

Interviewpartners:

Verena HUBER, Area Sales Manager CEE

Mariella DOPPELBAUER, Area Sales Manager CEE



Verena Huber



Mariella Doppelbauer

Personal motto:

Verena Huber: Do what you love and love what you do!

Mariella Doppelbauer: Don't go through life, grow through life!

Verena Huber joined Fronius Solar Energy in 2007 and played a key role in expanding activities and building up a sales and service network in the CEE countries. In 2009, a solar team started working directly on site in Fronius Ceska, and more subsidiaries and sales agencies followed under her lead. Step by step she developed solar activities in almost all CEE countries. Today she concentrates on the markets of Poland, Czech Republic, Hungary, Slovakia, Bosnia Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Moldova, Montenegro, Romania, Serbia as well as Slovenia and her colleague **Mariella Doppelbauer**, who joined Fronius 2021, is servicing Ukraine, Russia, Estonia, Lithuania, Latvia and Belarus.

1. Can you describe your business model to our audience?

Solar energy plays a central role in supplying sustainable energy and in combating climate change. At Fronius we are motivated by the vision of 24 hours of sun, a world that covers 100 % of its total energy needs from renewable sources: around the clock and all year round. A target that is ambitious, but achievable.

Therefore the Business Unit Solar Energy of Fronius International GmbH develops and produces high-performance inverters for grid-connected

photovoltaic systems in addition to energy conversion and system monitoring solutions. In recent years, we grew as a renewable energy specialist and developed from an inverter manufacturer to a solutions provider. We concentrate on smart, cost-effective solutions for generating, storing, distributing and consuming renewable energy.

2. In what CEE countries you have already developed renewable energy projects?

Fronius Solar Energy is very active in Central Eastern European countries and is developing renewable energy projects in almost every country in CEE.

3. In which CEE countries do you see the most potential for your company and why?

Fronius has a varied product and solutions portfolio in both, the residential and commercial sectors. We are experts in roof-mounted installations in particular and also specialize in self-consumption systems including storage, monitoring, open interfaces, integrating heat generation, mobility and controlling energy flows. With our Fronius Solhub, we also offer a compact decentralized system for generating, storing and refueling of ecologically produced, green hydrogen. With this wide range of solutions, we are already doing very well in Poland, Hungary, Ukraine, Czech Republic and Slovakia and we also see great potential for commercial photovoltaic and hydrogen solutions in the Baltic States, Romania and the Balkan region in general.

4. What are the main challenges that you encounter in your projects in CEE countries?

When it comes to projects, long development times up to several years are not unusual. Also time consuming, country specific administrative processes are quite common and this often needs patience. And secondly, as a quality provider, we are known for the best service concept on the market and all of our products are manufactured in Austria with high sustainability standards and equipped with future-proof technology. That definitely pays off for the customer in the long run. However, it means that the effort is a little higher at the beginning and customers first have to recognize the advantages over the entire life cycle of the system.



5. Is there a project you want to tell us more about it?

There are so many projects we already realized. One of the largest PV Systems which is equipped with Fronius inverters is in Tokmak, Ukraine and generates an impressive 51.9 MWp of solar energy. The solar energy plant is therefore making an extraordinary contribution to increasing the role of renewables in Ukraine's energy mix. Tokmak Solar Energy has been a Fronius System Partner Plus for several years – a partnership that has hit new heights with this project. Fronius also has a branch office in Kiev with a spare and replacement parts warehouse, which helps to improve the levels of service and co-operation even further. <https://www.fronius.com/en/solar-energy/installers-partners/infocentre/references/ua-tokmak>

6. Can you share with us some lessons learned from doing projects in CEE countries?

In order to be able to implement projects in CEE competently, specialists and technical know-how on site are essential.

7. You also work with different sectors of society. From residential to commerce to industry to communities. Can you explain a little bit your approach to implement renewable energy solutions in these different sectors?

On the one hand, Fronius works closely with sales partners in all CEE countries and, on the other hand for huge projects we also directly rely on EPCs in the commercial sector. When it comes to on-site service, Fronius has a network of Fronius System Partners who provide perfect support and service for Fronius products and solutions. This is very much appreciated by customers in all sectors.

8. If we do the interview again in five years, where do you see your company?

In five years we have again taken enormous steps in transforming our vision of 24 hours into reality. Our solutions to efficiently couple renewable energies in the sectors electricity, heat and mobility contribute to the energy transition and are used worldwide in commercial and residential systems. Hydrogen makes a major contribution to the decarbonisation of mobility and numerous buses, trucks, trains and logistics vehicles are refueled with it without emissions. In our [modern hydrogen competence](#)

[center](#) we have developed numerous other innovative H2 solutions. Thanks to our network of partners, we are extremely well positioned to provide our service and know-how wherever they are required.

9. How does a day at the office usually look like for you?

As an Area Sales Manager, networking and travelling are the order of the day. Maintaining personal contacts and participating in trade fairs or events are very important. All of this is currently only possible virtually therefore I use teleconferences, which work fine to stay in touch with partners and colleagues.

10. Can you describe to our readers a little bit what you do in your free time to relieve the stress of everyday work life?

Verena Huber: I am interested in getting to know foreign cultures and enjoy travelling. I love nature and being outdoors, whether it's mountain hiking or one of the numerous Upper Austrian lakes. This is where I get my energy.

Mariella Doppelbauer: I am passionate about snowboarding and hiking and like to cook and try new recipes. And I enjoy travelling, so I am looking forward to do that again when it is possible.

[Fronius Website](#)

[Fronius Solhub and green hydrogen](#)



About Fronius Solar Energy

The Fronius Business Unit (BU) Solar Energy has been developing photovoltaic energy solutions and distributing its products through a global network of expert installation, service and sales partners since 1992. More than 24 Solar Energy subsidiaries, an export ratio of over 93 percent and a total output of more than 21 Gigawatts from installed inverters are testament to this. Its mission is to achieve 24 hours of sun. Day after day Fronius is hard at work turning



this vision of a future in which 100% of the world's energy needs are covered by renewable sources into a reality. With this in mind, Fronius develops energy solutions to generate, store, distribute and consume solar energy economically and intelligently.

About Fronius International GmbH

Fronius International is an Austrian company with headquarters in Pettenbach and other sites in Wels, Thalheim, Steinhaus and Sattledt. Founded by Günter Fronius in 1945, this long-standing company with a rich tradition will be celebrating its 75th anniversary in 2020. What began as a local one-man venture has grown into a global player with more than 5440 employees worldwide working in the areas of welding technology, photovoltaics and battery charging systems. Its export ratio of around 93 percent is achieved with 34 international Fronius subsidiaries and sales partners/representatives in more than 60 countries. Moreover, its innovative products and services and its portfolio of 1264 registered patents make it an innovation leader on the world market.

Mag. Verena M. HUBER, Area Sales Manager
Central Eastern Europe
Mobile: +43 (664) 8502111,
huber.verena@fronius.com

Mariella DOPPELBAUER, Area Sales Manager
Baltic States, Central Asia, Eastern Europe, Middle
East
Mobile: +43 (664) 88635244,
doppelbauer.mariella@fronius.com

Contacts at Fronius Solar Subsidiaries and Solar Agencies in CEE:

Fronius Česká republika s.r.o.

Robert SEDMERA, Salesman, Mobile: +420 (602) 740729, sedmera.robert@fronius.com
Jan VONDROVSKY, Salesman, Mobile: +420 (702) 228592, vondrovsky.jan@fronius.com

Fronius Polska Sp. z o.o.

Maciej PILIŃSKI, Sales Manager, Mobile: +48 (786) 815907, pilinski.maciej@fronius.com

Fronius Hungary Kft.

Mag. Verena M. HUBER, Area Sales Manager
Central Eastern Europe
Mobile: +43 (664) 8502111,
huber.verena@fronius.com

Fronius Ukraine LLC

Mariella DOPPELBAUER, Area Sales Manager
Baltic States, Central Asia, Eastern Europe, Middle
East
Mobile: +43 (664) 88635244,
doppelbauer.mariella@fronius.com