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Nota di contenuto	Intro -- CONTENTS -- FOREWORD -- ACKNOWLEDGMENTS -- ACRONYMS AND ABBREVIATIONS -- CURRENCY EQUIVALENTS -- UNITS OF MEASURE -- EXECUTIVE SUMMARY -- 1. BACKGROUND -- 2. BACKGROUND ON AREAS TARGETED BY THE SURVEY -- 3. SURVEY RESULTS: SOCIOECONOMIC CHARACTERISTICS OF HOUSEHOLDS WITHOUT ELECTRICITY -- 4. PROFILE OF HOUSEHOLDS WITH PHOTOVOLTAIC SYSTEMS -- 5. POTENTIAL MARKET FOR PHOTOVOLTAIC SYSTEMS IN FOUR PROVINCES -- 6. CONCLUSIONS AND RECOMMENDATIONS -- APPENDIX A: DESCRIPTIVE STATISTICS FROM THE NORTHWEST CHINA RURAL ENERGY SURVEY -- APPENDIX B: DATA AND SAMPLING METHODS -- APPENDIX C: QUESTIONNAIRE -- BIBLIOGRAPHY.
Sommario/riassunto	There is a growing consensus that renewable energy will play an important role in future development programs. Despite this acceptance, few studies have been made on the emerging markets for renewable energy in most countries. The main objective of this study is to determine the market potential for photovoltaic systems in the remote areas of China, especially in villages without access to grid

electricity. The study estimates the size of the potential market for photovoltaic systems in four Chinese provinces. It provides important information on the characteristics, ability to pay, and preferences of potential customers. The report also details positive and negative experiences with existing photovoltaic systems, and it develops recommendations to increase the penetration of photovoltaic systems in rural China as part of the upcoming China Renewable Energy Development Project. The primary conclusion of this report is that households in remote areas have a need for electricity and that a potential market exists for photovoltaic systems in many of these regions.
