

PRESS BREAKFAST

Ready for 100 % Renewable Energies?

JUNE 19, 2024



OUR VISION

24/7 Renewable Energy Supply

"Accelerating Integrated Energy Solutions" - this is the goal of The smarter E Europe, Europe's largest alliance of exhibitions for the energy industry. While the growth of renewable energies is currently progressing rapidly, the energy infrastructure now needs to be expanded, digitalized and flexibilized in order to keep pace with growth. In this context, the focus is on renewable energies, decentralization and digitalization as well as cross-sector solutions for a sustainable energy supply 24/7 in the electricity, heating and transport sectors.

OVERVIEW

The smarter E Europe: Europe's Largest Alliance of Exhibitions for the Energy Industry



**inter
solar**
connecting smart business | EUROPE

The world's leading exhibition
for the solar industry



ees
electrical energy storage

Europe's largest and most
international exhibition for
batteries and energy storage
systems



**POWER
DRIVE**
EUROPE

The international exhibition for
charging infrastructure and e-
mobility



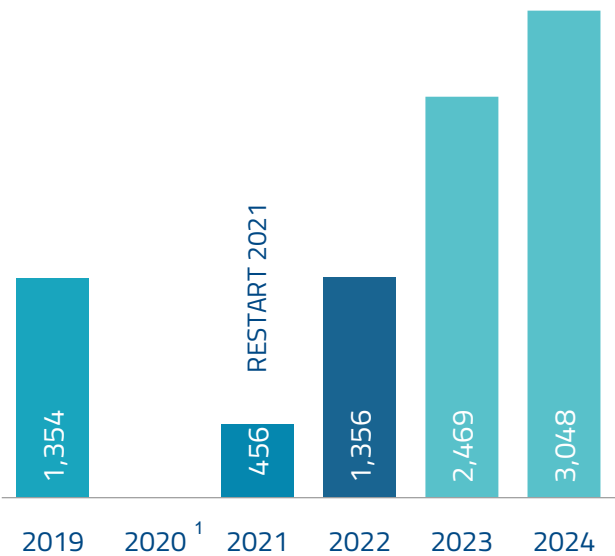
EMPOWER
EUROPE

The international exhibition for
energy management and
integrated energy solutions

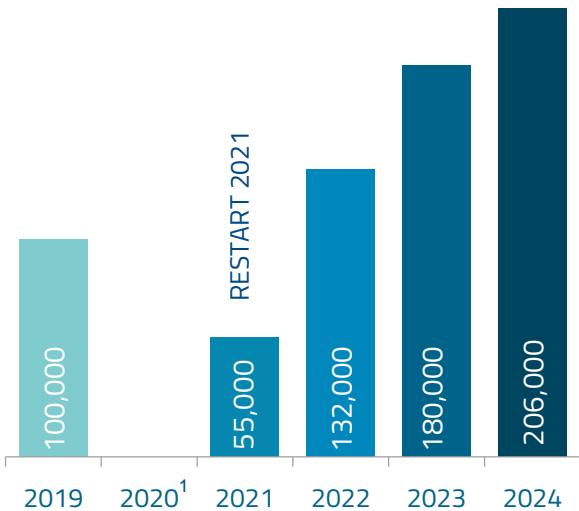
DEVELOPMENT

The smarter E Europe
Stands for Growth

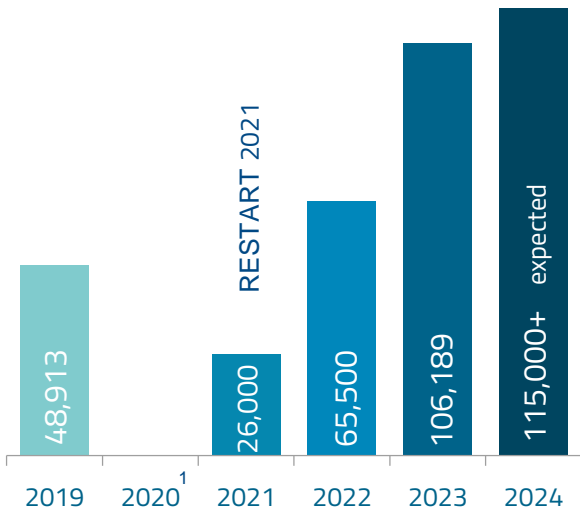
The smarter E Europe reflects the boom in the industry. In 2023, Europe's largest alliance of exhibitions for the energy industry set new records. In 2024, it will cover the entire exhibition grounds in Munich for the first time.



Exhibitors development 2019–2024



Area development (brutto m²) 2019–2024



Visitor development 2019–2024

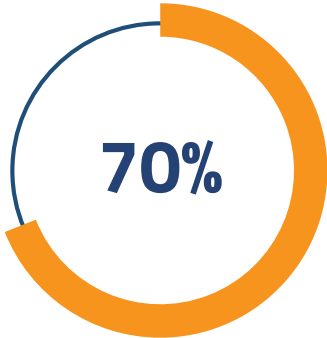
¹ No figures are available for 2020 due to the cancellation of the event due COVID-19.

EXHIBITORS

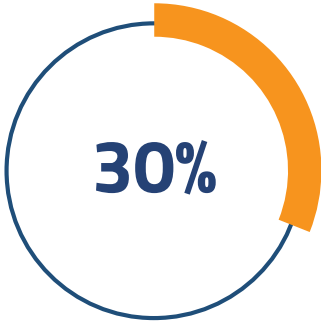
3,048 Registered Exhibitors From 56 Countries
Demonstrate That a 24/7 Renewable Energy
Supply Is Already Possible Today

56

Exhibitor countries



International exhibitors



National exhibitors

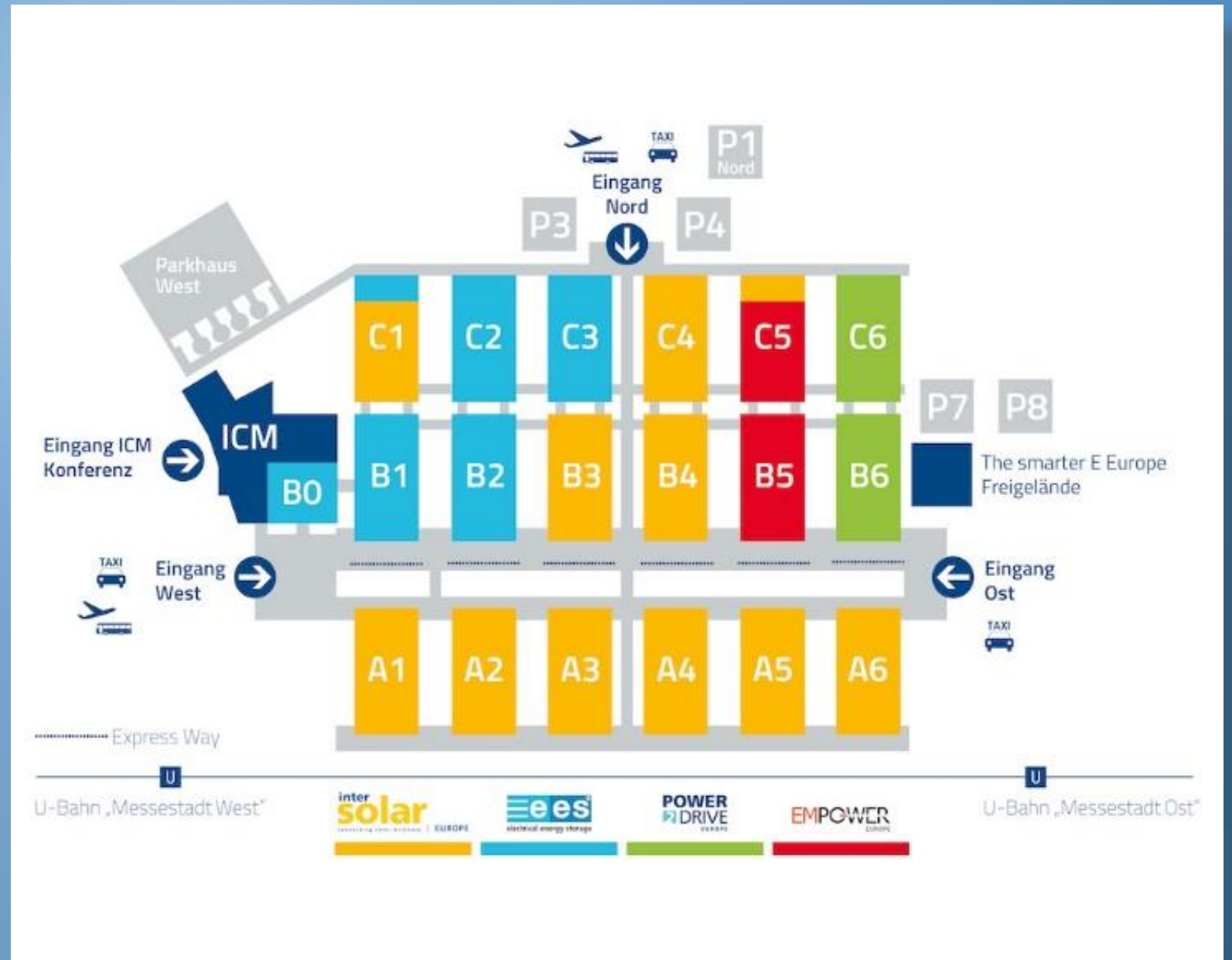
Top 15 countries of origin
The smarter E Europe exhibitor 2024

China	974
Germany	930
Turkey	116
Italy	102
Netherlands	99
Spain	90
South Korea	86
France	76
Austria	64
Switzerland	52
United States	50
Poland	38
Great Britain	38
Norway	28
Taiwan	27

MESSE MÜNCHEN

The smarter E Europe Site Plan 2024

The smarter E Europe offers plenty of space for exchange in 19 halls and an extensive outdoor area. Visitors can find out about innovative products, solutions and business models for a 24/7 renewable energy supply and gain insights into the latest market developments and trends.





COMPACT

Concentrated Knowledge At Seven Forums

On all three days of the exhibitions, the forums offer visitors a top-class program in which current topics, technologies and challenges are comprehensively examined and current approaches and solutions are presented and discussed.

The smarter E Forum

Hall B5, Booth B5.550

Intersolar Forum

Hall A3, Booth A3.150

ees Forum

Hall C2, Booth C2.230

Power2Drive Forum

Hall B6, Booth B6.450

EM-Power Forum

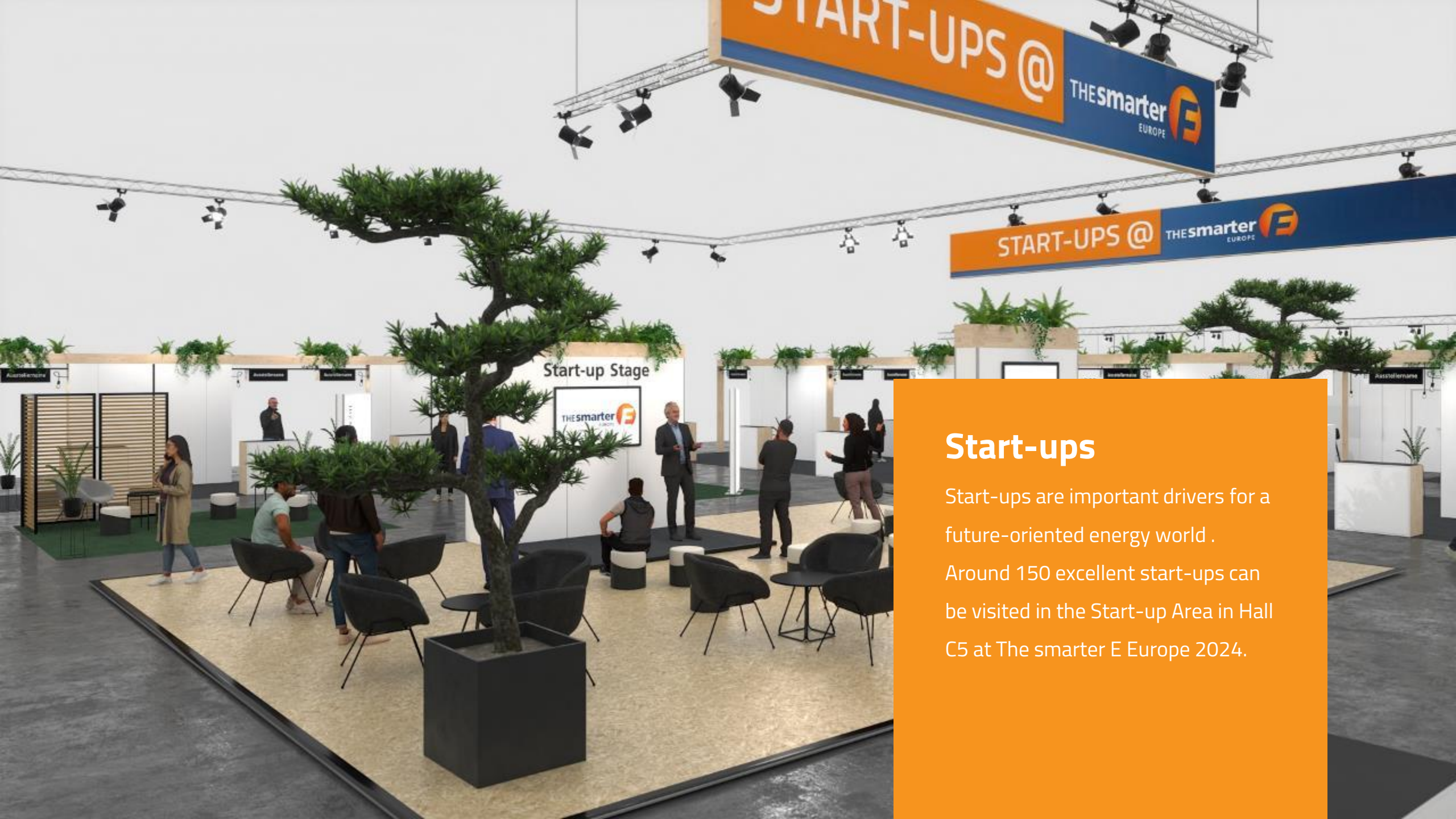
Hall B5, Booth B5.630

PV Manufacturing Stage

Hall A2, Booth A2.409

Green Hydrogen Forum

Hall B2, Booth B2.550



Start-ups

Start-ups are important drivers for a future-oriented energy world .

Around 150 excellent start-ups can be visited in the Start-up Area in Hall C5 at The smarter E Europe 2024.



COMPACT

Knowledge Quartet: One Ticket, Four Conferences

At The smarter E Europe, participants can attend four conferences with just one ticket and learn about renewable, decentralized and digital energy supply and the rules of the game in the new energy world.

Date & Location Conferences

June 18-19, 2024, ICM, Messe München

Intersolar Europe Conference

ees Europe Conference

Power2Drive Europe Conference

EM-Power Europe Conference

Participants (expected) 2.200+ participants of all conferences
incl. Side events

WE CHOOSE EARTH Tour '24



A GLOBAL CONFERENCE TO EMPOWER ACTION



BAN KI-MOON
Former UN
Secretary-General

CATE BLANCHETT
Actor, Producer & Advocate
for Climate Solutions

ALEX HONNOLD
Rock Climber & "Free Solo"
Documentary Star

SANDRINE DIXSON-DECLÈVE
Co-president of the
Club of Rome

VINCENT STANLEY
Director of Philosophy
at Patagonia

We Choose Earth Tour

The side event of the Portuguese energy supplier edp on June 20 from 4:00 pm at the ICM will bring together celebrities, including Cate Blanchett, Ban Ki-Moon, Alex Honnold and Joschka Fischer, to talk about the challenges of climate change and solutions.



The smarter E AWARD 2024

The smarter E AWARD was presented yesterday for the first time in five categories. Get to know the winners.





Energy Transition

Award 2024

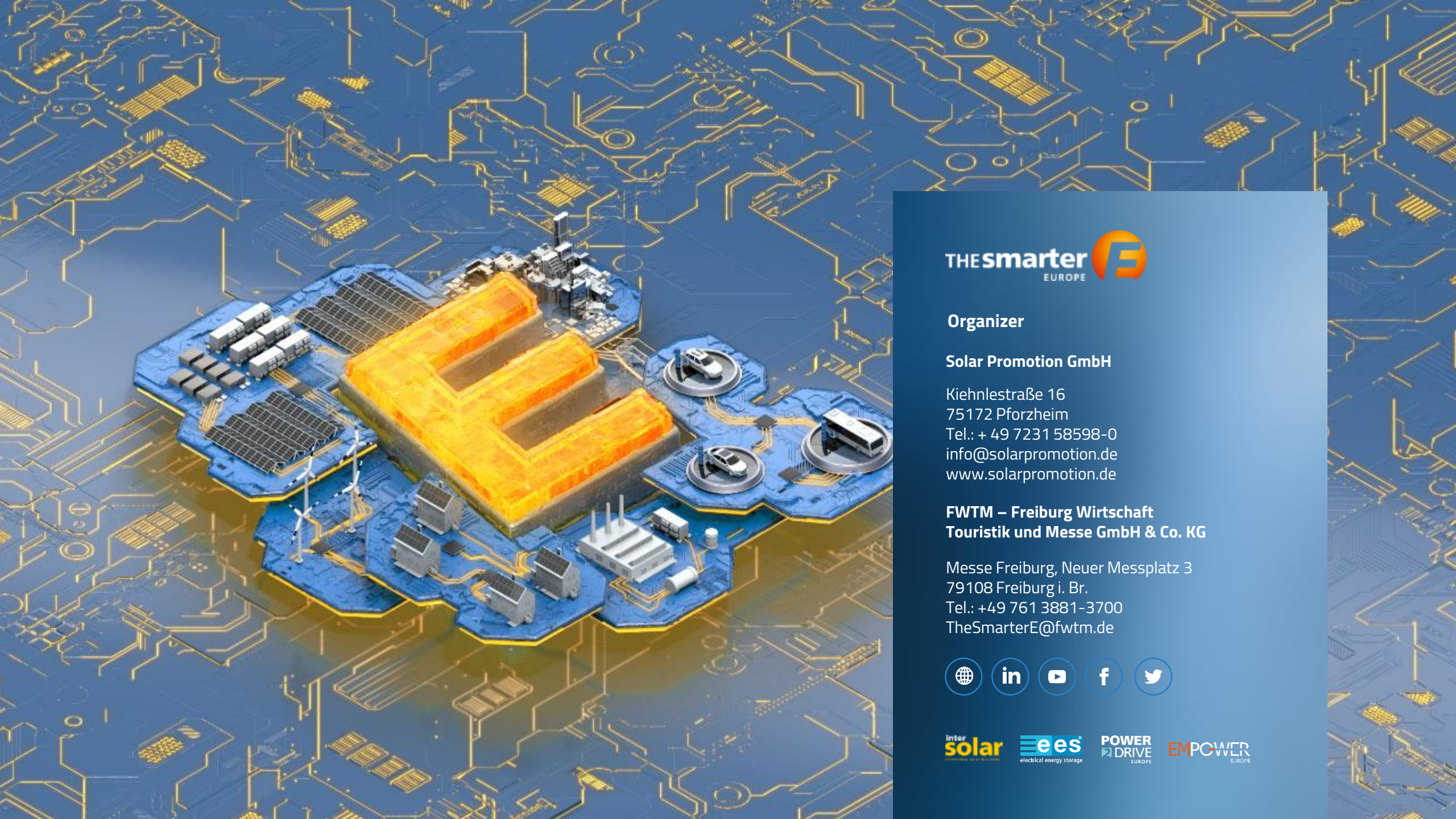
For the eighth time, the most innovative energy suppliers will be presented with the Energy Transition Award at The smarter E Forum (Hall B5, Stand B5.550) on June 20 from 2:00 pm.



Launch of New Industry Studies

The smarter E Europe serves as a platform for the publication of a wide range of industry studies, e.g. Global Market Outlook for Solar Power, German PV and Energy Storage Study and the Global Status Report.





Organizer

Solar Promotion GmbH

Kiehnlestraße 16
75172 Pforzheim
Tel.: + 49 7231 58598-0
info@solarpromotion.de
www.solarpromotion.de

FWTM – Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Messe Freiburg, Neuer Messplatz 3
79108 Freiburg i. Br.
Tel.: +49 761 3881-3700
TheSmarterE@fwtm.de

