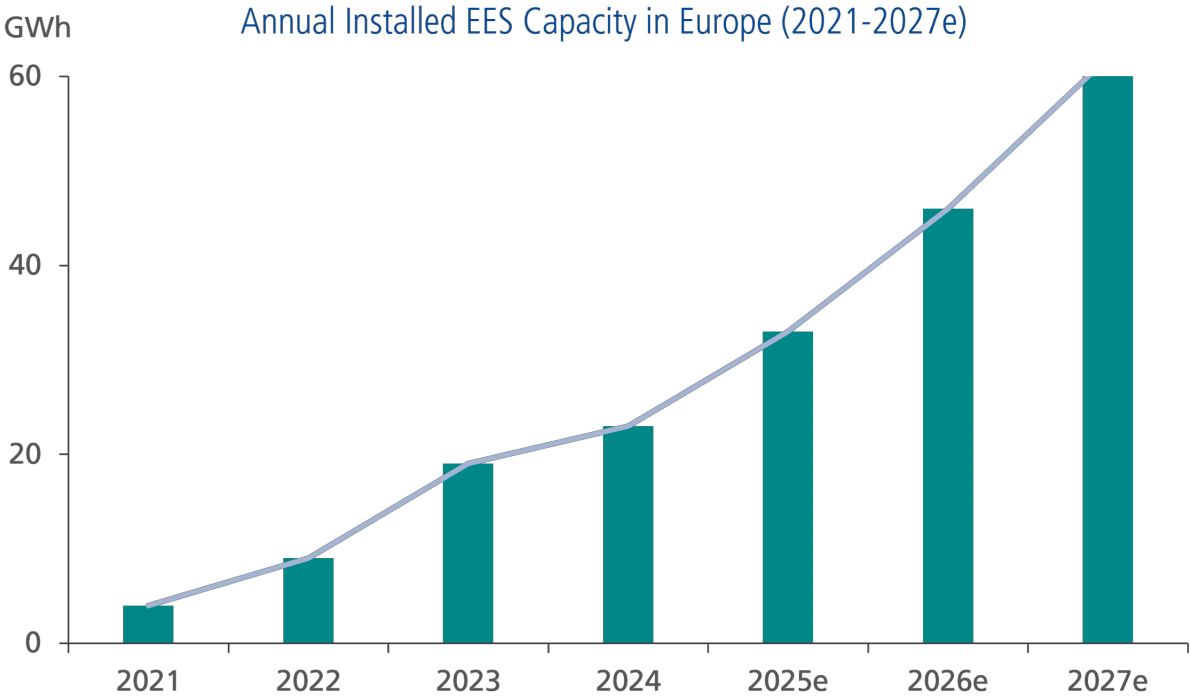


**Spotlight on Growing Market of Battery Energy Storage Systems: IBESA Day at ees Forum on June 23, 2026 at ees Europe**

*The global energy storage industry gathers at ees Europe from June 23-25, 2026 in Munich to explore latest developments, innovations and challenges*

Bonn, March 18, 2026: The International Battery and Energy Storage Alliance (IBESA), initiated by EUPD Research in 2013, will be hosting its IBESA Day at ees Europe's ees Forum on June 23, 2026. As in previous years, ees Europe is part of The smarter E Europe, Europe's largest trade fair alliance for the energy industry. In 2026, ees Europe expects to host more than 770 exhibitors and offers its visitors more than 54,000 sqm of conference area presenting the latest developments of the energy storage market.

In light of rising demand, technological diversification and innovation and the need for grid stability following geopolitical tensions, electrical energy storage systems ("EES") evolved into an important pillar of the global energy transition. According to the EUPD Research Electrical Energy Storage Report© H2 2025, annual battery storage installations in Europe recorded a strong increase of more than 36% compared to 2024 levels with new installation capacity exceeding 29 GWh. Key drivers of this development include declining battery costs (particularly lithium-ion technologies), robust policy incentives in major economies and soaring demand for balancing intermittent solar and wind power as well as capacity for data centres and grid flexibility.



**Source: EUPD Global Energy Transition (GET) Matrix**

Since the very beginning, IBESA has been a partner of the ees Forum, which serves as the central meeting point for the key trends in the energy storage industry. In 2025, more than 60 presentations were held during 14 sessions on three consecutive days at the ees Forum. The IBESA Day 2026 will bring together industry leaders, innovators and decision-makers from across the global battery and energy storage

ecosystem. Across three sessions featuring multiple presentations, attendees will be informed about key insights into market developments, policy trends, hybrid solar and storage business models and the future of smart energy systems.

Further information on the IBESA Day can be found [here](#). A detailed agenda including a list of speakers and topics will be provided shortly.



*Presentation at ees Forum 2025 operated by IBESA*

**Event details: IBESA Day @ ees Forum 2026**

**Location:** ees Forum at ees Europe, Hall C2, Booth C2.230

**Time and Date:** Tuesday, June 23, 2026, 10:30 AM - 6:00 PM

**About the International Battery and Energy Storage Alliance**

The International Battery and Energy Storage Alliance (IBESA), initiated by EUPD Research, is a global energy storage Think Tank and business accelerator. Having taken the lead in energy storage research

and networking back in 2013, IBESA is the first alliance of excellence in the field of battery and energy storage that enables an international and practice-oriented transfer of knowledge. IBESA offers a worldwide network, contacts along the value chain of different business sectors, exclusive high-quality market research know-how as well as the complete marketing and public relations package – based on a long experience in business. By connecting key stakeholders along the entire value chain, IBESA enables companies of all sizes to directly communicate with relevant target groups – here, marketing intermediaries like installers, project developers and wholesalers are in the limelight. Moreover, IBESA puts a strong focus on business matchmaking and events all around the globe in order to help its partners establish a foothold in relevant target markets and segments.

<https://www.ibesalliance.org/>

### **About the EUPD Group**

Since its foundation in 2000, the EUPD Group has been developing innovative, integrated solutions for sustainability-oriented companies. We lead companies to success with our data-based market research and consulting services in the areas of energy, social and ESG. On the one hand, we have specialised in technology sectors such as photovoltaics, energy storage, heat pumps and electromobility under the topic of “Energy”. In the “Social” category, we also offer services in areas such as occupational health management and equal opportunities, while “ESG” focuses on corporate sustainability and responsibility issues, including their transparency in reporting. Our aim is to help companies become and remain competitive, create optimal framework conditions and develop business opportunities.

<https://eupd-group.com/>

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