



Launch of new platform for the German solar and energy storage market

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Solarpraxis Launches "pv magazine Deutschland with Special Focus on Anti-Dumping Duties
Solarpraxis AG is launching its new publication, "pv magazine Deutschland, with a special focus on anti-dumping duties. The platform for the German photovoltaics market went live today at www.pv-magazine.de. It will be accompanied by quarterly print and tablet editions, as well as a daily industry newsletter. The online magazine addresses decision-makers along the entire value-added chain, such as manufacturers, distributors, installers, project planners, operators, grid operators and municipal utilities. It focuses on background reports on the most talked about topics from industry, politics and technology. Expert discussions and in-depth analyses will provide industry players with an important basis for making decisions. The new magazine will be published in German. A Spanish language edition, "pv magazine Latin America, will be launched in June, followed by online editions for Asia and the Middle East.
"We provide both national and international news relevant for decision-makers in Germany, and offer our readers even more opinions and analyses from various industry experts, explains Karl-Heinz Remmers, the publisher of the new publication.
"Concentrating on digital formats is a direct response to the changes in the media landscape and the increasingly rapid developments taking place in the PV industry. Only digital formats are fast enough to deliver the latest news to decision-makers. Together with internet experts at its subsidiary Sunbeam, Solarpraxis online editors have already published the online version of "photovoltaik magazine and created the international portal www.pv-magazine.com.
The first special focus of "pv magazine Deutschland comments on the background to and possible effects of anti-dumping duties which may be imposed in future on solar modules and PV components imported from China. It analyses the already palpable effects of these plans on companies and makes recommendations on how players within the solar industry should best respond. Last week, the European Commission ordered its customs officials to register imports of Chinese PV products to enable the EU to impose tariffs up to 90 days retroactively.
The editor-in-chief of "pv magazine Deutschland is Dr Michael Fuhs, the former editor-in-chief of "photovoltaik magazine, who, together with his editing team, was highly successful at establishing the publication on the market.
"pv magazine Deutschland is part of the international "pv magazine news platform. Solarpraxis has been publishing an English language edition since 2008, which has become the leading publication of the international solar industry. In 2011, a Chinese language print edition of "pv magazine was launched.
Solarpraxis and Gentner Verlag last week announced their mutual decision to dissolve their joint publishing venture at the end of the month due to different ideas about the development of "photovoltaik magazine. Solarpraxis will now concentrate on enhancing the favoured online focus of its publications.
www.pv-magazine.de
About Solarpraxis AG
Solarpraxis GbR was founded in Berlin in 1998 by the engineer Karl-Heinz Remmers and Kay Neubert. Solarpraxis AG became a publicly traded company in 2006. One of the leading consulting and service companies in the renewable energy industry, the company employs more than 90 members of staff in the areas of engineering, publishing and conferences, as well as public relations, new media and communications design.
www.solarpraxis.de
Judith Hübner
Solarpraxis AG
Phone: +49 (0)30 / 72 62 96-327
Email: judith.huebner@solarpraxis.de
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Pressekontakt

Solarpraxis

10115 Berlin

judith.huebner@solarpraxis.de

Firmenkontakt

Solarpraxis

10115 Berlin

judith.huebner@solarpraxis.de

Die Berliner Solarpraxis AG ist das führende Beratungs- und Dienstleistungsunternehmen der Solarbranche. Seit 1998 generiert und vermarktet sie Wissen aus der Branche der Erneuerbaren Energien, vor allem der Solarenergie, für Unternehmen, Handwerk, Verbände, Politik und eine breite Öffentlichkeit. Die Unternehmenssparten Technische Dienstleistungen und Design & Kommunikation bieten in einer idealen Kombination individuellen Support für Erneuerbare-Energien-Unternehmen. Darüber hinaus publiziert sie in einem eigenen Verlag Fachliteratur in sieben Sprachen und organisiert Kongresse sowie Veranstaltungen. Mit ihrem Börsengang im August 2006 ist die Solarpraxis AG das einzige börsennotierte Dienstleistungsunternehmen im Markt der erneuerbaren Energien.