

## **IBESA Day at the ees Forum Provides Country-Specific Insights and Addresses Major Trends**

*The global energy storage system (EES) community gathers at IBESA Day at the ees Forum on June 23, 2026, at a time when the interconnectedness of energy markets becomes increasingly apparent.*

Bonn, May 26, 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. Since the very beginning, IBESA has been a partner of the ees Forum, which serves as the central meeting point for tracking and shaping energy storage industry trends. The IBESA Day 2026 welcomes industry leaders, innovators, and decision-makers across the global battery and energy storage ecosystem to drive forward strategic insights and collaborative growth.

### **Collaboration and Cross-Border Exchange as Prerequisite of a Successful Energy Transition**

Europe's energy transition is not unfolding at a uniform pace, which is precisely why cross-border collaboration has become essential. Countries such as Germany, Italy, Spain, the Netherlands, the United Kingdom and Bulgaria have established themselves as Europe's largest EES markets with regard to annual installations. However, markets such as Bulgaria, Estonia, Greece, Hungary, and Poland are expected to register the highest year-on-year growth rate by the end of 2026. Across Europe, the annual installed EES capacity installations more than tripled from 9 GWh in 2022 to 32 GWh in 2025 alone, and are expected to reach 55-65 GWh by the end of 2026, according to the EUPD Research Global Energy Transition GET-Matrix®. As annual installed solar PV capacity in Europe has increased from 45 GWdc in 2022 to 72 GWdc in 2025, countries are increasingly experiencing negative electricity prices and grid congestion, demonstrating that renewable deployment without sufficient storage and flexibility mechanisms is unsustainable.

This makes cross-border learning crucial: countries that are ahead in EES deployments (especially utility-scale batteries), smart grids, and market design can provide valuable insights for emerging markets. Collaboration also strengthens Europe's energy security by reducing dependence on imported fossil fuels and creating integrated electricity markets capable of balancing renewable generation across borders. In this context, battery storage is not only a technological solution but also a strategic European project requiring coordinated regulation, investment, and knowledge exchange to ensure that the energy transition remains both competitive and resilient.

### **IBESA Day: Presentations and Peer-to-Peer Exchanges Enable Meaningful Learnings**

During the course of the IBESA Day, delegates from energy storage alliances from Ireland, Italy, and Poland will be sharing insights into current developments and challenges of their respective markets, while also bearing in mind the European market perspective. Insights from China, the world's largest energy storage market, will be provided by Fen Yue, Deputy Secretary-General, China Energy storage alliance (CNESA) in her presentation on "Value, Revenue and Carbon Assessment of Large-Scale Energy Storage in China".

According to the EUPD Research Global Energy Transition GET-Matrix®, Ireland is placing significant emphasis on the growth of battery storage especially in the grid-scale segment, viewing it as a key component of its energy transition strategy. Insights into "Energy storage in Ireland: Market development, grid integration and investment opportunities" will be shared by Bobby Smith, Director, Energy Storage

Ireland. With regard to the Electrical Energy Storage Systems (EES), Italy is among the top European markets along with Germany and the UK, and reached a cumulative EES installation of 17.8 GWh by the end of 2025 according to the EUPD Research Global Energy Transition GET-Matrix<sup>®</sup>. Andrea Cristini, CEO of Anie Rinnovabili, will be presenting how hybrid PV and storage business models are evolving in Italy. Poland has witnessed significant growth in solar PV especially as a consequence of the war in Ukraine when the country installed +12 GWdc within only three years (from 2023-2025); This rapid growth in PV deployments drove an increased need for energy storage solutions to support grid stability, avoid negative electricity hours and curtailment of the PV projects. Thus, "Poland's ESS Market: A Key Driver in Europe's Storage Transformation" will be discussed by Barbara Adamska, President of PSME, Polish Energy Storage Association.

"Against the backdrop of accelerating market dynamics and the rapid growth trajectory of energy storage systems, the IBESA Day has become an essential platform for aligning industry stakeholders, sharing practical expertise, and driving scalable solutions. As storage moves to the centre of the global energy transition, the industry needs stronger collaboration, clear regulatory frameworks, bankable business models, and faster deployment of innovative technologies to unlock the full potential of energy storage worldwide", commented Daniel Fuchs, Chief Customer Officer of the EUPD Group. "We welcome all attendees and look forward to an inspiring event."

The above-mentioned presentations are part of the detailed IBESA Day programme provided below. In 3 session blocks, more than 20 individual presentations will be held on Market, Policy, Competition (Session 1), Next-Gen Solar+Storage: Business Opportunities (Session 2), and Innovating the Future of Energy Systems (Session 3). Further information on the IBESA Day can be found [here](#).

| <b>SESSION 1 (11:30 AM – 1:00 PM): Shaping Europe's Energy Storage Future: Market, Policy, Competition</b> |  |
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| 11:30 AM   | <b>Navigating Europe's Energy Storage Market: Policies, Opportunities and Challenges</b><br>Ali Arfa & Saif Islam · Head of Data Management & Senior Consultant · <b>EUPD Group</b>                  |
| 11:45 AM   | <b>Poland's ESS Market: A Key Driver in Europe's Storage Transformation</b><br>Barbara Adamska · President of PSME · <b>Polish Energy Storage Association</b>  |
| 12:00 PM   | <b>Europe's Energy Storage Transition: How Scalable Lithium Solutions Shape the Post-Subsidy Era</b><br>Mathew Gibson · Technical Manager · <b>Pylontech</b>   |
| 12:10 PM   | <b>Redefining Plug-in HEMS: Zendure's Approach to Competitive, AI-Driven Residential Solutions</b><br>Bryan Liu · CEO · <b>ZENDURE</b>   |
| 12:20 PM   | <b>Storage 3.0: Flexible, Modular, Market-Ready – How New Architectures Are Transforming European Competition</b><br>Sven Albersmeier-Braun · Vice President Sales Central Europe · <b>Sigenergy</b> |
| 12:30 PM   | <b>From Large-Scale to Local Markets: A Perspective from an Emerging Player on the Role of ESS in Balancing a Renewable-Heavy Europe</b><br>Alexandra Hu · Vice President · <b>Tecloman</b>          |
| 12:40 PM   | <b>Large-Scale Utility Storage: Jinko's Strategy for Performance and Market Competitiveness</b><br>Johanna Bonilla · Business Development Manager EU · <b>JINKO ESS</b>                              |

| <b>SESSION 2 (2:30 – 4:00 PM): Next-Gen Solar+Storage: Business Opportunities</b> |   |
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| 2:30 PM   | <b>Addressing European Market Trends in Storage, Competition, and Policy Frameworks</b><br>Antonio Arruebo · Market Analyst · <b>Solar Power Europe</b>       |
| 2:45 PM   | <b>From Policy to Practice: How Hybrid PV and Storage Business Models Are Evolving in Italy</b><br>Andrea Cristini · CEO · <b>Anie Rinnovabili</b>            |
| 3:00 PM   | <b>Residential and Commercial Hybrids: Monetizing Smart Energy Flows in a PPA-Driven Market</b><br>Alec Curry · Product Manager DACH · <b>ATMOCE</b>          |
| 3:10 PM   | <b>Unlock Distributed Energy Resources into Virtual Battery Offtake</b><br>Peter Wasmuth · Executive Vice President New Ventures · <b>POLARIUM</b>            |
| 3:20 PM   | <b>Beyond Kilowatt-Peak: Designing Customer-Centric Hybrid Energy Ecosystems in Europe</b><br>Wanfei Qu · CEO · <b>Solavita (Skyworth Group)</b>              |
| 3:30 PM   | <b>Building the Hybrid Energy System: From Technology to Revenue</b><br>Dr. Andreas Piepenbrink · CEO · <b>E3/DC</b>  |
| 3:40 PM   | <b>Future-Proofing Energy Portfolios through Hybrid Solar+Storage</b><br>Jie Zhang · Managing Director · <b>GoodWe Europe GmbH</b>                            |
| 3:50 PM   | <b>Energy Storage in Ireland: Market Development, Grid Integration and Investment Opportunities</b><br>Bobby Smith · Director · <b>Energy Storage Ireland</b> |

| <b>SESSION 3 (4:15 – 5:20 PM): Innovating the Future of Energy Systems</b> |   |
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| 4:15 PM  | <b>Value, Revenue and Carbon Assessment of Large-Scale Energy Storage in China</b><br>Fen Yue · Deputy Secretary-General · <b>China Energy storage alliance (CNESA)</b>   |
| 4:30 PM  | <b>Market Development of Advanced Energy Systems Across Europe: Insights from the UK, Netherlands, Spain and Sweden</b><br>Daniel Fuchs · CCO · <b>International Battery &amp; Energy Storage Alliance</b>            |
| 4:40 PM  | <b>Flexibility at Scale: Learnings from 1 Million Powerwalls</b><br>Gregory Myhill · Senior Manager, Residential Energy Products · <b>Tesla</b>   |
| 4:50 PM  | <b>Grid-Forming at Scale: Advancing Grid Stability and Energy Security</b><br>Junguang Wang · Head of EUROPE – Renewables, ESS & PV · <b>KEHUA TECH</b>   |
| 5:00 PM  | <b>AI-Ready Storage: How Intelligent BESS Enables the Next Level of Energy Optimisation</b><br>Nick Morbach · Executive Vice President and Authorised Representative · <b>Dyness</b>                                  |
| 5:10 PM  | <b>Advanced Power Electronics and Energy Management: Cybersecurity under EU Regulation and NIS2 for Next-Generation Solar+Storage Systems</b><br>Tilo Zwesper · Product & Sales Manager · <b>REFU Elektronik GmbH</b> |

#### **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 - 5:20 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 ees Europe**

Each year, ees Europe, Europe's largest and most international exhibition for batteries and energy storage systems, provides a networking opportunity for the industry's key players, such as manufacturers, distributors, project developers, systems integrators, and professional users and suppliers – all under the motto "Innovating Energy Storage". It focuses on the latest technologies, trends and market developments.

ees Europe will take place from June 23–25, 2026 – for the first time from Tuesday to Thursday – as part of The smarter E Europe, Europe's largest alliance of exhibitions for the energy industry, at Messe München. Whether electricity, heat and transport – the following three exhibitions dedicated to renewable 24/7 energy supply will take place alongside ees Europe:

- Intersolar Europe – The world's leading exhibition for the solar industry
- Power2Drive Europe – The international exhibition for charging infrastructure and e-mobility
- EM-Power Europe – The international exhibition for energy management and integrated energy solutions

The ees Europe Conference, where renowned experts showcase groundbreaking innovations, will also take place at the same time from June 22–23, 2026 (Monday–Tuesday). To cover all aspects of a future-oriented energy world, it will be accompanied by three other specialist conferences.

ees Europe is organized by Solar Promotion GmbH and Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG (FWTM). For more information on ees Europe, please visit: [www.ees-europe.com](http://www.ees-europe.com).

### **About the EUPD Group**

The EUPD Group is an internationally active market research and certification company specialising in the area of sustainability. Since its foundation in 2000, the company has provided primary data-driven analysis, certification and publication services to support companies in developing and implementing successful business strategies. The company's areas of focus include ESG, renewable energy and corporate health as well as social sustainability. The EUPD Group aims to enhance market transparency, provide clear orientation and support companies in maintaining and strengthening their competitiveness in a rapidly evolving global environment.

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

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