

## Where we are going: Solar Market Parity Italy

In the coming years, solar will become cost-competitive with conventional technologies and reach the almost-mythical grid parity. This will open the door for a solar (r)evolution. But the question is, what shape will the new business models take?

Solarplaza's Solar Market Parity Italy conference is taking place on 18 June 2019 in Milan.

The conference will focus on topics such as the state of the solar market in Italy, large-scale solar development, renewable energy auctions, wholesale electricity price projections, the private PPA market,

financing for merchant plants and investing challenges and opportunities in the Italian PV market. More than 25 speakers,



including Paolo Rocco Viscontini, President of Italia Solare, [Michele Appendino](#), Chairman & CEO of [Solar Ventures](#), and Benedikt Ortmann, Head of Business and Managing Director at BayWa r.e., will be present to discuss key topics at the event.

The goal of this one-day event is to bring together 200+ high-level attendees, from national and international developers and investors to manufacturers and consultants, to explore and contribute to the resurgence of the Italian PV sector.

