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For Immediate Release

MORE THAN 60 RENEWABLE ENERGY COMPANIES LOCATED IN OILTOWN

New study analyzes the drivers that bring and keep them in Houston

Houston, TX, May 19, 2011 - A new study by Boxley Group, a Houston-based energy consulting company, reveals that the oil and gas industry is a key driver of the renewable energy industry and, along with the local workforce, makes Houston a natural fit and a desirable location for energy companies of all kinds.

The study revealed that there are more than 60 renewable energy companies located in the city and its surrounding region. The study examines companies based in Houston/South Texas whose main line of business is biofuels, biomass, geothermal, hydrokinetic, concentrated solar power (CSP), solar water heating, photovoltaics (PV), or wind. The companies in the study are based in Houston or have significant renewable assets located in the area. Industry drivers were analyzed and three strong trends emerged:

1. The oil and gas industry plays a multifaceted, supportive role. It is well-known that global oil supermajors, such as BP and Shell, have significant renewable energy businesses. However, these companies are also customers of renewable energy companies (i.e. distributed or “off-grid” power needs in remote locations), can provide renewable resources (i.e. geothermal opportunities), and their employees often transition their traditional energy skills to new careers.
2. The Houston talent pool has been enriched and diversified by key inflection points in the energy industry including the ups and downs of the cyclical oil industry. In the electric power industry, the deregulated marketplace and emergence of power developers drew professionals who know how to finance a deal, address right-of-ways, and bring investors together – all key skills for larger-scale renewable power development. Also notable are the engineering, procurement, and construction (EPC) experts, as well as large-scale capital project managers.
3. The presence of regional markets (even without the consumer incentives comparable to Austin or San Antonio) and investment in transmission assets have played a significant role in locating renewable energy companies to the area, particularly the PV and wind industry.

In Houston area, there are 32 companies that sell PV technology, in which sunlight is converted to electricity; most companies are in the distribution, design, and installation sectors. “Due to the lack of state-wide incentives, Texas remains the largest untapped solar market in the USA. Pending state legislation that would effectively give all Texas residents the right to install solar will only make our industry grow exponentially,” said Ralph Parrott, President of APS, a Houston-based PV installer. APS employs 45 people, having grown from 2 people in 2007.



“The City of Houston, while synonymous with energy, is not known for its green energy, but it should be. And it should be at the top of the mind when people think about starting a renewable energy business. The human capital is here and there is a significant complementary relationship with traditional energy companies,” said Boxley Group partner Katherine Warren. “Our study shows that this relationship is a key to the success of these cutting-edge technologies.”

Boxley Group is a Houston-based consulting company that focuses on the energy industry, specializing in bridging the gaps that commonly occur between the four cornerstones of a company – Business, Strategy, Operations, and Technology. Boxley Group consultants provide professional services to oil and gas, power, and renewable energy companies. For more information please visit www.boxleygroup.com. Eli Hinckley, Partner at law firm Kilpatrick, Townsend & Stockton LLP, provided technical and market guidance for the study. Kilpatrick Townsend has nearly 650 attorneys in 18 offices extending into the four corners of the continental United States; Asia; and Europe, including: Atlanta, GA; Augusta, GA; Charlotte, NC; Denver, CO; New York, NY; Oakland, CA; Palo Alto, CA; Raleigh, NC; San Diego, CA; San Francisco, CA; Seattle, WA; Walnut Creek, CA; Washington, DC; Winston-Salem, NC; Dubai; Stockholm; Taipei, and Tokyo. For more information, please visit: www.kilpatricktownsend.com.

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