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My vision:

## Kai Lippert of EWS: Bold steps and enthusiasm

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**Analysts, politicians and media representatives do not embrace visions until entrepreneurs have paved the way for them. Until then, the visionary is a crank.**

There were apparently quite a few of these in Germany 30 years ago, because this is where the global photovoltaic market had its roots. After half of the global demand had been generated in Germany for years, the collapse of domestic demand by more than 90 per cent was hardly followed by reactions from politicians and the press.

The fact that the German photovoltaic market is now leading again in comparison with its neighbouring markets is not due to the insight of politicians, but to the courage and conviction of the people who defended their place in this industry by building up new markets and inspiring new target groups.

### Unrestrained use of a huge potential

Where the regulatory framework does not prevent it, this enthusiasm is now paving the way for the unrestrained use of the huge potential that photovoltaics offers. E-mobility is only the harbinger of unlimited options in sector coupling. The boom in privately used electricity storage will ignite a huge trend towards more self-sufficiency and independence in the commercial sector.

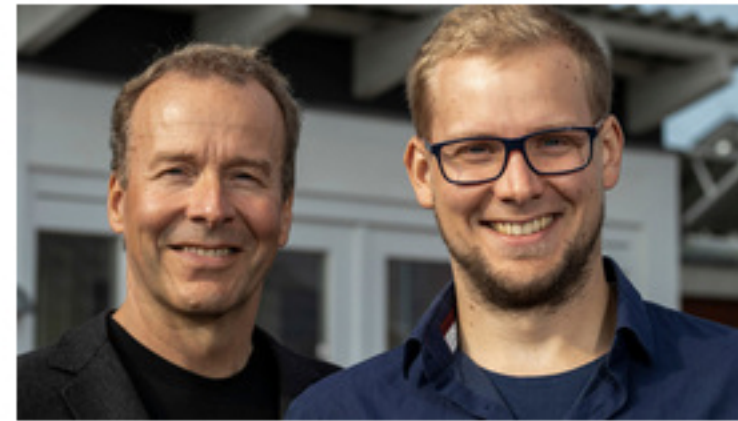
From a global perspective, solar power is already the more cost-effective form of energy with the highest growth rates and will play by far the biggest role in the energy transition. What do we care that analysts and politicians are selling this fact as a vision today? Let's rather worry about solutions for the most urgent question that arises in the face of the upcoming market development: Who is going to make it all happen so quickly?

### Continuously develop teams

Bold steps against the shortage of skilled workers are the key to success in all stages of the value chain in the photovoltaic industry. Only by constantly developing company and team structures can we keep pace with this growth in the long term.

This has now been my job at EWS since 1985 and is still fun, especially with the prospect of a worthy successor in the management. The most important constant over the past 35 years has been the partnership-based interaction with our customers and suppliers - that will not change in the future.

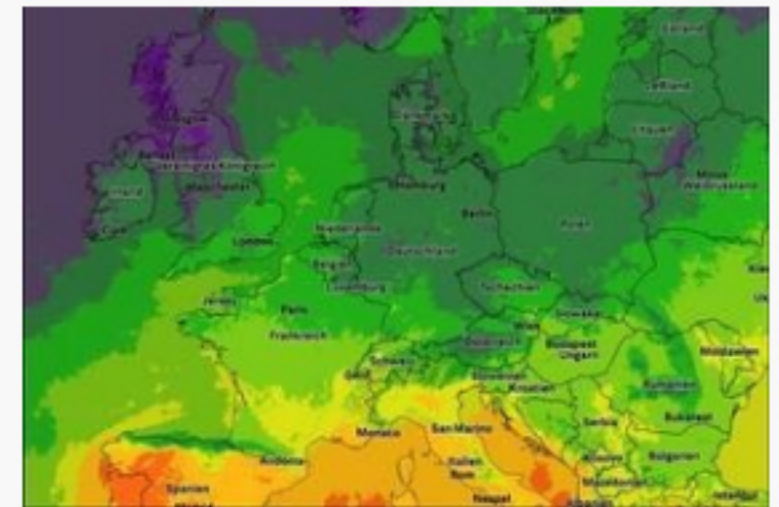
Kai Lippert is Managing Director of [EWS in Handewitt](#) <sup>DE</sup>. To his right is his son Paul Dahm, who is his successor in the company.



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