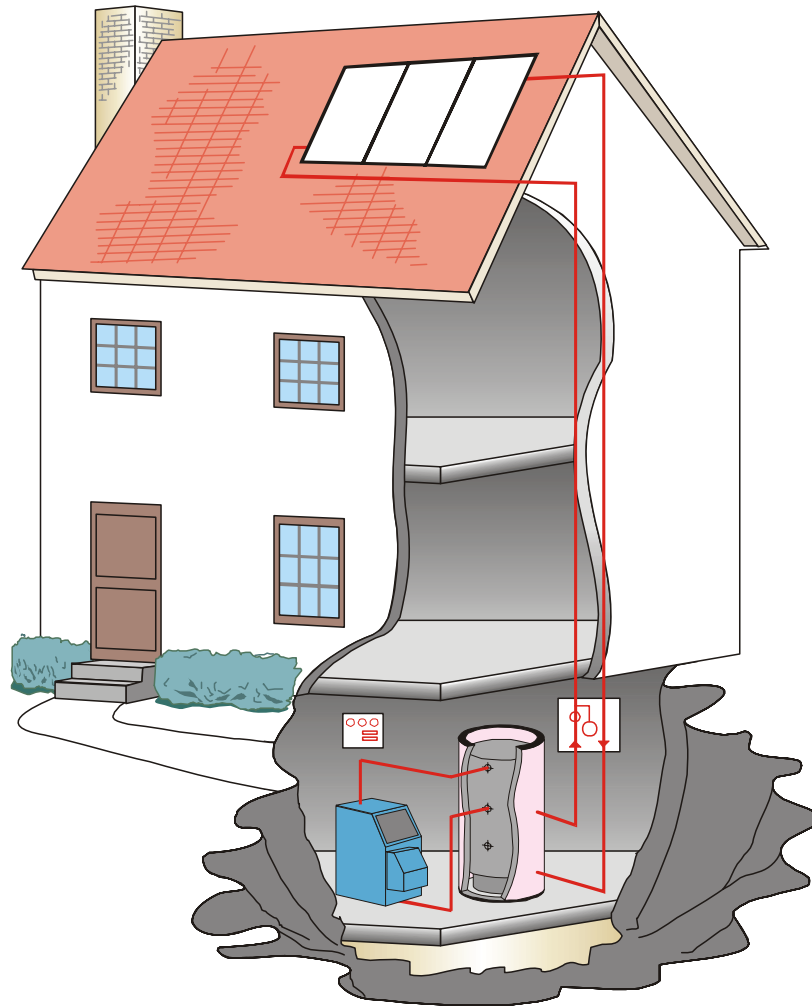


# Products in Greece

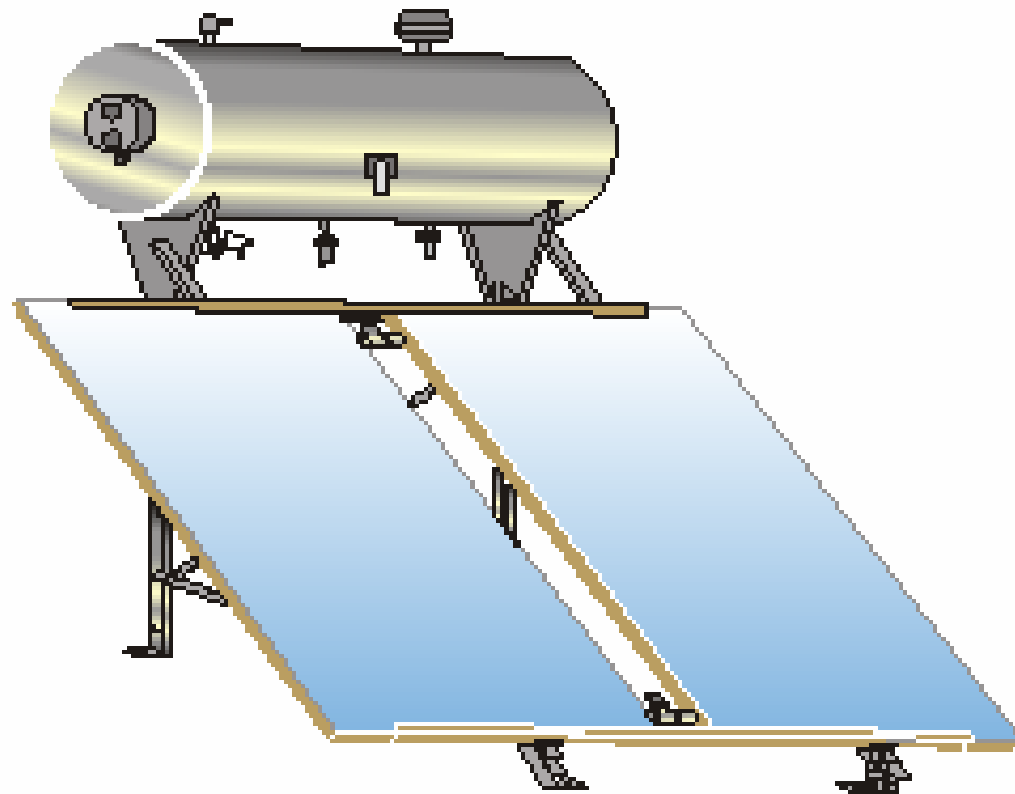
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- Solar water heater Thermosiphonic 95%
  - Private customers
- Central pump systems
  - Mainly professional customers
  - Hot water for hotels (95%), hospitals, etc
  - Process hot water
  - Solar cooling

# Domestic Pump System



# Thermosiphonic Water Heater





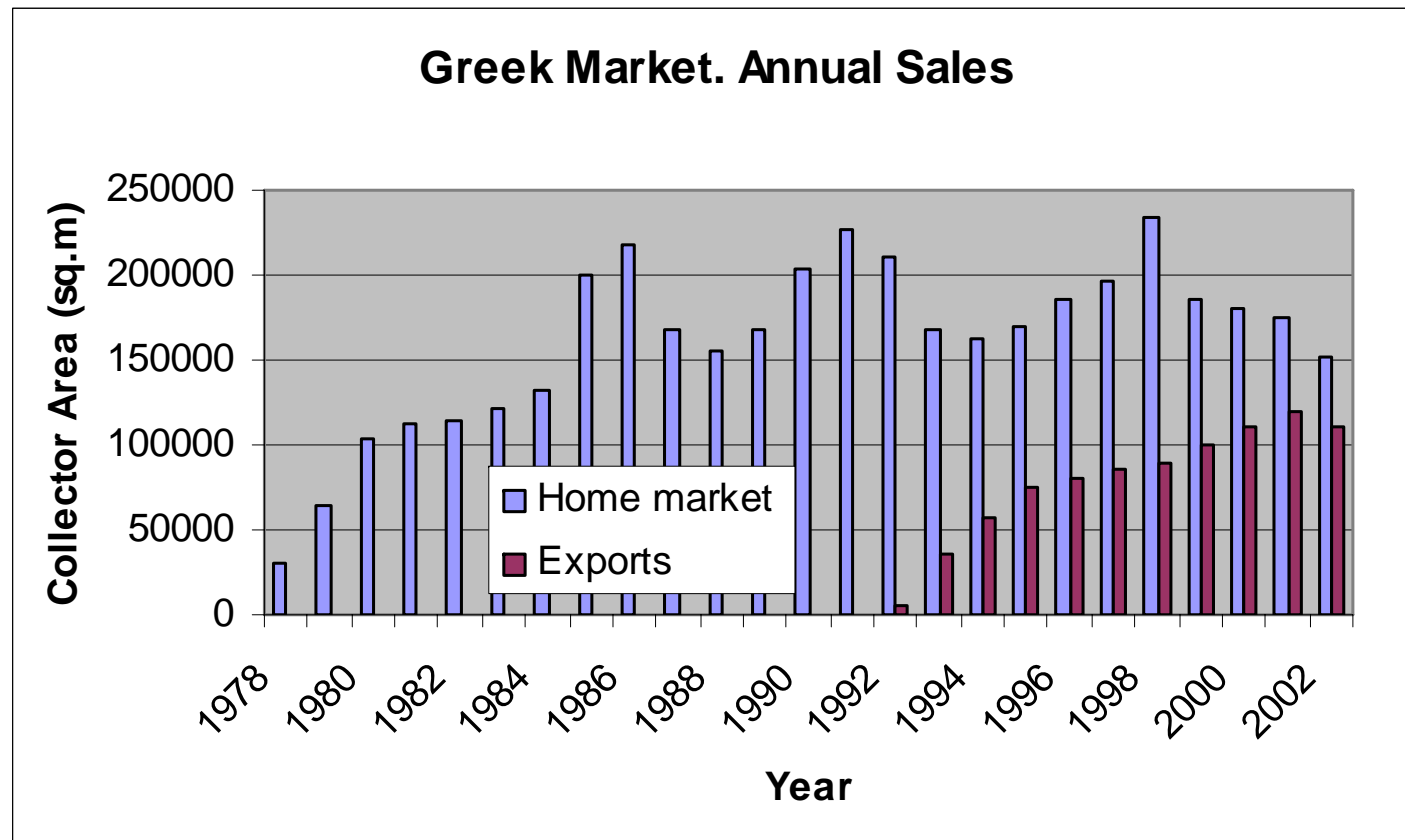
# Thermosiphonic Water Heater

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- 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

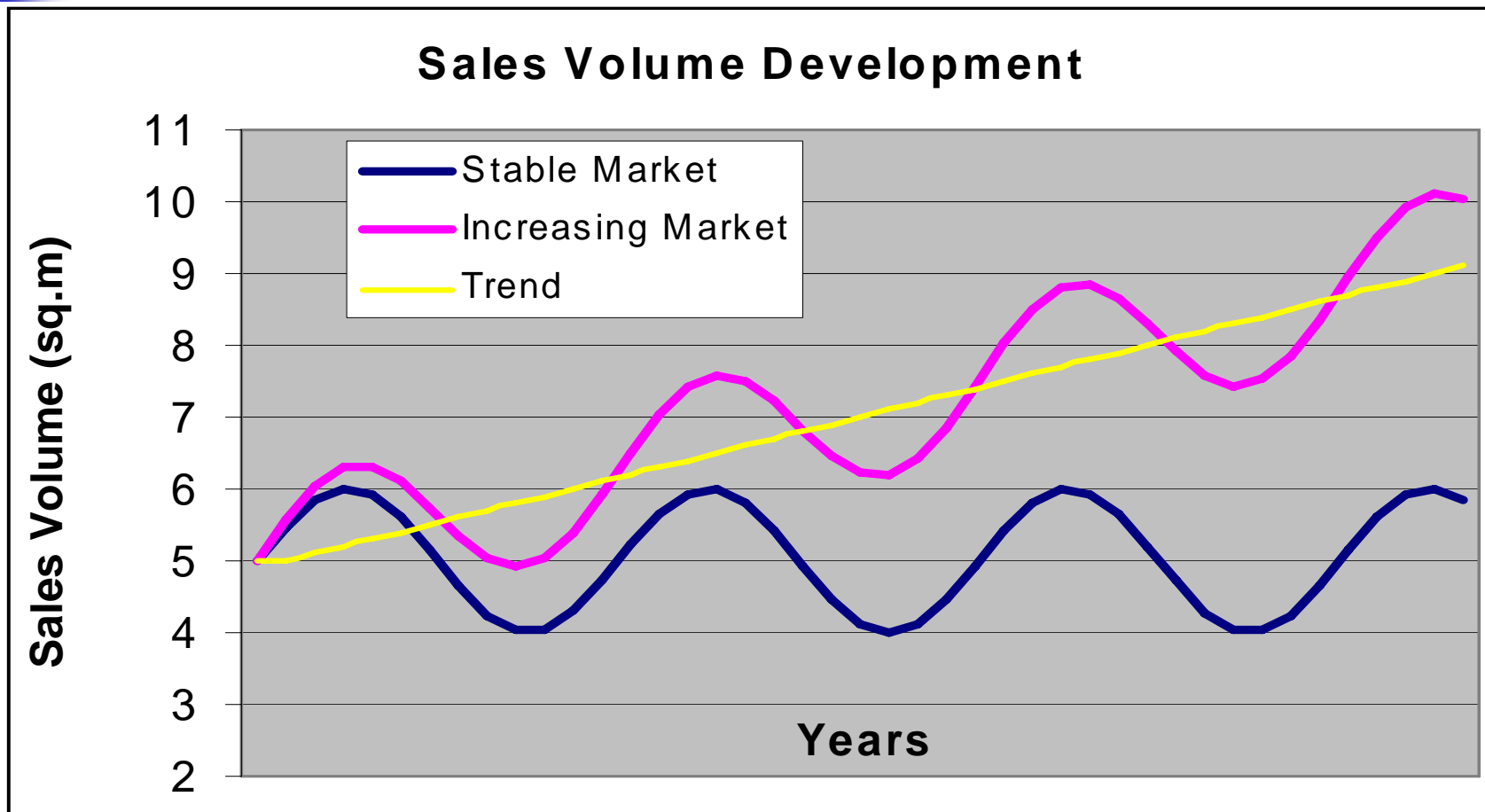


# Sales





# Medium Term Trend

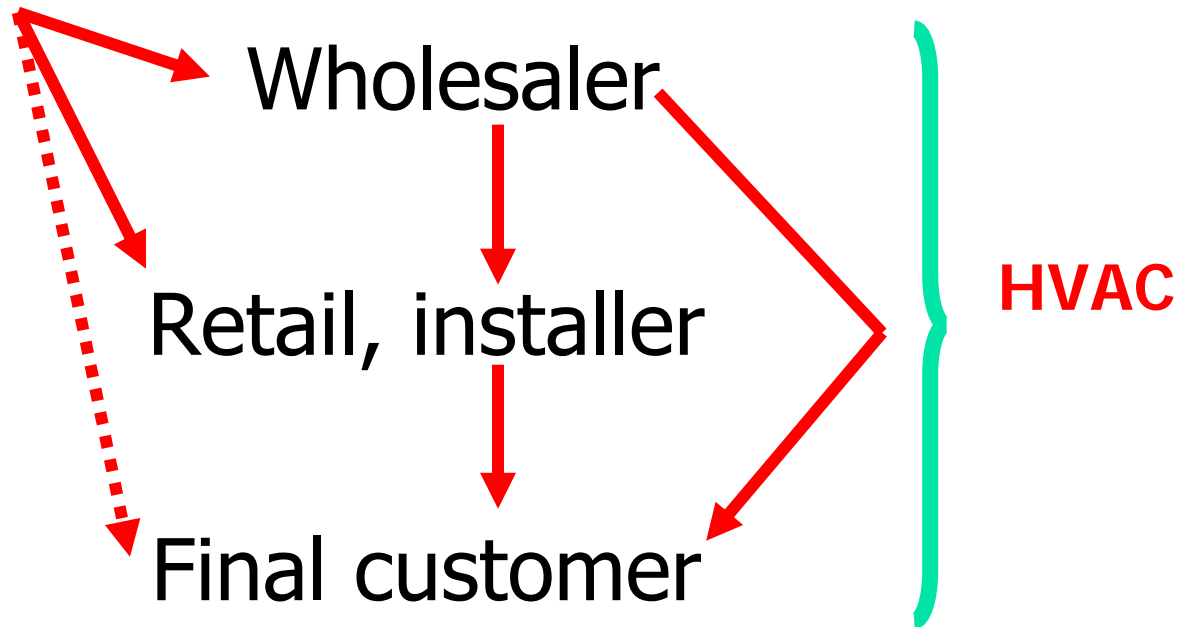




# Market Structure Now

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Manufacturer





# Initial Market Structure

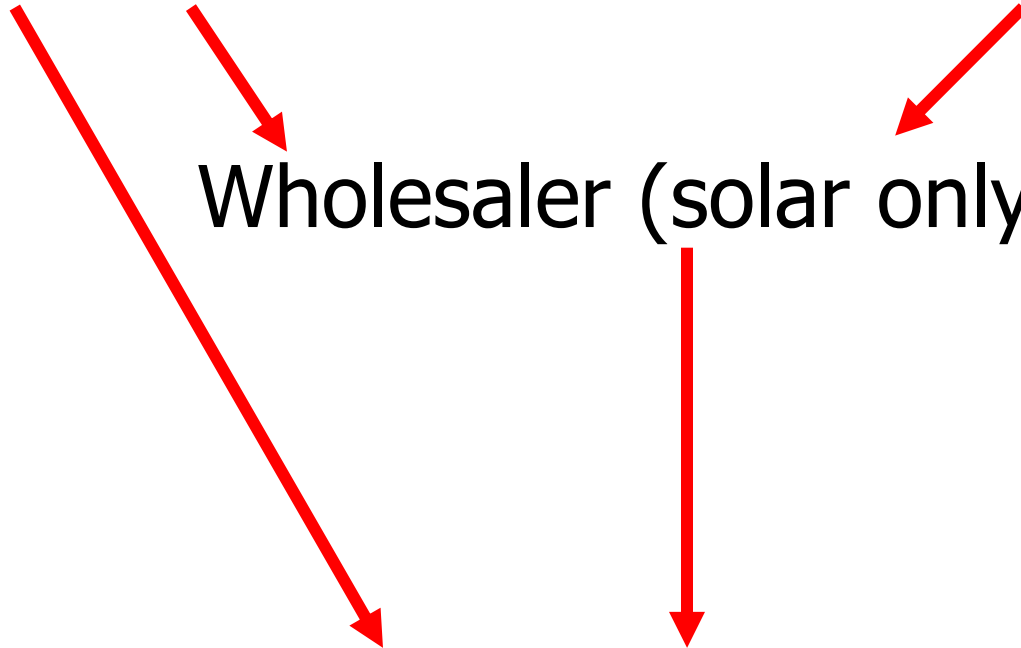
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Manufacturer

Manufacturer

Wholesaler (solar only)

Final customer





# Advertising/Awareness Campaigns

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



# Awareness for Solar

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



# International Trade

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## Positive

- European safety requirements CE mark
- European standards

- Solar Keymark



## Negative

- National & regional requirements



# Exported Products

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- **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

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**Simple and long term rules for subsidies**