



**Asia-Pacific  
Economic Cooperation**

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## **APEC Region Non-Tariff Measures Affecting Trade and Investment in the Solar Industry**

Submitted by: Solar Energy Industries Association (SEIA)



**Trade Policy Dialogue on Environmental  
Goods Non-Tariff Measures  
Big Sky, United States  
12 May 2011**



**SEIA** Solar Energy Industries Association®

**APEC Region Non-tariff Measures Affecting Trade and Investment in the Solar Industry**

**John P. Smirnow**

**May 12, 2011**

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**Presentation Roadmap**

- **SEIA Overview**
- **Import/Export Trends**
- **Government Incentives**
- **Local Content Requirements**
- **Intellectual Property Policies**
- **Codes and Standards**
- **Transparency/Complexity of Government Policies**

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## About SEIA

- **Founded in 1974**
- **U.S. National Trade Association for Solar Energy**
  - 1,100 member companies
  - Across 50 United States
  - 14 state and regional chapters
  - 93,000 U.S. solar employees
  - Members include largest solar companies in the world

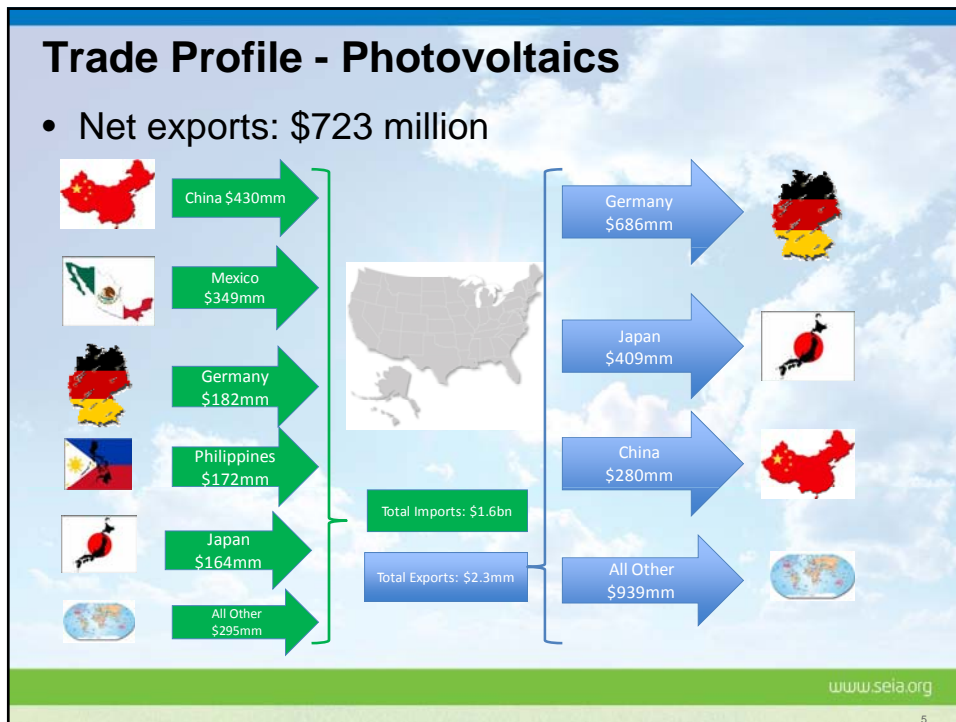
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## SEIA's Mission and Global Representation

- **SEIA's mission:**
  - build a strong solar industry to power the U.S.
  - expand markets
  - remove market barriers
  - strengthen research and development
  - improve education and outreach
- SEIA members include leading global solar manufacturers with facilities based throughout the APEC region, including Australia, Canada, China, Chinese Taipei, Japan, South Korea, Malaysia, Philippines, Mexico, U.S., and Vietnam.

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### Trade Profile continued . . .

- The largest U.S. solar energy product export is polysilicon (U.S. exported \$1.1 billion in 2009).
- In 2009, U.S. solar energy installations created \$3.6 billion in direct value, 74% (\$2.6 billion) accrued in the U.S.
  - 81% (\$2.1 billion) from the Photovoltaic sector
  - 16% (\$431 million) from the Solar Heating and Cooling sector
  - 3% (\$76 million) from the Concentrated Solar Power sector

## Government Incentives

- Government support/incentives serve as an important bridge to deployment
- Production capacity, technological innovation, and capital costs
- Contribution of federal, state, and/or provincial resources increases pressure on governments to favor domestic interests

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## Government Incentives continued . . .

- Distinction between supply and demand policies, for example, energy production tax incentives versus manufacturing tax incentives
- Should scale of government investments matter?
- Low cost lending as a competitive advantage
- Local incentives, for example, land and building assistance

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## Government Incentives contin . . .

- Increasing need for global, regional, and/or bilateral collaboration regarding the role of government incentives in the solar energy sector
- The absence of collaboration could lead to trade disputes
- Unique opportunity for collaboration given global nature of solar energy industry

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## Local Content Requirements (LCRs)

- As a policy matter, SEIA opposes local content requirements wherever they arise, either within the U.S. or abroad
- LCRs discriminate against non-local goods
- Vary in degree
- LCRs create winners and losers

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## Intellectual Property Policies

- Requirement that intellectual property be registered locally
- Ownership rights
- Intellectual property enforcement
- Intellectual property licensing and dissemination

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## Codes & Standards

- Potential to increase importers' costs and favor local products
- Solar module example
- International collaboration in both the development and utilization of codes and standards
- APEC Solar Standards Initiative

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## Transparency/Complexity of Government Policies

- Regulations vary widely by country, state, and province, for example, U.S. state and federal government procurement policies
- Dissemination of federal policies to local officials
- Ability to enforce private sector rights and obligations
- Public notice and opportunity for comment

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**Thank You!**

**[jsmirnow@seia.org](mailto:jsmirnow@seia.org)**  
**(202) 556-2906**

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