



# North America Wind Energy Advisory

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

IHS Emerging Energy Research's **North America Wind Energy Advisory** provides in-depth analysis of wind markets in the US, Canada, and Mexico, analyzing market growth and demand, policy and regulatory incentives, and competitive strategies of utilities, developers, IPPs, technology promoters, and manufacturers.

## 2011 Research Themes

### Demand and policy trends:

- What is the impact of power pricing, a low gas price outlook, and overall electricity demand on US wind's competitiveness?
- How will federal and state policy uncertainty impact wind development and the supply chain?
- Can offshore wind policies set a foundation for future US wind growth?

### Company strategies:

- How is growing utility wind asset ownership threatening the IPP business model?
- What is the impact of merchant wind and power offtake trends in various regions of the US?
- How are IPPs and developers repositioning near-term activations in order to maximize lucrative Power Purchase Agreement (PPA) opportunities?

### Wind turbine markets and strategies:

- How can Original Equipment Manufacturers (OEMs) differentiate themselves as competition intensifies?
- How are Asian OEMs impacting the US wind turbine market?

### Supply chain trends:

- How long will wind turbine prices remain low?
- How are European companies utilizing the new manufacturing tax credit to enter US wind markets?

### Market forecasts:

- What is the impact of the gas price outlook on US wind markets?
- Will wind farm repowering affect long-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

- Publicly-Announced North American Wind Turbine Orders
- Transmission Clutch for US Wind Growth
- North America Wind Energy Market Forecast: 2011-2025
- Sluggish Recovery Sinks 2010 Wind Build
- North America Wind Set to Sail Offshore
- Canadian Energy Players Mount US Wind Foray
- Horizon Aggressively Cuts Wind Risk Exposure
- Goldwind Expands North American Wind Footprint
- Wind Charged with Reinvigorating Michigan and Ohio Industrial Bases



emerging energy research

## 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.

**For More Information on  
IHS EER's Advisory Services, contact:**

[eersales@ihs.com](mailto:eersales@ihs.com)

Americas office:  
Cambridge, MA, USA  
Tel: +1 617 551 8580

Asia Pacific Office:  
Singapore  
Tel: +65 6576 5392

Europe/Middle East/Africa Office:  
Barcelona, Spain  
Tel: +34 93 272 6777

[www.emerging-energy.com](http://www.emerging-energy.com)



emerging energy research