

**CONGRESS PROGRAM**

Room D – Exhibition floor

**Tuesday, September 3<sup>rd</sup>**

9:00 – 9:30

**HOW TO COPE WITH THE ACCELERATING PACE OF THE GLOBAL ENERGY DEMAND?**



The real issue is not the increasing energy demand but the slow transition to renewable sources, given the severe consequences of climate change. In this interview, we will discuss how to elevate renewables to the forefront of national agendas, drawing on the experience of REN 21. Additionally, we will explore why the LAC region has been more resilient to international energy price shocks compared to OECD countries, according to the latest energy inflation indicator of the OLADE.

▪ **WELCOME AND INTRODUCTION**

- Marisol Oropeza, Founder, *Heat Changers*

▪ **INTERVIEW**

- Rana Adib, Executive Director, *REN21: Renewables Now!*

- Fitzgerald Cantero, Director of Studies, Projects and Information, *OLADE*

9:30 – 10:30

**HEADING TO 2030: WHAT THE SOLAR INDUSTRY IN MEXICO COULD ACHIEVE IN SIX-YEARS**



Mexico joined the Global Renewables and Energy Efficiency Pledge during the COP28, which seeks to triple the world's installed renewable energy generation capacity to at least 11,000 GW by 2030. The new six-year period will be the country's chance to implement policies and regulations that will trigger the use of its vast renewable energy sources at their full potential to meet the goals. What can the solar industry contribute immediately and regardless of the speed with which the ideal framework for action is implemented?

▪ **PV: HIGH QUALITY ELECTRICAL ENERGY AND SECURE SUPPLY CHAIN**

- Felix Delgado, Senior Research Analyst, *Wood Mackenzie*

▪ **STORAGE: SOLID FOUNDATIONS FOR A RESILIENT ELECTRICAL GRID**

- Patricia Tatto, President, *MERM*

▪ **SOLAR THERMAL: ACCELERATED DECARBONIZATION**

- Daniel García, President, *FAMERAC*

▪ **DISCUSSION, Q&A**

- Norma Álvarez, Senior Associate in Energy & ESG, *Santamarina y Steta, S.C.*



10:30 – 11:00

**GERMANY: HOW CAN YOU GENERATE SO MUCH WITH JUST 3.2 KWH/M2 PER DAY?**



More than one million new PV systems (around 14 GW), were installed in Germany in 2023, more than double compared to the previous year. According to data from Germany's federal network agency, the country achieved 14.1 GW of peak output from newly installed rooftop and ground-mounted PV systems alone. Additionally, large-scale solar thermal systems are making significant progress in district heating and industrial applications. What are the keys to this solar success, especially considering the considerably lower solar radiation than in Mexico?

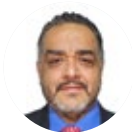
- David Wedepohl, Managing Director International Affairs, *BSW - German Solar Association*

11:00 – 11:30

NETWORKING BREAK / INAUGURATION CEREMONY

11:30 – 12:30

Estrategias de negocios para PYMES de la industria solar



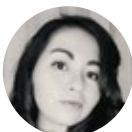
Like most businesses in Mexico, the solar industry is made up mostly of SMEs. As the market grows, their business strategy must adjust to the opportunities and needs of the target customers. Although some began as specialists in a specific branch of the sector, the integration of other technologies and services is undoubtedly a strategy to follow. On the demand side, the commercial and industrial sector requires constant and affordable energy to be competitive and for this the different modalities of on-site PV generation are interesting business areas. Alliances with specialists in energy efficiency and renewable energy would be an ideal element of the business plan.

- **FROM SPECIALIZATION TO INTEGRATED RENEWABLE SOLUTIONS**  
- Mónica Escalante, General Director, *Neo Energy*
- **ON-SITE PV GENERATION MODALITIES FOR COMMERCIAL AND INDUSTRIAL USERS**  
- Viridiana Vázquez, General Director, *VA Energía Sustentable*
- **ALLIANCES WITH ENERGY EFFICIENCY AND RENEWABLE ENERGY MANAGERS**  
- Marco Guzmán, Coordinator of the Renewable Energy Commission, *FECIME*
- **DISCUSSION, Q&A**  
- Manuel Gómez, Executive Director, *AMIF*



12:30 - 13:30

THE MEDIA, MARKETING AND COMMUNICATION THAT THE SOLAR INDUSTRY NEEDS



Although the issue of renewable energies is gaining relevance in the current global context, it is imperative to increase communication efforts in Mexico about the solar technologies available on the market. Mass media coverage and marketing tools are undoubtedly mechanisms that have the potential to spark demand while allowing the solar industry to reach its target market more effectively. In this session, communication specialists will share points of view, ideas, references and success stories that help companies in the solar industry enhance their presence in the media to publicize their solutions and connect with more and better prospects.

- **THE MEDIA AND ADVERTISING CAMPAIGNS**  
- Salvador Escalona, Client Business Partner, *Nielsen Ibope*
- **THE IMPORTANCE OF THE PRESS AND HIGH IMPACT EDITORIAL CONTENT**  
- Daniela Loredo, Editor, *Energy 21*
- **THE IDEAL MARKETING MIX FOR THE SOLAR INDUSTRY**  
- Laura González, Marketing Manager, *LONGi*
- **DISCUSSION, Q&A**  
- Marisol Oropeza, Founder, *Heat Changers*



13:30 - 14:00

THE IMPACT OF THE NON-PROLIFERATION OF FOSSIL FUELS IN THE SOLAR INDUSTRY IN MEXICO



The Mexico Chapter is part of the global campaign of the Non-Proliferation Treaty of Fossil Fuels, which mission is to raise awareness among the Mexican population about the impact of fossil fuels – oil, carbon and gas – on health, the environment, the economy and global stability, and promote the solutions necessary for a future without fossil fuels. The aim is for different sectors of society and the government to recognize that the transition towards the use of clean energy, the non-proliferation of fossil fuels and the shift towards a low-carbon economy must be a priority for the different levels of government, from the presidency of the Republic to the municipalities.

- Isabel Studer, President, *Sostenibilidad Global AC*

14:00 - 16:00

**NETWORKING TIME**  
RESTAURANT IN ROOM C AND D INSIDE THE EXHIBITION FLOOR  
(ONLY TICKET ACCESS)

16:00 - 17:00

HOW VIABLE ARE THE NEW PV APPLICATIONS IN MEXICO?



Models such as energy communities for PV generation, agrivoltaics and floating PV are some of the new applications that are quickly developing in many parts of the world. Its implementation in Mexico is in an early stage, though. In this session, some initiatives and projects will be presented in order to discuss the factors that influence their technical and commercial viability in the country.

- **ENERGY COMMUNITIES: REGULATORY CHALLENGES AND OPPORTUNITIES**  
- Alfonso Hernández, Regulation specialist, *Enlight*
- **AGRIVOLTAICS: PHOTOVOLTAICS SERVING A SUSTAINABLE AND RESILIENT DEVELOPMENT**  
- Valeria Amezcua, President, *Red Agrovoltaica Mexicana*
- **DISCUSSION, Q&A**  
- Isabel Bazán, Employability Coordinator, *REDMERE*

17:00 - 18:00

STORAGE: WHAT CAN WE LEARN FROM CHILE AND THE USA?



Although the potential for electrical energy storage is as high as that of the power generation from solar and wind energy in Mexico, the development of this market depends on the existence of an adequate regulatory framework. In this session, the key factors of the regulatory models of Chile and California, considered as success stories, will be presented to identify aspects that can be considered as references for the case of Mexico.

- **THE CHILEAN EXPERIENCE**  
- Teresita Vial Villalobos, Director of Energy and Projects, *ACU Abogados*
- **THE CALIFORNIAN EXPERIENCE**  
- Brad Heavner, Policy Director, *Asociación de Almacenamiento y Energía Solar de California*
- **DISCUSSION & Q&A**  
- Patricia Tatto, President, *MERM*

PROGRAM SUBJECT TO CHANGE.

**REGISTER FOR THE CONGRESS  
AND RESERVE YOUR PLACE HERE**

Gold Sponsor



Bronze Sponsor



Premium Members



## CONGRESS PROGRAM

Room D – Exhibition floor

### Wednesday, September 4<sup>rd</sup>

9:00 – 9:30

#### BATTERIES: HIGHLIGHTS FROM THE EES (ELECTRICAL ENERGY STORAGE)

The ees Europe celebrates its 10th anniversary in 2024. In this session we will learn how it evolved from a small exhibition alongside Intersolar Europe to become Europe's largest and most international exhibition for batteries and energy storage systems. Special focus will be placed on the key trends in the BESS value chain.

9:30 – 10:00

#### SHAPING TOMORROW'S SOLAR EXPERTS: THE IMPACT OF VIRTUAL REALITY TRAINING



Virtual Reality technology, with its immersive and interactive capabilities, offers a unique platform for in-depth learning and practical training in the field of solar energy. In this session, the PV-Trainer, an Open-Source virtual reality tool for training installers of PV systems will be presented, as well as the experiences in Germany, Turkey, Argentina, Paraguay and Ecuador.

- Isaac Martínez, Project Manager, *DGS Berlin*

10:00 – 10:30

#### ENHANCING PV ENGINEERING THROUGH AVAILABLE DIGITAL TOOLS: THE WAY TO SUCCESSFUL PROJECTS



As the PV industry evolves, a strong emphasis on digitalization emerges as a cornerstone of engineering. In this session, a comprehensive overview of commercially available digital tools in the photovoltaic sector will be showcased, highlighting both industry solutions and those emerging from academic research. These tools offer a pathway to competitive advantage and successful projects, empowering engineers to navigate the complexities of solar energy with competence and foresight.

▪ **PRESENTATION**

- Leticia Pérez, General Director, *Fotovoltaica Design Studio*
- Iram Ramírez, Technology General Director, *Fotovoltaica Design Studio*

10:30 – 11:00

#### QUALITY IN PV PLANTS AND MINIMIZATION OF RISKS IN OPERATION



A study by TÜV Rheinland Global has revealed that 30% of PV plants have serious defects, and 50% of these defects are due to errors during installation and operation, poor supervision, undetected poor performance for long periods, underestimation of cleaning needs, insufficient maintenance budget and component incompatibility. This session will discuss the implementation of quality practices as a strategy that minimizes risks and reduces operating and maintenance costs.

▪ **PRESENTATION**

- Jesús Serrano, Team leader Mexico and Regional Coordinator PVPP NAM, *TÜV Rheinland México*

11:00 – 12:00

NETWORKING BREAK

12:00- 13:00

TIPS AND TOOLS FOR ENTREPRENEURSHIP AND START UPS OF THE SOLAR INDUSTRY



The growth of the solar sector in Mexico provides great opportunities for the creation of companies that offer innovative solutions. In this session, best practices will be shared and the factors to consider to achieve a successful venture in the solar industry will be analyzed. Likewise, the issue of recycling solar panels will be addressed as one of the areas in which applied research can give rise to business models with high potential.

- **KEYS TO SUCCESSFUL ENTREPRENEURSHIP IN THE SOLAR INDUSTRY**  
- Aideé Zamora, General Coordinator, **REDMERE**
- **BUSINESS OPPORTUNITIES IN SOLAR PANEL RECYCLING**  
- Araceli Hernández, Knowledge Transfer Researcher, **University of Arizona**
- **DISCUSSION & Q&A**  
- Celeste Morales, Head of Technology Management and Liaison Office, **IER-UNAM**

13:00 - 14:00

LARGE SCALE SOLAR PROJECTS IN NORTHWEST MEXICO



Utility-scale solar energy deployment has long been stalled in Mexico. In this session, some of the large PV projects in the northwest of the country will be discussed that will set the tone in the long-awaited opening of this market segment.

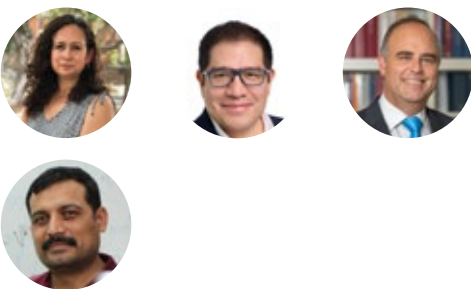
- **BAJA CALIFORNIA: ISOLATION OR SELF-SUFFICIENCY?**  
- Mario López, Founder- President, **The Border Group**
- **PLAN SONORA**  
- Rafael Cabanillas, Head of Energy Directorate, Secretaría de Economía, **Secretaría de Economía del Gobierno del Estado de Sonora**
- **DISCUSSION, Q&A**  
- Enrique Quiroga, Researcher, **Red Mexicana de Almacenamiento**

14:00- 16:00

NETWORKING TIME  
RESTAURANT IN ROOM C AND D INSIDE THE EXHIBITION FLOOR  
(ONLY TICKET ACCESS)

16:00 - 17:00

LARGE-SCALE ENERGY STORAGE, BEYOND LITHIUM

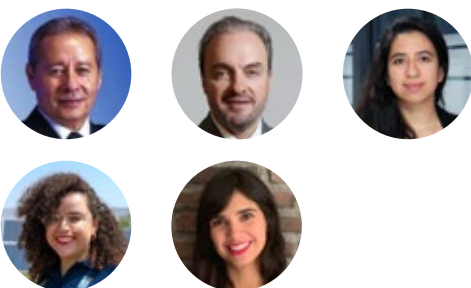


Lithium is essential in the development of the global battery market. However, it is of utmost importance to consider alternatives for large-scale energy storage, as well as complementary devices. Thermal storage technologies for industry will also be presented in this session.

- **ALTERNATIVES TO LITHIUM BATTERIES**  
- Karina Cuentas, Researcher, **Red Mexicana de Almacenamiento**
- **CLEAN AMONIA FOR LONG DURATION ENERGY STORAGE**  
- Alejandro Segura, Sales Manager, **Mitsubishi Power de Mexico**
- **STORAGE OF THERMAL ENERGY IN SAND FOR THE DECARBONIZATION OF THE INDUSTRIAL SECTOR**  
- Simone Savastano, Sales Director **Magaldi Power SpA**
- **DISCUSSION, Q&A**  
- Enrique Quiroga, Researcher, **Red Mexicana de Almacenamiento**

17:00- 18:00

PUBLIC POLICIES IN FAVOR OF SOLAR ENERGY IN MEXICO



Public policies in favor of solar energy in Mexico.

This panel will discuss the key elements that public policies and support programs have had in the deployment of solar technologies in Mexico, as well as the elements that would accelerate their contribution to the energy transition and the fulfillment of the country's commitments at the international level.

- Alberto Valdés, Head of the General Directorate of Energy Development and Sustainability, **SEDECO**
- Juan Acra, President, **COMENER**
- Lilia Alonzo, Managing Partner, **Albaa Legal Tech**
- Natalia de la Fuente, Director of Security and Energy Transition, **Agencia de Energías Renovables de Nuevo León**
- Casiopea Ramírez, Specialized Consultant, **Voz Experta**

PROGRAM SUBJECT TO CHANGE.

REGISTER FOR THE CONGRESS  
AND RESERVE YOUR PLACE HERE



# CONFERENCE FEES 2024

FEES in MX PESOS, includes 16% VAT

<p><b>FULL PASS</b> (Access to THE GREEN EXPO, AQUATECH MEXICO &amp; INTERSOLAR MEXICO programmes, lunch Sept 3 &amp; 4 and technical memory)</p>	<b>\$8,850.00</b>
<p><b>FULL PASS - EXHIBITOR &amp; GOVERNMENT</b> (Access to THE GREEN EXPO, AQUATECH MEXICO &amp; INTERSOLAR MEXICO programmes, lunch Sept 3 &amp; 4 and technical memory)</p>	<b>\$6,300.00</b>
<p><b>INTERSOLAR MEXICO PASS</b> (Access only to INTERSOLAR MEXICO program, lunch Sept 3 &amp; 4 and technical memory)</p>	<b>\$7,350.00</b>
<p><b>INTERSOLAR MEXICO DAY PASS (You can select Sept 3 or 4)</b> (Access only to INTERSOLAR MEXICO Conference on one day, Includes lunch on the selected day and technical memory)</p>	<b>\$4,550.00</b>