

EMPOWER

EUROPE

The International Exhibition for
Energy Management and Integrated Energy Solutions
MESSE MÜNCHEN, GERMANY

JULY
21-23
2021

www.EM-Power.eu



Part of

THEsmarter
EUROPE





| ENERGY TRANSITION DRIVING DEMAND FOR SMART GRID SOLUTIONS

The global energy supply is becoming increasingly decentralized and digitalized. While overall spending on electricity supply has fallen slightly over the last three years, according to the International Energy Agency (IEA), investments in digital grid infrastructure have been rising steadily since 2014. Investments in smart meters, in particular, have seen consistent growth since 2016. Of the 271 billion USD invested in global power grids in 2019, 21 billion were spent on smart meters and 18 billion on smart grid infrastructure. Various market research institutes are forecasting more major growth in smart grid investments in the coming decade. The IEA estimates that smart grid spending will need to increase by 40 percent over the next three years in order to make our power supply more secure, flexible and sustainable.

Investments in Europe totaled almost 50 billion USD in 2019, with growing sums spent on grid modernization and expansion for the integration of renewable energies. One of the factors driving growth in smart grids is the European Union's Clean Energy Package, which was recently updated to include measures that should facilitate electricity trading and boost grid digitalization. Around the world there are countless exciting research and pilot projects exploring virtual power plants, local electricity markets, or ways to make electricity generation and demand more flexible. Increasing numbers of businesses are entering the market for the first time.

Showcase your solutions and business models at EM-Power Europe in Munich!

» At EM-Power Europe we can present our product range to a wide audience of potential customers. As a virtual power plant operator, we create an interface between sustainable electricity generation and efficient distribution and use. This is exactly what EM-Power Europe embodies. That's what makes it right for us.



Jochen Schwill, Founder and CEO, Next Kraftwerke



BE PART OF EUROPE'S LARGEST PLATFORM FOR THE ENERGY INDUSTRY

The energy transition can only succeed through working together. That applies not just to the stakeholders involved, but also to the technologies used. Virtual power plants are already in use today connecting decentralized wind power sites, solar systems and cogeneration plants, while smart grids transport the renewable energy to wherever it is currently needed across different sectors. EM-Power Europe positions itself in this complex field with a new expanded portfolio as the international exhibition for energy management and integrated energy solutions. As part of The smarter E Europe, the most important innovation hub for new energy solutions, EM-Power Europe offers you the perfect opportunity to win over customers of the new energy world.

EM-Power is the right place for:

- Providers of products and solutions for the integration of renewable energies (smart grids/smart metering/microgrids/virtual power plants) and grid system services
- Energy suppliers and municipal utilities
- Providers of software for energy management and for simulating energy systems

Individualized booth set up

With our online registration form, you can book the size and style of booth space in hall B5 at EM-Power Europe – ideally located between the Intersolar and Power2Drive Europe halls – that is just right for your company.

Package solutions for newcomers

Are you a start-up or young business looking for a simple package solution to participate in the exhibition? The Start-ups@The smarter E Europe area, in the perfect location within the EM-Power Europe hall, allows you to choose between two packages:

- Newcomer
- Rising Star

Your company at the EM-Power Forum

As an exhibitor of EM-Power Europe, you can also apply to present your visions and innovations to a broader audience. At the forum, practical solutions and best-practice projects for professional energy customers are provided in special topic blocks.

| GOOD REASONS FOR PARTICIPATION



PROFITABLE SYNERGIES

The smarter E Europe brings together previously isolated sectors such as electricity, heat, and transportation, serving as the perfect platform for the cross-sector organization of smart grids.



TAILOR-MADE PROGRAMMING

We offer you exhibition space, start-up booths, forum slots, conferences and digital events surrounding the future topic of smart grids.



COMPREHENSIVE MARKETING PACKAGE

Topic-specific newsletters, interviews, print materials, your own landing page, free entry vouchers and free distribution of your press releases lend a special focus to the topics you wish to present and give your company distinctive visibility.



OTHER EXCITING OPPORTUNITIES

Benefit from our business speed dating program, the official exhibitor evening and the global job exchange, and submit your company's innovation to be considered for an award.



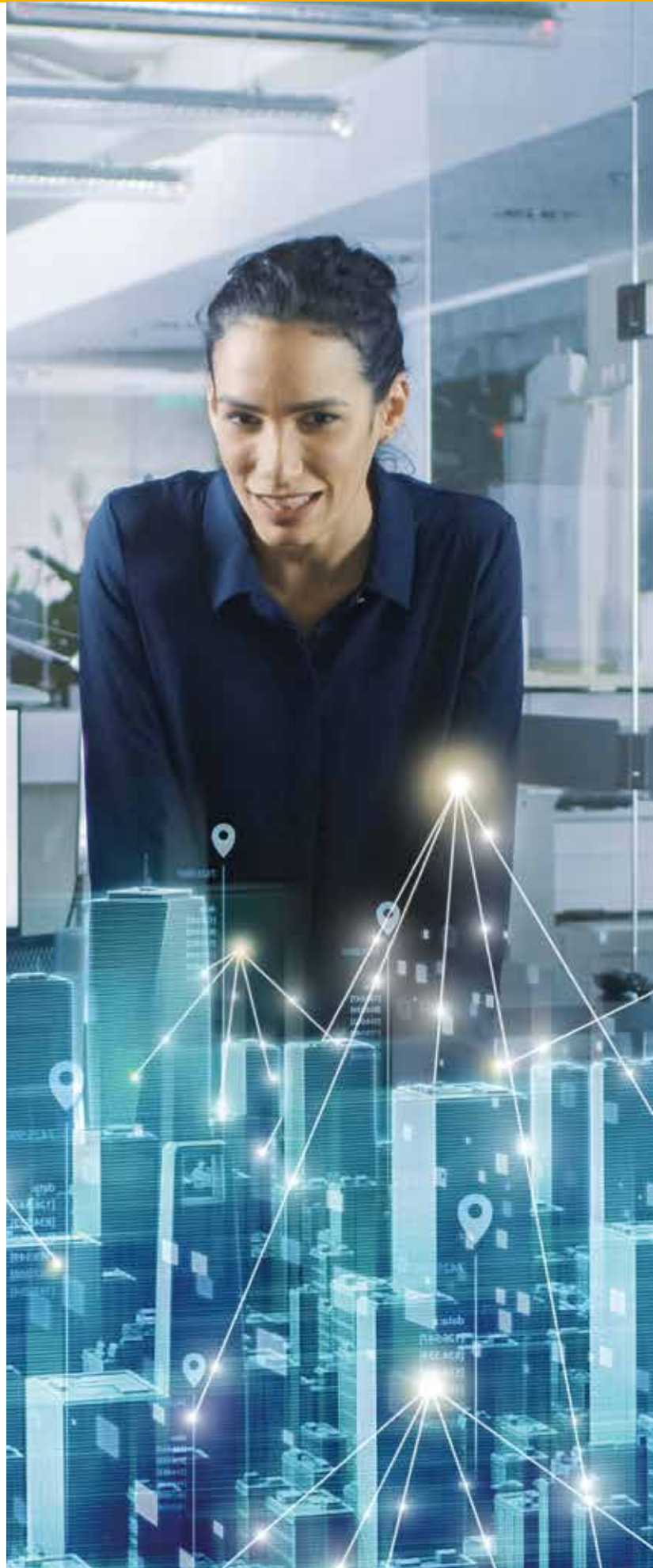
MEET YOUR TARGET AUDIENCE IN PERSON

Meet prosumers, energy managers, consultants and planners, project developers, energy suppliers, public utilities, EPC companies, IT and digitization experts.



INTERNATIONAL COVERAGE

The smarter E Europe welcomes 50,000+ industry professionals from over 160 countries, 1,480 exhibitors from 50 countries and more than 580 international journalists from 30 countries and around 10,000 media reports.



Smart Micro-Grid Solutions



WILL YOU BE THERE?

Building a smart power supply and future-oriented grids – that is what connects your business with the innovation hub The smarter E Europe. With this clear goal in mind, the cross-sector platform and its exhibition EM-Power Europe offer a showcase for innovations in smart energy systems. Smart grid providers come here to present their latest solutions and ideas. And they reap plenty of rewards – take, for example, Next Kraftwerke and the municipal utility Stadtwerke München. With a software-as-a-service

solution for virtual power plants and a decentralized business model for the urban energy transition, the two companies won The smarter E AWARD and the Energy Transition Award 2020. These successes show that EM-Power Europe is the place to be for companies and utilities with future-oriented business models. EM-Power Europe offers a platform to showcase their innovations in the field of smart grids and make direct contact with the decision makers of the new energy world.



Excerpt from the exhibitor list The smarter E Europe 2020 at the time of cancellation in March 2020 due to the COVID-19 pandemic.



QUICK FACTS

Dates	July 21–23, 2021
Venue	Messe München, Germany
Exhibitors	150+ EM-Power Europe 230+ Providers with focus on EM-Power Europe specific topics (including the parallel exhibitions of The smarter E Europe)
Exhibition Space	1,480 The smarter E Europe 10,000 sqm (132,000 sqm The smarter E Europe)
Visitors	50,000+ The smarter E Europe
Online Application	→ www.EM-Power.eu → For Exhibitors → Become an exhibitor

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Exhibitions taking place in parallel:



Organizers

