

Exhibition impressions

Photovoltaic Technology Show 2009 Europe and GeoTHERM 2009

After receiving such a positive response as exhibitors last year at the Intersolar 2008 in Munich, HR PERSONAL CONSULTING decided to attend more trade fairs this year. As HR-experts for the renewable energies we wanted to be on the ground, together with current or potential clients and a great number of qualified “candidates”.

In 2009 the first fairs at which we were present with our booth were the Photovoltaic Technology Show 2009 Europe in Munich and the GeoTHERM in Offenburg.

The latter took place a third time on 5th and 6th March 2009 in Offenburg. GeoTHERM is Germany’s biggest fair for geothermal energy and it gains more and more international importance. Again this year a significant increase in exhibitors and exhibition space could be noted. A large attendance of international experts was observed as well. Our managing director Mr. Rojahn concluded: “Being HR-experts in the field of renewable energies, we are on the right way to explore some other very interesting fields of activities in addition to PV industry – like the geothermal energy market. There we find very experienced companies, being quite successful in an expanding niche market – and also looking for qualified personnel...”

In parallel, the fourth Photovoltaic Technology Show Europe took place from 4th till 6th March in Munich. As the only specialised solar event focused on showcasing the PV industry’s top manufacturers of production equipment and semi-finished products (from silicon to cells and from slurry to encapsulation foils), trade fair and conference



Our booth at the PV Technology Show Europe 2009 in Munich

draw high-level, trade professionals from around the world. This time over 10,000 total visitors were expected at the show – including investors, analysts, CEOs, R&D Engineers, sales, purchasing, business development and procurement managers – from start-up solar ventures to well established, publicly traded wafer/cell/module companies. Mr. Hoppenburg, managing director, could only confirm that expectation concluded by the very interesting and highly professional conversations at our booth.

Of course, in advance of the fair there was one very thrilling question in the air: How would atmosphere be in these times of crisis?

Well, as far as we can consider, it gets harder everywhere. But still and compared with others, the photovoltaic sector is a pretty quiet and sunny place within the storm. Maybe there is no more milk and honey left for free; however, you can still make it there.

We look forward to meeting you at the next trade fair!

Claudia Liebert, HR PERSONAL CONSULTING GmbH
Dresden, March 2009