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Joint Side event @ Intersolar South America 2025

Innovative Solar business models: Fostering Brazilian-German cooperation

Date:	August 27, 2025
Time:	10:30 am – 12:45 pm
Venue:	Expo Center Norte, José Bernado Pinto St., 333, Vila Guilherme
Room:	Santana 1, 1 st floor
Language:	English, Simultaneous translation from and to Portuguese is provided onsite
Registration:	Link to the registration offered via Intersolar website soon

Background

In recent years, solar power has experienced significant global growth. Particularly in Brazil's remote areas solar energy has a great potential since it enables decentralized and sustainable power generation with low maintenance. At the same time, in large Brazilian cities and metropolitan areas, existing grid capacities often reach their limits. The rise of electric mobility and an increased demand for battery storage to smooth out peaks in generation and bridge periods of low feed-in of Solar PV pose further challenges.

It is therefore particularly encouraging that new, innovative business models using Solar PV are emerging, especially in Germany but also in Brazil and other countries, which not only optimise the use of solar energy in terms of yield and costs, but also make it 'smart' by combining it with storage or agricultural use or innovative land and water use.

In this context, during a two-hour workshop side-event @ Intersolar South America 2025, organised by the Brazilian and German solar industry associations ABSOLAR and BSW in cooperation with the Partners in Transformation and the German-Brazilian Energy Partnership, you will learn more about the potential of new business models, gain insights into the market and previous experiences from Germany and, last but not least, get to know the companies from both countries that offer themselves for cooperation and joint projects in the Brazilian market.

Focal Solar PV business models and aspects to be covered by our esteemed speakers:

- Agrivoltaics (“Agri PV”)
- Floating PV
- Parking Lot PV in combination with EV charging Infrastructure
- Battery storage systems & grid balancing

Program (subject to short-term changes!)

10:15	Registration and morning coffee
10:30	Organisational remarks & welcome notes <i>Ronald Upmann (German Solar Association, moderation)</i> <i>German-Brazilian Energy Partnership (GIZ)</i> <i>Partners in Transformation</i> <i>ABSOLAR</i>
10:45	Keynote <i>N.N. Representative from the Brazilian public sector (?)</i>
11:00	Presentation of new Solar business models <i>“Germany’s journey from feed-in tariffs to self-sustainable Solar PV business models”</i> <i>Ronald Upmann, German Solar Association (BSW)</i>
11:15	Agrivoltaics: Company presentations <i>Company 1 (tbc.)</i> <i>Company 2 (tbc.)</i>
12:00	Floating PV: Company presentations <i>Company 1 (tbc.)</i> <i>Company 2 (tbc.)</i>
12:15	Parking Lots & EV charging points powered by Solar <i>Company 1 (tbc.)</i> <i>Company 2 (tbc.)</i>
12:30	Closing remarks & informal networking <i>Ronald Upmann (German Solar Association, moderation)</i>
12:45	End of workshop & light lunch