

Market report

By MAKE Consulting

December 2008

The Wind Forecast – Macro Perspective

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Currently the oil price is decreasing and obtaining project financing is much more difficult than six months ago due to the global financial crisis.

However, oil is a limited resource and the interest level is decreasing which favours wind and solar energy as CAPEX is higher per installed MW than e.g. for conventional energy sources.

The accelerated focus towards renewable energy and increased investments in renewable energy is driven by:

- it is a decentralized energy source
- it does not pollute
- it is a local source and thus energy import can be reduced
- it is generating low CO2 emission

These are fundamental arguments for investing in renewable energy, and will be both short- and long term applicable.

The Macro Perspective report assesses the power generation market with an introduction of the global power consumption and generation.

For each of the power generating sources, the report looks in to e.g. drivers and barriers, costs and outlooks, and aims to provide concrete source knowledge and potential.

The report examines three scenarios. MAKE Consulting expects that the future will show a development in between the scenarios. The reason is based on the scenario analyses, where one prediction is considered optimistic regarding renewable energy with a 35-62% share of electricity production in 2030, while another prediction of 23% in 2030 is considered as a conservative outlook for the future. MAKE Consulting believes that the future market outlook for renewable power generation will be close to 30% and strongly believes in wind power and solar power constituting the majority of the increase in power generation.

The prediction is based on the positive drivers for renewable, and the increasing recognition towards the need for renewable energy for power generation. Many countries consider renewable sources as a long term substitution of conventional sources, which also affects the shift from a local to a global awareness of renewable energy. An important driver is and will be the political support, as only wind and hydro power are very close to be competitive at general market conditions today.

The Macro Perspective report is part of our research subscription package!

See the next pages for further information about our research subscription

Research products

Our research provides organisations around the world with a detailed snapshot of the market's current technological, regulatory and competitive situation, putting the facts into perspective by analysing the trends and outlooks and making projections about the future. This gives your organisation a useful toolbox with which to develop and maintain your strategy.

We are committed to producing high-quality publications providing a balanced framework of data and analysis, enabling our clients to explore and optimise their business opportunities in the renewable energy industry, and thereby adding value to their executive strategies.

As a guideline, our research will be available as illustrated in the figure below:

	Q1	Q2	Q3	Q4
Market reports	The Wind Forecast Demand Side	The Wind Forecast Supply Side	The Wind Forecast Market Outlook	The Wind Forecast Macro Perspective
Research notes	Research note	Research note	Research note	Research note
Business study			Offshore report	

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Market reports

40-60 pages of high quality industry forecasts, trend spotting and analysis, giving the reader a detailed insight into the demand side, the supply side, the market outlook and the macro perspective of the wind energy sector. Our market report, called "The Wind Forecast," is published four times a year.

Research notes

20-30 pages of notes comprehensively analysing specific trends in the industry, such as capacity shortages, strategic changes in the competitive landscape and in-depth market analysis of new, emerging markets. Published on an ad hoc basis.

Market forecasts and data

Online database access to our market data.

Business studies

Reviews of a particular segment of the wind industry, such as the annual offshore report.

Analyst presentations

Presentations held by MAKE analysts at conferences and industry events around the world, providing up-to-date insight.

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