1. What is it, do you feel, that distinguishes your company as a driver of cleantech?

Jinko Solar is distinguished as a driver of Cleantech, not only by operating a business completely focused on the production of silicon-based photovoltaic modules, but also by having invested in new, high-efficiency facilities which allow Jinko Solar to effectively control chemical deposition, CO_2 emission, slurry and waste during the entire vertically integrated production process from poly silicon to ingots, wafers, cells and finally assembled into high-efficiency modules. Jinko Solar is committed to the recycling of all these raw and process-generated materials and strictly follows the ISO 14000 certified process. Additionally, since the beginning of 2011, Jinko Solar has been a full member of the PV Cycle Association and takes responsibility for the collection and recycling of end-of-life PV modules.

2. Cleantech is considered to be a growth market. Do you agree with this and what role do you think is played by solar energy?

As Chief Marketing Officer of Jinko Solar, and as an experienced professional in the PV Solar market for over ten years, I completely agree that Cleantech is a fast growing sector, thanks to the growing sensitivity in favor of renewable energies and the increasing support of government policies aiming at increasing the share of renewable energies in their energy portfolio. Most recently, the tragic catastrophe in Japan, in which earthquake and tsunami affected Fukushima's four nuclear reactors, accelerated the debate on nuclear safety and provoked stronger support for alternative and safer energy sources. Solar energy will definitely be one of the most feasible solutions worldwide.

3. Which synergies do you perceive in the various cleantech sectors?

Synergies in different Cleantech sectors is important and increasing, as many funds, banks, private institutions, etc. are beginning and expanding their investment in Cleantech in various sectors. The basic rules, concepts and return of investment are similar.

4. What is your growth strategy in the cleantech sector?

In Jinko Solar, our growth in Cleantech is a top priority. We will expand our capacity of clean production to reach 1.5 gigawatts of high-efficiency solar panels. We will continue to meet the standards of PV Cycle and environment management system ISO 14001. We will increase the recycling percentage in our factories and will promote marketing communications advocating solar energy and environmental care. We will lobby and participate actively in solar associations in Europe, USA and Asia.

5. What's your assessment of the political support for the cleantech sector up to now – at the national and international level with regard to the EU, USA and the rest of the world? What can be optimised in future?

From Jinko's and my personal perspective, we have witnessed more substantial support, recognition and subsidies from some governments than from the others. In the past decade, as far as I can recall, the Feed-In Tariff programs in Europe, especially in countries such as Germany, Spain, Italy, Belgium, Czech Republic, France and Greece, have been crucial to the booming of solar energy in each of these countries, accompanied by an aggressive cost reduction from module producers, which demonstrated the good learning curve and increasing competitiveness of the solar industry. In some U.S. states, such as California or New Jersey, generous support in the form of cash grants and tax credits has propelled the adoption of and investment in solar energy. Lately, the new laws and regulations passed by the Obama administration as well as several state governments have featured USA as the most promising market in the world. Yet I believe more government support of renewable energies is needed.

6. Do you believe that society, politics and commerce have become fully aware of cleantech as an issue?

I think society, politics and industry are more and more aware of Cleantech as an important issue, but we should continue to promote solar among individuals and politicians. This is one of the marketing goals of Jinko Solar in our communication campaigns.

7. What are important innovations in regard to compatibility of technological improvement and sustainability as well as the growing energy demand of the world population? Which useful additions do you perceive?

Technology improvements both in the production of solar PV modules and the installation of PV systems, are extremely important to making this clean energy resource reach every corner of the world and provide for each individual and each household. As energy demand is increasing worldwide at a faster pace than population increase, we need to expand energy production, control population growth and environmental damage in order to achieve sustainability and efficiency of energy usage. It is exactly Jinko's goal to enhance yield, improve efficiency, control contamination, increase economies of scale, and reduce the usage of raw material and energy, in order to make the solar energy affordable, sustainable and more environmental friendly.

8. What distinguishes Germany as a centre for cleantech?

Germany has been and still will be the world leader of solar photovoltaic energy, both in terms of technology and market demand, due to generous government support and strong civil sensitivity for Cleantech. Besides, the high level of education and qualification of German professionals in this sector has contributed greatly to the success of the solar industry.

9. Which other national markets do you believe will be drivers of cleantech in the future?

The future will see other markets increase their demand for Cleantech in general and for solar energy in particular. In Europe, countries like Turkey and Bulgaria have already endorsed some interesting programs for supporting Cleantech and solar, apart of France and the UK. Outside of Europe, USA will also experience an exponential growth thanks to state regulations and federal support. Other countries such as Japan, Australia, India and Chile will soon follow.