

Too Fast, Too Soon? The Rise of the Chinese Wind Turbine Manufacturing Industry

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With Support From:

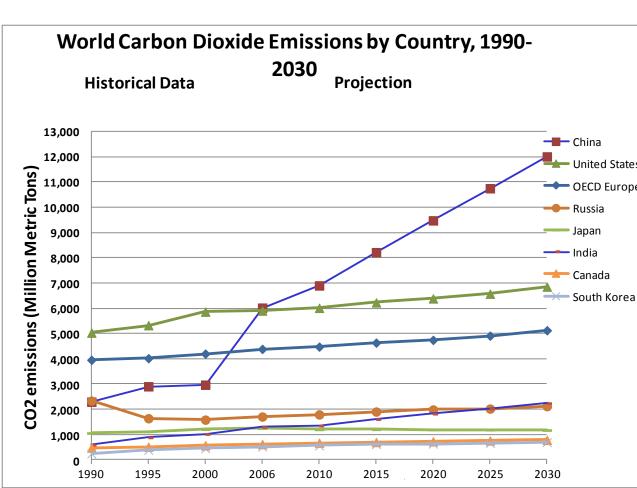




The environmental costs of China's rapid growth are increasingly evident...







China has launched an aggressive effort to develop indigenous "green energy" industries...

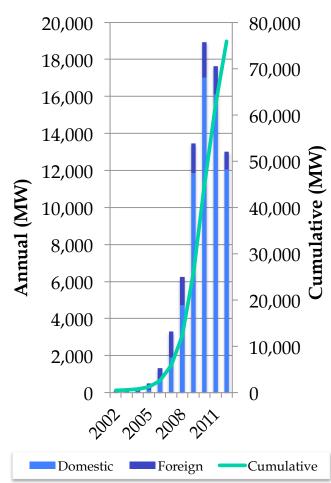




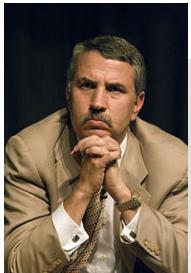


US Installations Annual (MW) Domestic Cumulative ■Foreign

China Installations



These efforts are widely viewed as successful – a coup for China and a benefit for the world...



Thomas Friedman







China's Wind Power Industry and the Global Transition to a Low-Carbon Economy Energy Policy 60 (2013) 234-250

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From lagging to leading? Technological innovation systems in emerging economies and the case of Chinese wind power

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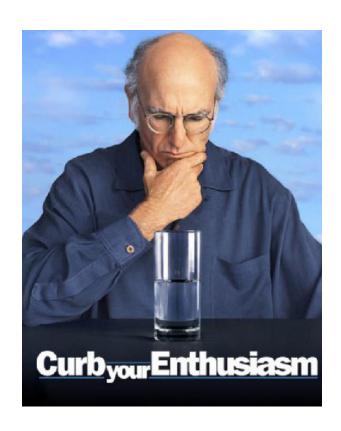
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An industrial policy success story that could challenge core beliefs about the way international trade rules should apply to alternative energy industries?

- Is protectionism bad if it incubates a highly competitive set of green power hardware producers?
- Should export subsidies be banned if they help the world deal with environmental externalities?
- Are local content requirements bad if they breathed into existence China's dynamic wind turbine industry?
- Should First World IP be protected if it slows the development of a highly innovative green power hardware industry in a developing country?

Our message: curb your enthusiasm...



- Wind turbine production has expanded aggressively in China
- Driven by the biggest wind farm construction boom in the industry's history...
- One that effectively shut out foreign products for years, in violation of WTO trade rules
- But, so far, no significant Chinese product innovations have emerged from this industrial expansion...
- And technological opportunities may be limited in this sector in any case
- Chinese producers' impressively low prices appear to have reflected, in part, low/negative margins on the part of many manufacturers
- And the Chinese industry is only now emerging from a significant consolidation
- Setbacks in other alternative energy industries in China suggest that the story of wind power may apply more broadly

Agenda

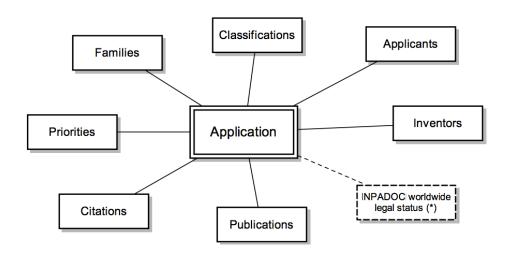
Innovation in wind power in China and beyond

China's wind farm construction boom and its consequences

The state of China's wind turbine industry, 2012-2014

We use patent data to measure global innovation trends in wind power...

- European Patent Office (EPO) is a regional patent office
 - Maintains and publishes all-inclusive Worldwide Patent Statistical Database aka "PATSTAT"



We follow the methods of earlier studies in identifying wind power innovations

- Sample identification based on patent classes and abstract keyword search
 - IPC patent class "F03D" (Johnstone et al, 2009)
 - Abstract search (Nemet, 2009) in EN, DE, FR, & ES

(12) EUROPEAN PATENT APPLICATION

(43) Date of publication: 01.08.2012 Bulletin 2012/31

(51) Int Cl.: **F03D** 7/02 (2006.01)

F03D 7/04 (2006.01)

(21) Application number: 12075006.2

(22) Date of filing: 20.01.2012

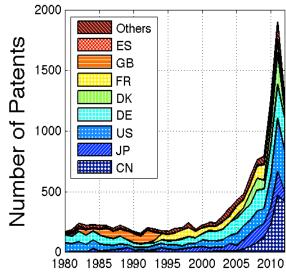
(54) Pitch control system and method for wind turbine

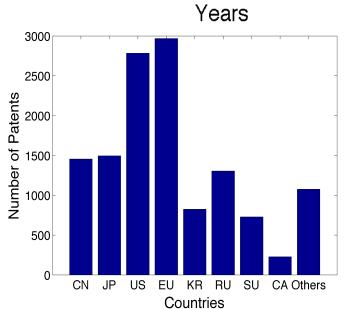
(57) The invention discloses a pitch control system for a wind turbine and a method, comprising a main controller, a secondary controller, a motor and a pitch gearbox, wherein the main controller is connected with a plurality of the secondary controllers through a communication bus; each <u>blade</u> corresponds to one controller and

at least two motors, and one pitch gearbox is driven by each motor. The main controller is used for calculating a pitch expected value according to wind speed as well as power and rotation speed of a generator; and the motor is driven by the secondary controller according to the pitch expected value, so as to drive the pitch gearbox and hence drive the <u>blades</u> to vary a pitch angle.

Technological opportunity in wind turbines: is a revolution at hand?

- The number of patents has skyrocketed...
- Based on patent applications and grants at home, Chinese inventors appears to account for a large number of them
- Industry boosters suggest the possibility of revolutionary change
- But not all patents are created equal...



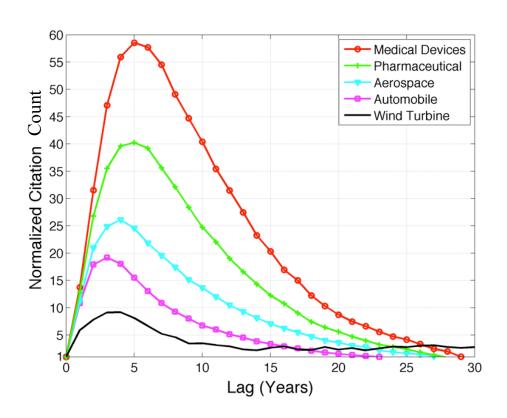


Measuring the quality of innovation with a patent citation function

- Uses patent citations to measure the impact of an invention on later innovative activity – more highly cited patents are more "impactful"
- Caballero & Jaffe (1993) and Jaffe & Trajtenberg (1996)
 - The likelihood ("citation frequency") that a patent in group K, granted in year T, will cite a particular patent in group k granted in year t is a function of the combination of two exponential processes and relevant characteristics of the patent groups α (technology type, years granted, etc.)

$$\Pr(k, K) = \alpha(k, K) \cdot \exp(-\beta_1(k, K)(T - t))(1 - \exp(-\beta_2(k, K)(T - t)))$$

The time path of citations follows a doubleexponential shape...



Citation functions, continued

- Wind technology only
- Organize patents into cells

$$Prob(k, K) = (1 + \delta_{kK})\alpha_k \alpha_K \cdot \exp(-\beta_1(T - t))(1 - \exp(-\beta_2(T - t)) + \varepsilon_{kK})$$

and

$$Prob(k, K) = \frac{E[citation_{kK}]}{n_k n_K}$$

where δ is the year dummy, n_K the number of potentially citing patents, and n_k the number of potentially cited patents

Use nonlinear least squares, weighting by

$$w = \sqrt{n_k n_K}$$

The quality of wind power patents appears to have <u>declined</u> over time...

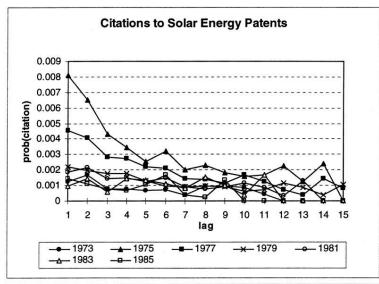
- Patents, citations are obtained from PATSTAT
- Patents are aggregated into 2-year cohorts
- "Citedness" coefficients decline substantially over time
- More recent cohorts of patents appear to represent more incremental innovation

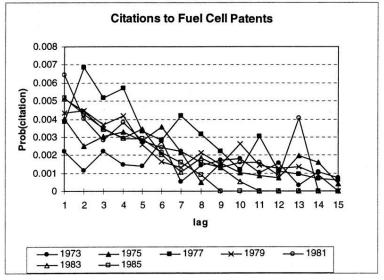
	Parameter	Standard Error
Cited year effects (Base = 1980-81)		
1982-1983	-0.0404	0.1017
1984-1985	-0.2663**	0.0975
1986-1987	-0.5260***	0.0524
1988-1989	-0.7215***	0.0612
1990-1991	-0.7874***	0.0550
1992-1993	-0.7970***	0.0586
1994-1995	-0.7996***	0.0656
1996-1997	-0.8911***	0.0411
1998-1999	-0.9196***	0.0341
2000-2001	-0.9010***	0.0457
2002-2003	-0.9172***	0.0421
2004-2005	-0.9310***	0.0384
2006-2007	-0.9487***	0.0313
2008-2009	-0.9615***	0.0264
2010-2011	-0.9789***	0.0219
Obsolescence	0.2496***	0.0227
Diffusion	0.0017***	0.0009
N = 171		
R-squared = 0.99		

This is consistent with the more general innovation trends in alternative energy documented in Popp (2002)

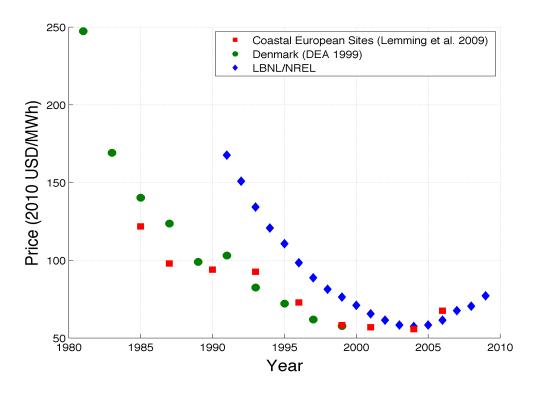
 Citation function analysis of innovation in alternative energy

- Found evidence of declining invention quality
- Aggregated across all main alternative energy technologies
- Data ceased before the recent green innovation boom began



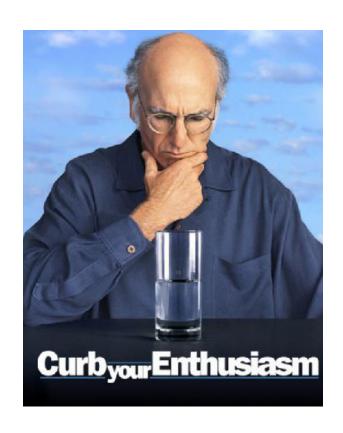


This is also consistent with a series of engineering studies focused on the cost of wind energy



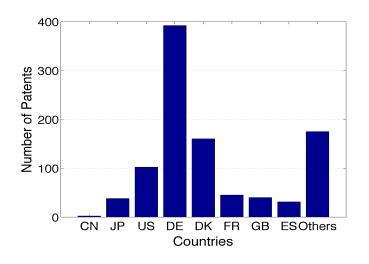
Lantz et al. (2012)

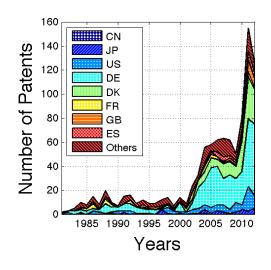
A new breeze blowing or just a bunch of hot air?

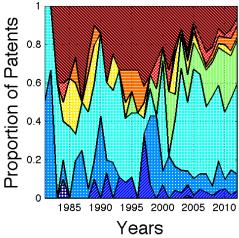


- Wind turbine technology is fairly mature...
- Recent developments have been incremental in nature relative to the advances of the 1970s and 1980s
- Exploding patent counts exaggerate the real rate of innovative progress in this domain
- But a relatively mature technology is exactly the sort of context in which a "late developer" economy might make its mark...

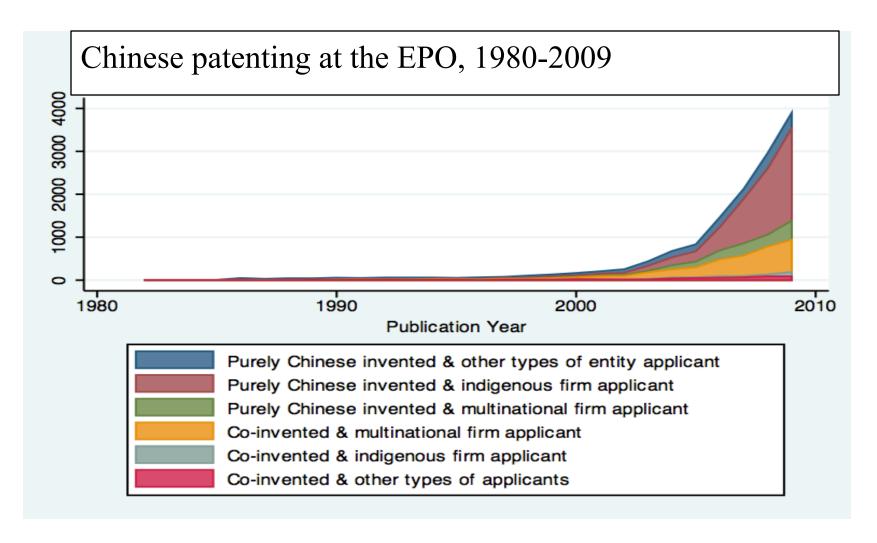
China's new wind energy giants do not patent outside China...





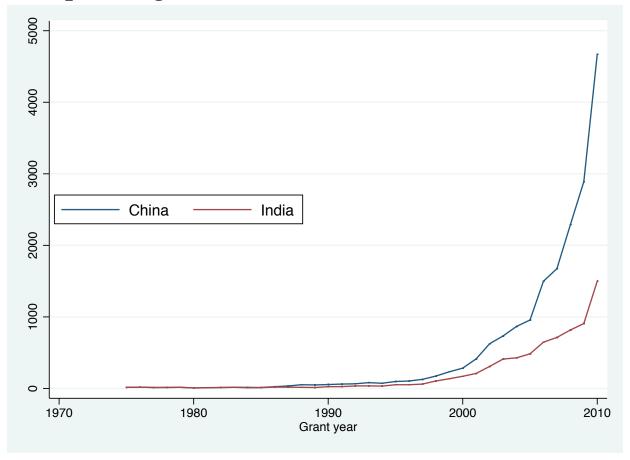


Even though other Chinese industries <u>do</u> patent aggressively in major export markets...

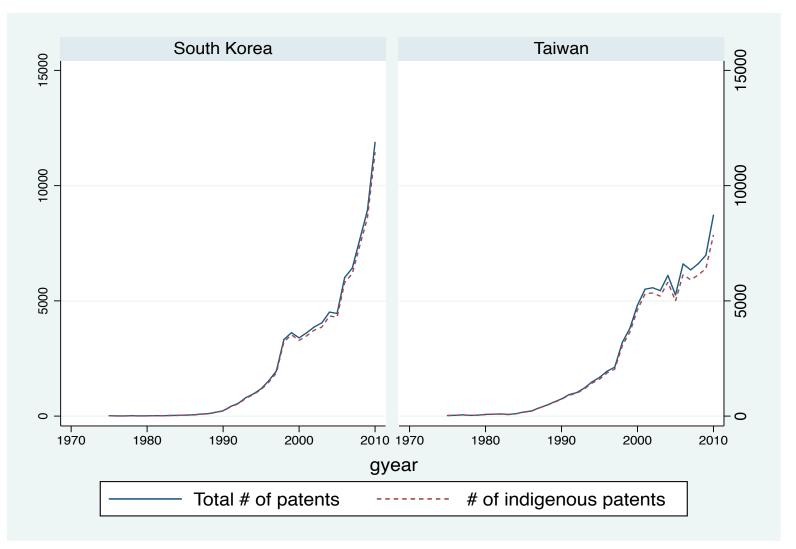


Even though other Chinese industries <u>do</u> patent aggressively in major export markets...

USPTO patent grants to Chinese and Indian inventors



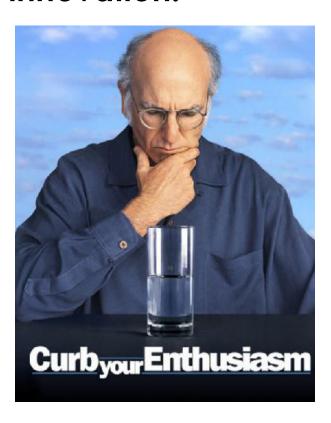
As did the Asian countries that preceded China on the path to innovation-led growth...



Other researchers have questioned the value of Chinese (domestic) patent grants

- Brian Wright and his students have found that Chinese indigenous inventors inflate their patent applications to meet local government targets...
- ...And to benefit from local government subsidies
- Domestic patents of low quality can also be an asset in an evolving legal system that struggles to distinguish between a good patent and a bad patent
- The number and growth rate of domestic patenting may (substantially) overstate the true innovation of indigenous Chinese firms

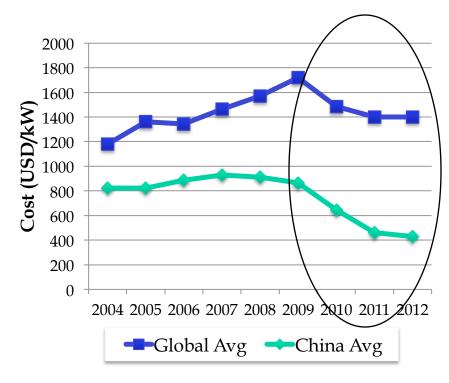
China's recent "success" in growing a domestic wind turbine industry has little to do with significant product innovation!



- A series of papers in the energy journals hails the rising innovative capacity of Chinese wind turbine producers
- But China's manufacturers are not producing innovations that significantly advance the global state-of-the-art
- And if China is not producing new technology, one wonders if its recent success in cost reductions can be sustained...

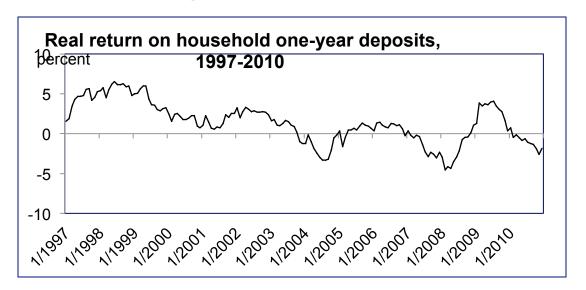
Is our focus on patent data missing the point?

- We draw a distinction between technology absorption and innovation
- Technology has clearly been effectively absorbed
- But has it been substantively improved?
- Nahm and Steinfeld (2013) document process/design changes – but can we assign economic value to these changes?
- Prices have fallen dramatically, but that is not necessarily driven by substantive innovation

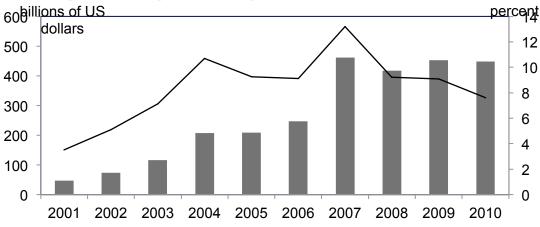


IEA, IRENA, KGI (2013)

China's (distorted) prices could also confer a cost advantage on Chinese wind turbine producers...



Change in foreign exchange reserves, 2001-10



Agenda

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The state of China's wind turbine industry, 2012-2014

China pushes renewables hard, starting in 2005

- The Renewable Energy Law of the People's Republic of China, passed in 2005, implemented in 2006.
 - Established a regulatory framework for renewable energy
 - Signaled strong central government interest
 - Notice 1204 imposed a 70% local content requirement
- The State Council's Mid- and Long-Term Development Plan for Renewable Energy.
 - Target: 10% of primary energy consumption by 2010; 15% by 2020
 - Starting point: 6%, almost entirely from hydropower
- Complementary regulations from the State Electricity Regulation Commission (SERC) and the National Development and Reform Commission (NDRC)
 - Mandatory connection and purchase requirements, priority dispatch
 - Feed in tariffs
 - Electricity surcharges to subsidize clean energy
- Interactions with existing industrial/technology development policies
 - The "863 Program" subsidized foreign technology licensing

2005 Renewable Energy Law

Renewable Energy Targets

10% RE by 2010, 15% RE by 2020

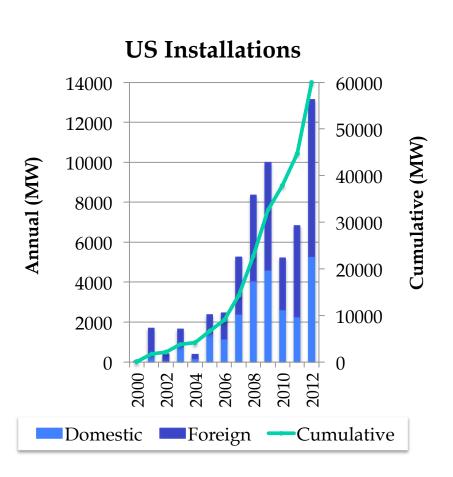
10GW wind by 2010, 30GW by 2020

Priority Grid RE Mandatory Mandatory Dispatch Electricity Grid Customer & Grid Companies Connect Purchase Surcharge Mgmt Project Mandatory Tender-Tiered FIT Market based (2009)Developers Share Req. Pricing WTG 70% Local R&D Content Support Manufacturers Req.

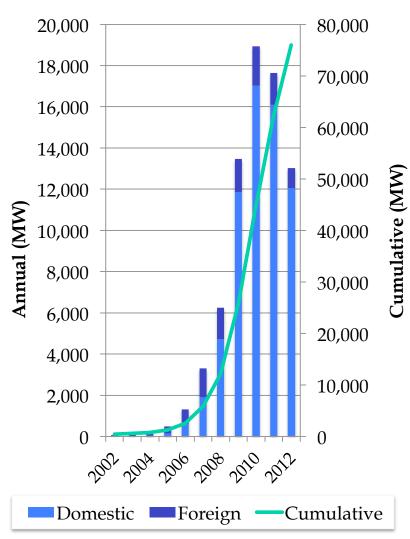
Chinese primary energy consumption

Year	/2007	2008	2009	2010	2011	2012
Oil	$\int 378.7$	390.2	402.1	444.7	477.5	501.6
	(20.1)	(19.3)	(18.2)	(18.1)	(18.6)	(18.2)
Natural Gas	64.6	75.0	83.3	101.6	120.2	132.0
	(3.4)	(3.7)	(3.8)	(4.1)	(4.7)	(4.8)
Coal	1321.1	1413.3	1564.4	1719.9	1768.5	1880.9
	(70.0)	(69.7)	(70.7)	(70.0)	(68.8)	(68.1)
Nuclear	14.1	15.5	15.9	(16.7	19.5	22.0
	(0.7)	(0.8)	(0.7)	(0.7)	(0.8)	(0.8)
Hydro electricity	109.8	132.4	139.3	163.1	158.2	194.8
	(5.8)	(6.5)	(6.3)	(6.6)	(6.2)	(7.0)
Renewables	1.9	3.6	6.9	12.1	25.4	31.9
ichew ables	(0.1)	(0.2)	(0.3)	(0.5)	(1.0)	(1.2)
Total	1888.3	2026.3	2212.0	2458.1	2569.3	2763.2

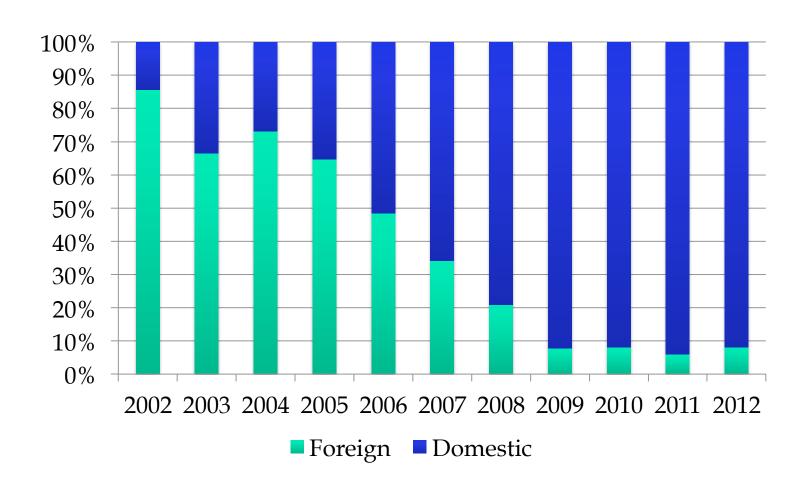
Explosive growth...



China Installations



Domestic producers take over the (protected) domestic market in record time...



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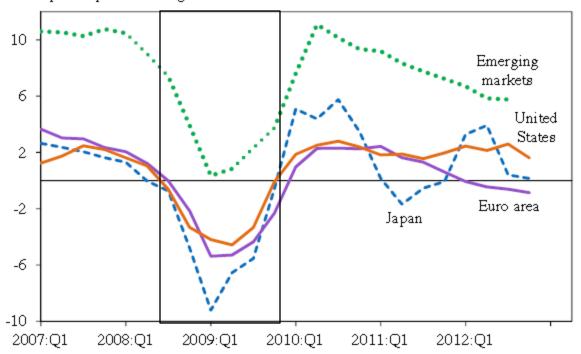
NDRC Notice 1204 locks foreign firms out of the mother of all wind farm construction booms...

- Local content requirement
 - "The approval of wind farm construction shall be based on the wind energy development plan... The rate of using domestic equipment in the production of the wind farm must be above 70 percent."
- Manufacturers established bases in China
 - Gamesa: constructed local assembly plant, trained local companies
- Revoked in 2009
 - Foreign manufacturers already built in-country facilities
 - Worries of excess capacity in the supply chain

But a funny thing happened on the way to China's green power revolution...

Figure 7-1 Real GDP Growth by Country, 2007–2012

Four quarter percent change



Note: Data through 2012:Q4 for all but emerging markets, for which data is available only for 2012:Q3.

Source: Country sources; U.S. Department of Commerce, Bureau of Economic Analysis; Cabinet Office of Japan; Statistical Office of the European Communities; CEA calculations.

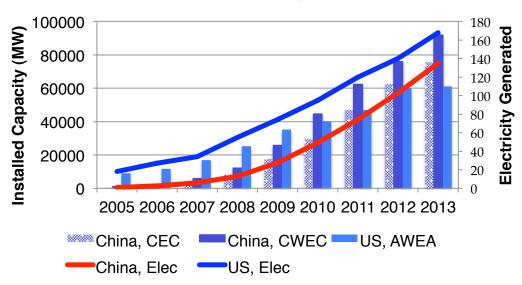
Facing declining fossil energy prices and a sharp slowdown at home, China basically ignored its green energy targets...

- China missed its renewable energy targets by a mile...
- The State Grid company was allowed to curtail expensive green energy
- A large fraction of installed wind turbines were left unconnected the grid
- Demand, supposedly guaranteed by State Council edict, weakened just a tidal wave of new production hit the market...
- Sensing a massive accumulation of production capacity within marginal firms, MIIT imposed the requirement that only firms capable of building 2.5 MW turbines were eligible to compete for domestic contracts...

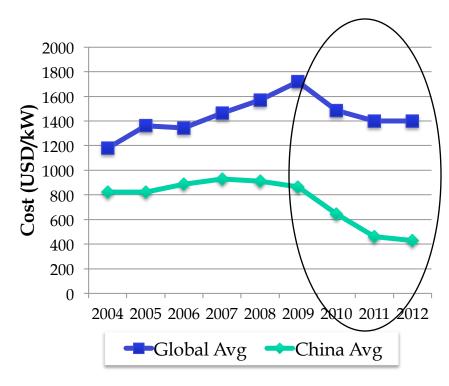
35

By the way, wind power generation still lags far behind wind power installation in China...

Installed Capacity and Electricity Generated From Wind, US and China



Wind turbine prices collapsed in China, but so did the financial condition of most domestic producers...



IEA, IRENA, KGI (2013)

- Equity values of domestic wind turbine manufactures shriveled after fall 2010
- By 2013, the number of turbine manufactures had declined from over 80 to approximately 30!
- Even China's largest and most successful firms had suffered massive sales declines and/or profit reversals

Agenda

Innovation in wind power in China and beyond

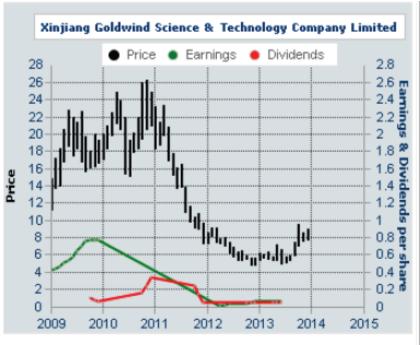
China's wind farm construction boom and its consequences

The state of China's wind turbine industry, 2012-2014

A significant industry consolidation is underway

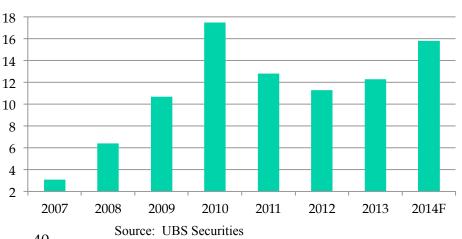
- In 2010, there were more than 80 wind turbine manufacturers in China
- By 2013, that number had fallen to about 30!
- Wind turbine sales fell by more than 30% in quantity terms from 2010-2012

Goldwind, China's leading firm, has suffered a sharp sales decline and a collapse of its equity price...



Source: KGI Securities

Goldwind Revenues, 2007-2014 Billions of Chinese RMB



40

Goldwind's profits during the downturn came almost entirely from "non-operating income," and its rate of return has been low

Profit & Loss

Year to 31 Dec (Rmb mn)	2011A	2012A	2013F	2014F	2015F
Sales	12,756	11,225	13,156	14,468	15,915
Cost of Goods Sold	10,699	9,ഒ3	10,535	11,653	12,843
Gross Profit	2,057	1,592	2,621	2,815	3,072
Operating Expenses	1,808	1,699	2,302	2,503	2,753
Operating Profit	249	(107)	31 9	312	318
Net Interest Incomie	(204)	(303)	(218)	(307)	(399)
Interest Income	54	89	64	61	ഒ
Interest Expense	258	392	282	368	461
Net Investment Income/(Loss)	0	0	0	0	0
Net other Non-op. Income/(Loss)	820	617	408	550	668
Net Extraordinaries	(111)	(12)	(15)	(20)	(25)
Pretax Income	753	194	494	535	563
Incom e Taxes	146	41	76	83	88
Net Profit After Extraordinaries	607	153	418	452	475
EBITDA	387	80	538	672	818
EPS (Rmb)	0.22	0.06	0.15	0.17	0.18

Source: Company data; KGI Asia Limited estimates

Year to 31-Dec	Operating Margin x	Capital Turnover	x Cash 1 - Tax Rate =	After-tax Return on Inv. Capital
2 01 1A	2.0%	0.9	83.1%	1.5%
2 01 2A	(1.0%)	0.9	8 0.0%	(0.7%)
2 01 3F	2.4%	0.8	8 5. 0%	1.7%
2 014 F	2.2%	0.8	8 5. 0%	1.5%
2 01 5F	2.0%	0.8	85. 0%	1.4%

Source : Company da ta; KGI Asia Limite d'estimates

Goldwind's revenues and gross profits are projected to rise, but its ROA remains meager...

Profit & Loss

Year to 31 Dec (Rmb mn)	2012A	2013A	2014F	2015F	2016F
Sales	11,225	12,196	15,323	17,538	18,363
Cost of Goods Sold	9,633	9,742	11,732	13,082	13,324
Gross Profit	1,592	2,454	3,591	4,456	5,038
Operating Expenses	1,699	2,196	2,758	3,157	3, 305
Operating Profit	(107)	258	833	1,299	1,733
Net Interest Incom e	(303)	(282)	(491)	(665)	(841)
Interest Income	89	38	20	10	20
Interest Expense	392	320	510	676	861
Net Investment Income/(Loss)	0	0	0	0	0
Net other Non-op. Income/(Loss)	617	530	528	535	546
Pretax Income	194	500	860	1,154	1, 418
Incom e Taxes	41	72	135	187	237
Net Extraordinaries	(12)	(6)	(10)	(15)	(20)
Net Profit After Extraordinaries	153	428	725	967	1,181
EBITDA	128	490	1,177	1,788	2,409
EPS (Rmb)	0.06	0.16	0.27	0.36	0.44

Source: Company data; KGI Asia Limited estimates

n Fix - L 1914	2012A	2013A	2014F	2015F	2016F
Profitability (%) Gross Margin	14.2	20.1	23.4	25.4	27.4
Operating Margin	(1.0)	2.1	5.4	7.4	9.4
EBITDA Margin	1.1	4.0	7.7	10.2	13.1
Net Profit Margin	1.4	3.5	4.7	5.5	6.4
ROAA	0.5	1.3	1.9	2.1	23

42

Source: KGI Asia

Sinovel and Ming Yang have fared substantially worse...



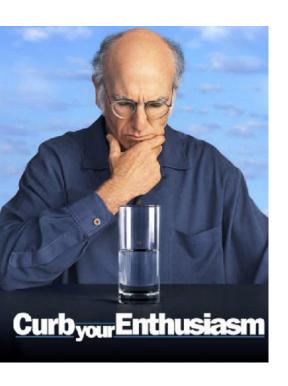


China's champions versus the best of the West

Table 1: Stock performance of various public companies from 2011- present

Firm	Exchange	2011 Price	All time low	Current Price
Xinjiang	Hong Kong	17	1.5	10
Goldwind			(-91%)	(-41%)
Sinovel	Shanghai	18	3.5	3
			(-81%)	(-83%)
Vestas	Copenhagen	180	30	273
			(-83%)	(+51%)
Gamesa	Madrid	5.5	1.5	8.9
			(-73%)	(+62%)
Nordex	Frankfurt	5.5	2	15.94
			(-64%)	(+191%)

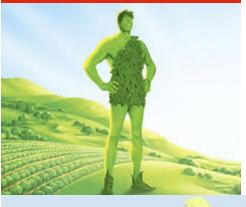
Closer inspection suggests that China's wind industry "miracle" has come at a cost...



- Rapid expansion of China's market, combined with WTO-illegal protectionist measures, incubated the development of large domestic firms...
- But the majority of domestic firms brought into existence by this policy have already ceased production
- And even some of the large players may not survive the next few years
- The national ROI on this experiment at least so far does not appear terribly compelling
- And none of the local firms have engaged in meaningful product innovation

The myth of the Chinese jolly green giant?

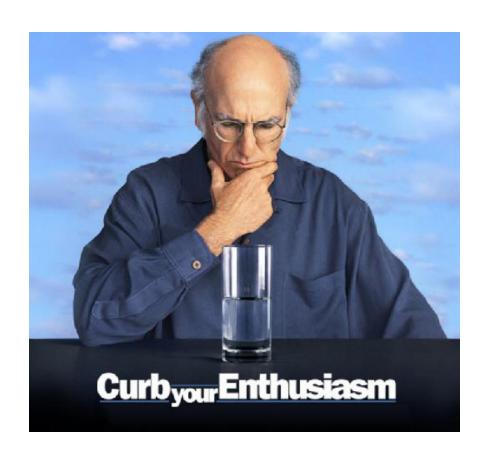




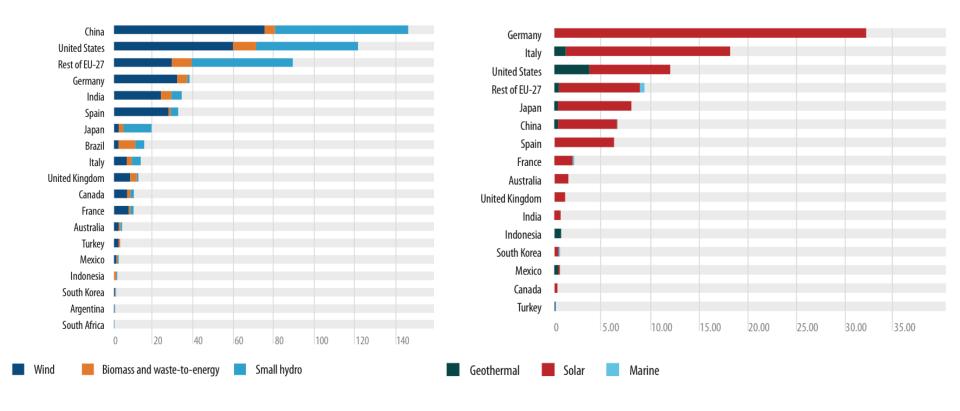


- China's solar PV industry has achieved large scale, but producers earn thin margins and have produced little real innovation
- High profile electric automaker BYD is struggling to sell its electric cars, despite financial backing from Warren Buffett
- China's green energy surge looks less promethean today than it appeared 2-3 years ago...
- But that may not stop other countries from imitating it

We (enthusiastically) look forward to your questions and comments!

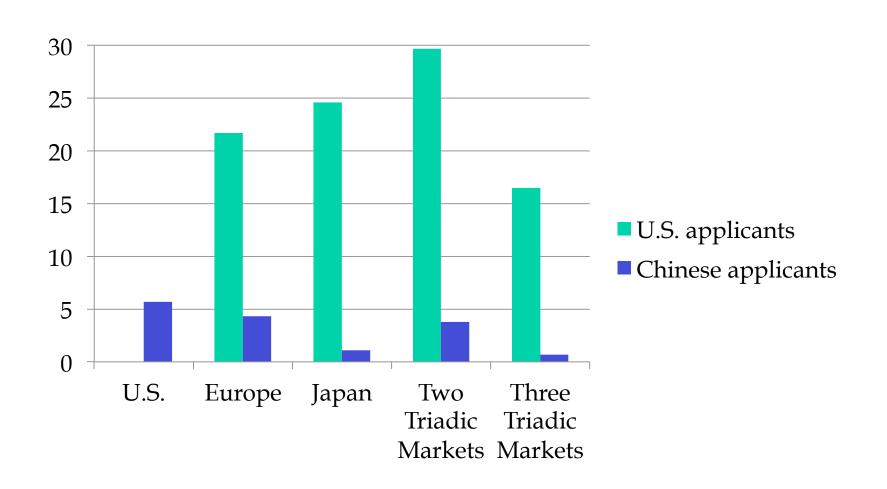


RE Market, Worldwide



Bloomberg New Energy Finance (2012)

But the top 100 indigenous Chinese applicants patent only a small fraction of their inventions outside China



Curtailment rate in US

	2007	2008	2009	2010	2011
Electric Reliability Council of Texas (ERCOT)	109 (1.2%)	1,417 (8.4%)	3,872 (17.1%)	2,067 (7.7%)	2,622 (8.5%)
Southwestern Public Service Company (SPS)	N/A	0 (0.0%)	0 (0.0%)	0.9 (0.0%)	0.5 (0.0%)
Public Service Company of Colorado (PSCo)	N/A	2.5 (0.1%)	19.0 (0.6%)	81.5 (2.2%)	63.9 (1.4%)
Northern States Power Company (NSP)	N/A	25.4 (0.8%)	42.4 (1.2%)	42.6 (1.2%)	54.4 (1.2%)
Midwest Independent System Operator (MISO), less NSP	N/A	N/A	250 (2.2%)	781 (4.4%)	657 (3.0%)
Bonneville Power Administration (BPA)	N/A	N/A	N/A	4.6* (0.1%)	128.7* (1.4%)
Total Across These Six Areas:	109 (1.2%)	1,445 (5.6%)	4,183 (9.6%)	2,978 (4.8%)	3,526 (4.8%)

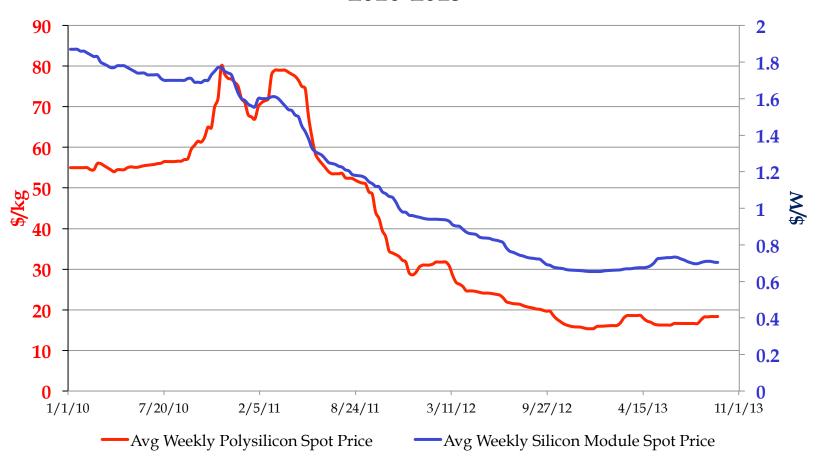
^{*}A portion of BPA's curtailment is estimated assuming that each curtailment event lasts for half of the maximum possible hour for each event.

Source: ERCOT Xcel Energy MISO RPA

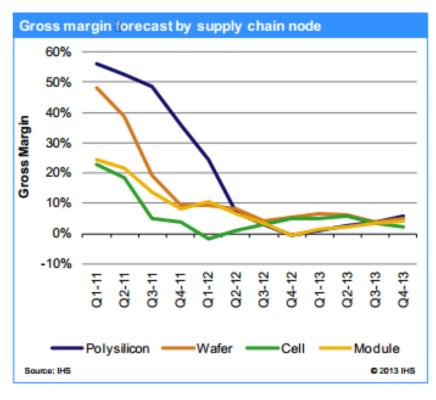
Popular Panels in California's Residential Market, 2012

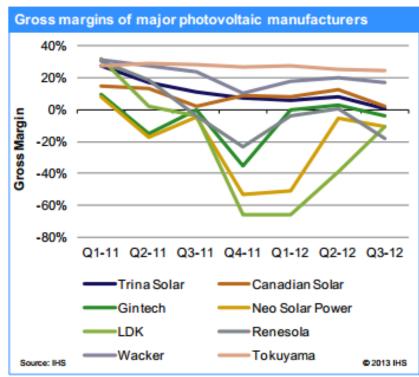
Manufacturer	ID	Rating	Efficiency
SunPower	SPR-220-BLK-U	220	17.68%
Sanyo Electric of Panasonic Group	VBHN220AA01	220	17.64%
Kyocera Solar	KD220GX-LFBS	220	15.40%
Suntech Power	PLUTO220-Udm	220	14.97%
Canadian Solar	CS6P-220PE	220	14.20%
Sharp	ND-220UCJ	220	13.99%
LG Electronics Solar Cell Division	LG220R1W-G2	220	13.81%
Trina Solar	TSM-220DA05	220	13.60%
Yingli Energy (China)	YL220P-29b	220	13.46%
REC Solar	REC220PE-US	220	13.33%

Avg Weekly Polysilicon vs Module Spot Prices, 2010-2013



Gross margins are bottoming out for every step of the supply chain



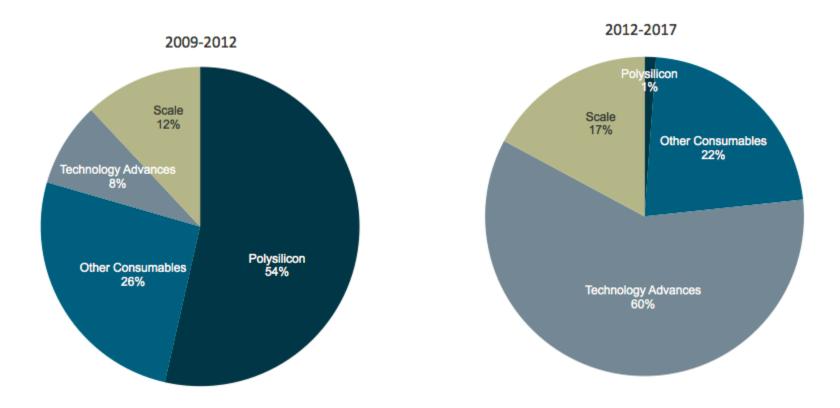


Source: IHS Market Solar Research

Does this look familiar?

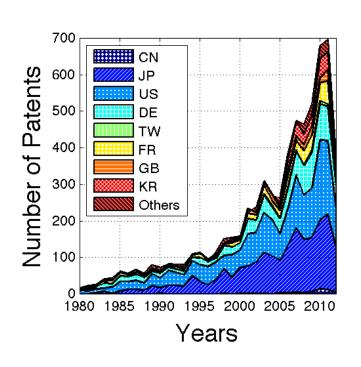


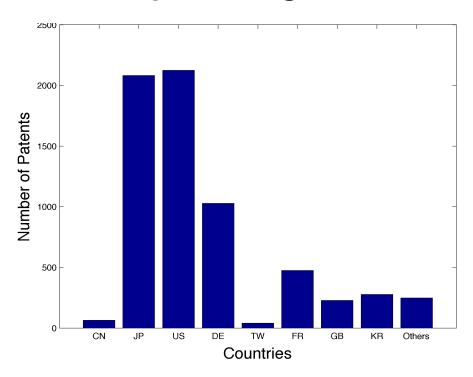
How do we get to \$0.45/watt by 2017?



Source: http://www.greentechmedia.com/articles/read/solar-cost-reduction-drivers-in-2017

Chinese solar firm's international patenting





EP Solar PV Patent Total: 6565

China	Japan	US	Germany	Taiwan	France	Britain	Korea	Others
64	2982	2124	1028	40	475	228	277	247