



Market
Research



Country
Intelligence



Company
Leads



Tender
Opportunities



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Contacts

INTRODUCTION

It is important to keep up to date with what is happening in any industry in order to plan your company strategy effectively. The Business Information Centre can provide a wealth of information on all aspects of the renewable energy industry from the global industry as a whole to the more specific sub-sectors.

In addition, Enterprise Europe NI is hosted by Invest Northern Ireland. The network can provide direct contact with market research centres throughout Europe and is a first point of contact for researching European renewable energy markets.

*This guide has been designed to assist with desk research and shows **examples** of reports and websites that might be useful. It is only possible to give an idea of the content of databases and websites. Invest NI does not endorse any of the websites or information providers mentioned.*

MARKET REPORTS

AMA RESEARCH REPORTS (www.amaresearch.co.uk)

AMA publishes over 100 detailed market research reports and 40 databases covering building & construction, environmental and business to business sectors.

The following is a sample of the reports available through the AMA Research database for the renewable energy industry:

- Sustainable Energy & Products in the Residential Sector UK - 2008-2012
- Nuclear Energy Construction Programme UK, 2008-2018
- Wind Power Construction Programme UK, 2008-2020
- Utilities Renewable Market, UK 2010-2014

BUSINESS INSIGHTS (www.globalbusinessinsights.com)

Business Insights publish a range of strategic management, market analysis reports focusing on consumer goods, energy, finance, healthcare and technology. The following is a sample of the reports available through the Business Insights database for the renewable energy industry:

- Green Energy in the Nordic Region, 2010
- The Post Carbon Landscape, Global, 2010
- Carbon Management in Emerging Economies, Global, 2010
- Green Energy in Germany, 2010
- Carbon Trading and the Effect of the Copenhagen Agreement, 2010
- Renewable Energy Capacity in the EU: The current market, drivers to growth, future capacity forecasts, Europe, 2009
- The Western European Electricity Market Outlook 2009: Country profiles of supply, demand, regulation and infrastructure, Western Europe, 2009
- The Eastern European Gas Market Outlook 2009: Country profiles of supply, demand, regulation and infrastructure, Eastern Europe, 2009
- The Intelligent Grid and Renewable Integration: Technology developments, key costs and the future outlook, Global, 2009
- The Future of Electrical Energy Storage: The economics and potential of new technologies, Global, 2009
- The Future of Wind Power: Increasing economic competitiveness as the technology matures, Global, 2008
- The Top 10 European Utility Companies: Growth strategies, performance and SWOT analyses, Global, 2009
- Renewable Energy: Global Industry Guide, Global, 2008

DATAMONITOR (www.datamonitor.com)

Datamonitor reports provide comprehensive market intelligence, analysis and forecasting based on primary quantitative and qualitative research, providing the full picture on a particular industry, issue or trend. The following is a sample of the reports available through the Datamonitor database for the Renewable Energy industry:

Market Reports, Interactive Models & Databooks

- Global carbon market update, 2010
- Marketing Green Energy in B2B Markets, 2010
- Energy Market Landscape: Regional, 2009
- The Renewable Landscape: solar at the threshold, 2009
- Residential Green Energy Market in Australia to 2010
- Solar at the heart of utility corporate strategy, Europe, 2009
- The impact of the economic downturn on the renewables sector, 2009

The industry profiles below are available:

- Renewable Energy – UK, 2010
- Renewable Energy – Europe, 2010
- Renewable Energy – North America, 2010
- Renewable Energy – South America, 2010
- Renewable Energy – Asia Pacific, 2010
- Renewable Energy – Global, 2010

Further industry profiles are available by country.

Frost & Sullivan (www.frost.com)

Frost & Sullivan provides access to over 4,000 market reports for a wide range of sectors globally. These market reports provide key information such as market size by volume and value, market sectors, market shares, distribution and market forecasts. The following is a sample of the reports available through Frost & Sullivan for the renewable energy industry:

- Carbon Footprint of the Water Market - Challenges and Opportunities, 2010
- Green Buildings: How green is green?, 2010
- The Renewable Energy Sector in Poland, 2009
- Opportunities for Renewable Energy in Russia, 2009
- Southeast Asian Renewable Energy Markets - 2008
- Analysing the Growth Opportunities in the World Renewable Inverter Market, 2008
- European Inverter Market for Renewable Energy Systems, 2008
- North American Biomass for Power Generation Market, 2008
- European Wind Service Markets - Trends and Opportunities, 2008
- Chinese Solar Power Markets, 2008
- European Heat Pumps Markets, 2009
- North American Thin Film Solar Cell Manufacturing Equipment Market, 2009
- Southern African Renewable Energy Equipment Market - 2009

GARTNER (www.gartner.com)

Gartner provides a detailed look at all aspects of the ICT industry worldwide and comments on different issues are released on a continuous basis. Product trends and analysis is performed through their hype cycles and competitor analysis is produced through their Magic Quadrants. Examples of information for the renewable energy sector include:

- The Shifting Sands of U.S. Climate and Energy Policy, 2010

- Cool Vendors in Energy and Utilities, 2010
- Management Update: Top 10 Technology Trends Impacting the Energy and Utility Industry in 2010
- Solar Companies Can Take Advantage of U.K. Government Incentives, 2010
- Report Highlight for Dataquest Insight: Renewable Energy Sources Industry Market Trends - 2009
- Report Highlight for User Survey Analysis: Renewable Energy Technologies Are Top Investment for Western European Utilities Industry - 2009
- Obama Says Yes to Solar Energy – 2009
- Report Highlight for Dataquest Insight: Solar Module Manufacturers Will Turn to Solar Energy as a Service to Grow the U.S. Market – 2009
- Key Issues for Solar Cells – 2009
- Cool Vendors in Solar Energy – 2010

KEYNOTE (www.keynote.co.uk)

Keynote is an online database providing information on 27 industry sectors in the UK. Reports cover industrial and consumer sectors and information includes market size and trends, key players and company profiles. The following is a sample of the reports available through Keynote for the renewable energy industry:

- European Renewable Energy Industry – UK, 2008
- Renewable Energy – UK, 2009
- Energy Industry – UK, 2010

MINTEL (www.mintel.com)

Mintel market reports analyse market sizes and trends, market segmentation and consumer attitudes and purchasing habits, as well as assessing the future market. The following is a sample of the reports available through Mintel for the renewable energy industry:

- Renewable Energy (Industrial Report) – Ireland, Aug 2010
- Energy Costs (Industrial Report) – Ireland, 2010
- Electricity Supply and Distribution (Industrial Report) – UK, 2010
- Residential Energy Efficiency (Industrial Report) - UK - 2009

PLIMSOLL (www.plimsoll.co.uk)

Plimsoll specialises in providing up to date, authoritative financial analysis. They publish in-depth industry reports and market analysis on over 1500 UK

industries. The following is a sample of the reports available through Plimsoll for the renewable energy industry:

- Energy Conservation Consultants Market – UK
- Energy Efficient Lighting Market - UK,
- Energy Management Control Systems Market - UK
- Energy Management Services Market - UK
- Solar Energy Equipment Suppliers & Installers Market - UK
- Wind Energy Market- UK

UK TRADE & INVESTMENT (UKTI) (<https://www.uktradeinvest.gov.uk>)

UKTI has extensive research contacts in every sector, in every country. They also publish research on their website. The following reports are a sample of what is available for the renewable energy industry:

- Renewable Sector - Mexico, 2010
- Energy Sector - Singapore, 2010
- Power Sector - Saudi Arabia, 2010
- Energy Sector - Turkey, 2010
- Power Sector - Kuwait, 2010
- Wind Power Sector - Sweden, 2010
- Oil & Gas Sector - Pakistan, 2010
- Renewable Energy Sector - Mexico, 2010
- Power Sector - Mexico, 2010
- Oil & Gas Sector - Canada, 2010
- Environment Sector – Hong Kong, 2010

OTHER MARKET REPORTS

Hardcopy resources in the Information Centre:

- Who's Who in the Water Industry, 2009
- Drinking Water Quality in Northern Ireland, 2008
- EU Energy and Transport in Figures, 2009

Some Management Consultants specialise in different sectors and make detailed research available on their websites. Those with research available on the renewable energy sector include:

- DELOITTE GLOBAL –
www.deloitte.com/dtt/section_home/0,1041,sid%253D1008,00.html
- ERNST & YOUNG –
www.ey.com/UK/en/Industries/Power---Utilities

- ACCENTURE – www.accenture.com/Global/Research_and_Insights/By_Industry/Energy/default.htm
- PWC GLOBAL – <http://www.pwc.com/gx/en/energy-utilities-mining/publications/index.jhtml>

COMPANY INFORMATION

Identifying companies and finding the right information about their activities and performance is essential to making good business decisions. The Information Centre has a wide range of company databases that can provide financials, product information, company details or trade names. Company information on agents or distributors, competitors or even potential customers, can be searched for on an international, regional, national or local level through a variety of databases including Kompass and FAME.

Some of these databases have free, limited searching available on the internet. This can help to identify potential companies which can be researched further. The following links are useful:

- Bureau Van Dijk – Free Directory - www.bvdep.com
- Kelly's Directory – www.kellysearch.com
- Kompass – www.kompass.com

Datamonitor supplies company profiles on the larger global corporates including, Renewable Energy Holdings plc, Aventine Renewable Energy, Inc and Australian Renewable Fuels Limited. These profiles provide an invaluable analysis into the competitive and strategic performance of the company.

STATISTICS

The National Statistics website, www.statistics.gov.uk, holds information on import and export trade statistics for many products: <http://www.statistics.gov.uk/OnlineProducts/>

Datamonitor also provides details on statistics and forecasts.

ASSOCIATIONS

Associations are an extremely useful way to find information on either markets or companies within the renewable energy sector. Many associations hold detailed membership directories and many also include detailed market reports, statistics, events & industry news. They also provide useful links to further information. The renewable energy sector associations include:

NORTHERN IRELAND

- NI Electricity, Your Energy - www.nie-yourenergy.co.uk/index.php

IRELAND

- Irish Wind Energy Association – www.iwea.com
- Green Energy Growers Association – www.gega.ie/
- Irish Hydro Power Association - www.irishhydro.com/

UK

- Biomass Energy link - www.biomassenergycentre.org.uk
- British Photovoltaic Association - www.aboutus.org/Pv-uk.org.uk
- British Wind Energy Association – www.bwea.com
- British Hydropower Association - www.british-hydro.org/
- Combined Heat and Power Association - www.chpa.co.uk
- The Carbon Trust - www.carbontrust.co.uk

EUROPE

- National Energy Foundation - www.nef.org.uk
- European Small Hydropower Association - www.esha.be
- European Wind Energy Association - www.ewea.org
- European Biomass Association – www.aebiom.org
- National Wind Coordinating Collaborative - www.nationalwind.org

INTERNATIONAL

- American Wind Energy Association - www.awea.org
- Australian Windmill Contractors Association - www.awca.asn.au
- Canadian Wind Energy Association - www.canwea.ca
- New Zealand Wind Energy Association - www.windenergy.org.nz
- World Wind Energy Association.- www.wwindea.org

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NEWS

Business Information Centre subscribes to a number of news databases which provide access to articles news and trade sources.

A vast amount of current and retrospective News articles on the industry can also be obtained from Datamonitor and Mintel.

The Lexis Nexis database has access to trade and news sources from around the world.

INTERNET

The internet holds an extensive range of information on renewable energy and related industries. Useful sites include:

- Embrace the Revolution Wind campaign - www.embracewind.com
- Energy Ireland - www.energyireland.ie
- European Renewable Energy Centre Agency - www.eurec.be
- European Renewable Energy Council - www.erec-renewables.org
- National Renewable Energy Laboratory - www.nrel.gov
- Renewable Energy Canada - <http://www.re-energy.ca>
- Renewable Energy Source Guide - www.energy.sourceguides.com
- Renewable Energy World - www.renewable-energy-world.com
- Renewable Energy Project USA - www.crest.org
- Science Daily Renewable Energy News - www.sciencedaily.com/news
- Sustainable Energy Ireland - www.sei.ie/index.asp

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SELLING TO THE PUBLIC SECTOR

Enterprise Europe (NI)'s Public Procurement Service (TED), offers the following services to subscribing businesses:

- Daily alerting service matching tender opportunities to tailored company profiles
- Advice and assistance on tendering procedures
- Information on UK and EU Public Procurement Regulations
- Assistance and advice on supplying to Local Government, Education Boards, the Health Sector and Utility companies
- Information on where to access tender opportunities for below EC thresholds
- Advice on how to find public tenders on the internet.

In addition to the TED service, a number of resources for the Public Procurement market are available through Enterprise Europe (NI).

For more information, please find attached a link into the 'Tender Information' section on the Invest NI website: www.enterpriseeuropeni.com.

EXHIBITIONS/TRADESHOWS

Exhibitions/Tradeshows are a good way to market your product, finding out who your competitors are, networking and finding new customers. To find out about exhibitions and tradeshows in the Renewable Energy sector, worldwide or locally, just click on the links below:

<http://www.exhibitions.co.uk/>

<http://www.expodatabase.com/messedb/>

RELATED LINKS

These sector guides along with others can be found on the Invest NI website:

<http://www.investni.com/index/publicationsa-z.htm?filter=S>

These are only examples of information available for the industry. If you require anything specific or have any questions, please do not hesitate to contact Kathy McConville, 028 9069 8127 or any member of the Business Information Centre by e-mail: bic@investni.com.

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