



Asia Pacific Wind Energy Advisory

Provides the tactical analysis necessary to capitalize on market opportunities and execute winning strategies in wind energy markets across Asia.

IHS Emerging Energy Research's Asia Pacific Wind Energy Advisory provides in-depth analysis of wind markets in the Asia Pacific region, analyzing market growth and demand, policy and regulatory incentives, and competitive strategies of utilities, developers, Independent Power Producers (IPPs), technology promoters, and manufacturers.

2011 Research Themes

Policy benchmarking and demand drivers:

- What is the impact of power pricing, GDP growth, and overall electricity demand on wind's competitiveness in Asia?
- To what extent can wind policies set a foundation for Chinese and Korean offshore wind growth?

Company strategies:

- How do Asian wind turbine suppliers compare with their Western counterparts in terms of background, technology, product size, and market share?
- Which suppliers have the potential to be competitive in the global arena and on what scale?

Market dynamics and export strategies:

- How are Asian Original Equipment Manufacturers (OEMs) looking to differentiate themselves as competition intensifies - both in their home markets and beyond?
- What impact will OEMs from the Asia Pacific region have on the US wind turbine market?

Supply chain trends:

- How are Asian wind turbine vendors globalizing component sourcing, assembly, and Operations and Maintenance (O&M)?
- How will Chinese wind turbine prices evolve over time?

Market forecasts:

- To what extent will transmission constraints and build-out plans impact wind market growth on a country level?
- What impact will Chinese wind turbine performance have on medium-term forecasts?

Advisory Benefits

IHS EER Advisory Services provide objective, independent research to support the competitive and market strategies of successful companies across the energy industry.

- **Understand** market shifts, and identify new opportunities and threats.
- **Support** long-term renewables technology investment decisions within the broader energy landscape.
- **Assess** the impact of regulatory and policy shifts, supply chain issues, project finance, and technology advances.
- **Evaluate** your competition, anticipate their moves, and adjust your strategy accordingly.

Recent Research

- Dongfang India TSA Sets New Export Benchmark
- Korea Markets Offshore Wind Competitiveness
- Asia Pacific Wind Energy Market Forecasts: 2011-2025
- China Wind Project Pipeline Analysis: 2010-2012
- Sinovel Tiptoes into US Wind Market
- Grid Generator Initiatives Reinforce China Wind
- Australia Mismanages Renewables Re-Launch
- China Builds Global Wind Turbine Competitiveness
- Asia Pacific Wind Plant Ownership Rankings



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Advisory Overview

IHS Emerging Energy Research Advisory clients are supported by a continuous flow of research, presented in formats designed to make our insights, analysis, and advice succinct and easily accessible.

On Points

Intelligence-driven, executive briefings providing direct insights into developments shaping the industry. IHS EER On Points clearly illustrate industry trends and provide strategic and tactical perspective on industry events to bring insight to:

- Strategies of the leading market players and new challengers
- Regulatory and policy developments
- Project activity: pipeline and underway
- Technology developments, industry trends, and market directions

Market Briefs

IHS EER Market Briefs provide thorough assessments of developments in renewables markets: the dynamics of the competitive landscape, regulatory developments, market segments, supply chain shifts, players' initiatives, and state or country snapshots. Market Briefs are highly graphical and delivered in presentation formats, making their content and conclusions powerful and easily understood.

Market Forecasts

IHS EER's Market Forecasts emerge from a rigorous assessment of the key issues and challenges facing the market, resulting in annual, 15-year projections of installed and added energy capacity as well as reviews based on recent market intelligence. IHS EER forecasts reflect the affects of global metrics that include commodity prices, natural gas pricing, and manufacturing constraints. All data assumptions are provided.

Data Insights

IHS EER's Data Insights include developer and ownership rankings by installed project, capacity, and market share. Unique tools for following the progress of the industry's key players and understanding competitors' strategies, the rankings provide data by country, including divestments, acquisitions, and new capacity and build. All rankings are accompanied by Excel back-up data.

Market Studies

IHS EER Clients receive a choice of IHS EER's Market Studies, which are primary, research-based studies, providing clients with a rich resource of market analysis, competitive analysis, and strategy review. Studies typically include technology trends, detailed regulatory analysis by country, profiles of local utilities, and analysis of strategies of developers and technology providers.

Analyst Access

With Analyst Access, IHS EER clients can contact our experts directly for detailed, tailored requests on specific market questions, for discussion of IHS EER's analytic perspectives, or for additional market intelligence. Analyst Access is also a source of different support vehicles, such as special presentations delivered by IHS EER analysts at industry events.



About IHS Emerging Energy Research

As the industry's leading provider of emerging energy market analysis, IHS EER's recognized industry experience and proven track record give you unrivaled balance and perspective on the world's renewable energy industries. Our team of research analysts matches industry experience and on-the-ground research with extensive access to key players in global renewable energy markets. IHS EER works with more than 1000 stakeholders across the industry, providing research-based advice, support, and analysis to executives and key decision-makers including utilities, developers, independent power producers, technology promoters, manufacturers, and investment companies.

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