Market Development Strategies for Solar Cooling Products/Systems

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March, 27th, 2015; Chinese Solar Cooling Conference'2015
Outline

Brief intro. Of IMSIA

IMSIA’s market development strategies for solar cooling products/systems
Who is IMSIA

- Industrial alliance.
- Represents 60% production of flat plate, heat pipe and U pipe solar collectors in China till now.
IMSIA’s core members

- 8 solar water heater manufacturers joined IMSIA as core members.
- 122 design institutes attended training seminars on solar buildings national wide.
- 6 leading real estate developers agreed to initiate a trial program with ICA China who would provide technical support to some selected buildings for the design and renovation of solar water heating system.
Brief intro. Of IMSIA

IMSIA’s achievements

• Policies & regulations: 12th -5-Year Plan
• Codes & standards: 22 product manufacturing or system design standards
• Consumers: Trained 3000 engineers, 1500 architectural students,

$8,000,000 investment for market development and promotion for metal solar water heating system during the past 6 years.
Outline

Brief intro. Of IMSIA

IMSIA’s market development strategies for solar cooling products/systems
Major barriers for the marketization of solar cooling products/systems

No.1  ROI, payback time

No.2  Lack of incentive policy

No.3  Maturity of technologies
IMSIA’s strategies for market development

- Customer choice: large public buildings, library, museum, etc.

IMSIA’s market development strategies for solar cooling products/systems

United World College in Singapore, 3900 m² solar collectors on the roof, delivering 2200 MWh per year and providing a cooling power of 1.5 MW. Heat is converted into cooling by an absorption chiller.
IMSIA’s strategies for market development

- Economical issue: Considering electricity prices and gas prices

Field of solar collectors with a gross surface area of 1.330 m² on the roof of Festo AG & Co. KG in Esslingen.
IMSIA’s market development strategies for solar cooling products/systems

Choice of technology for heat absorption

- U-pipe solar collector

A library in Hainan University, 1492m² collector. Payback time 10 years. Haikou.
IMSIA’s market development strategies for solar cooling products/systems

Choice of technology for heat absorption

- Heat pipe solar collector

360kW solar cooling system with heat pipe solar collectors, Sanpu company Office building, Beijing
IMSIA’s market development strategies for solar cooling products/systems

Choice of technology for heat absorption

- U-pipe with CPC reflector solar collector

The U-pipe with CPC solar collector from Linuo Company
IMSIA’s market development strategies for solar cooling products/systems

*Lobby the government to implement more favorable policies for solar cooling.*
IMSIA’s market development strategies for solar cooling products/systems

Improve the codes and standards, develop guidelines for designing, construction and operation for solar cooling systems.
IMSIA’s market development strategies for solar cooling products/systems

Integrate the supply chains of solar cooling products/systems
IMSIA’s market development strategies for solar cooling products/systems

*Influence local government official, designers and owners by conference and seminars*
IMSIA’s market development strategies for solar cooling products/systems

Provide solar water heating system design software to designers freely
IMSIA’s market development strategies for solar cooling products/systems

*Develop oversea market*

Bangkok, 2011  
Kuala Lumpur, 2010  
Bangkok, 2012  
Berlin, 2012  
Zurich, 2013
IMSIA’s market development strategies for solar cooling products/systems

Welcome to join us!

**IMSIA Solar Cooling working Group**

A professional market promotion organization for solar cooling.
Contact us

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Thank you

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