



MESSE  
7.-9. MAI 2025  
MESSE MÜNCHEN

KONFERENZ  
6.-7. MAI 2025  
ICM MÜNCHEN

PRESS BREAKFAST

# Renewable Energy Supply 24/7: Focus On Flexibilization & Digitalization

May 7, 2025

## LATEST NEWS

### Where Do We Stand?

**> 33 %**

of the world's electricity  
comes from renewable  
sources for the first time.

**+100 %**

growth in global solar  
power generation to over  
2,000 TWh in the last 3  
years.

**2.134 TWh**

is equivalent to 5 times  
the electricity  
consumption of Germany  
or more than the whole of  
India.

**47 %**

renewables in European  
power generation.

**28,5 % vs.  
26,8 %**

solar & wind  
generate more electricity  
than coal & gas in the EU  
for the first time.

**~60 %**

of Germany's net  
electricity consumption  
currently comes from  
renewable energies.



## OUR VISION

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# Renewable Energy Supply 24/7

'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 expansion of renewable energies is currently progressing rapidly, the energy infrastructure now needs to be expanded, digitalized and made more flexible 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.

THE SMARTER E EUROPE

## As Europe's Largest Trade Fair Alliance for the Energy Industry, the Smarter E Europe Combines Four Globally Successful Trade Fairs



The world's leading  
exhibition for the solar  
industry



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



The international exhibition  
for charging infrastructure  
and e-mobility



The international exhibition  
for energy management  
and integrated energy  
solutions

## THE NUMBERS

# The World of Energy in Munich

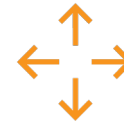
The smarter E Europe 2025 brings together decision-makers, innovators and visionaries from all over the world at the fully booked Munich exhibition centre - as a central platform for global exchange, technological trends and pioneering solutions for renewable energy supply 24/7.



2.737  
exhibitor



100.000+  
expected visitors



206.000  
square metre



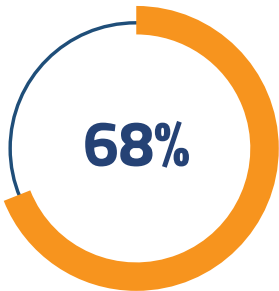
2.500  
conference participants  
(incl. side events)

EXHIBITORS

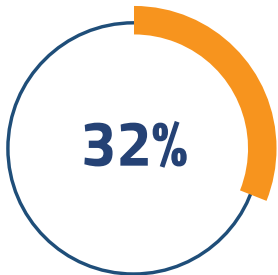
2,737 Exhibitors From 57 Countries Present  
Their Latest Products and Solutions for a  
Renewable Energy Economy 24/7 in 2025

57

Exhibiting Countries



International Exhibitors



National Exhibitors

Top 10 countries of origin  
The smarter E Europe Exhibitor 2025

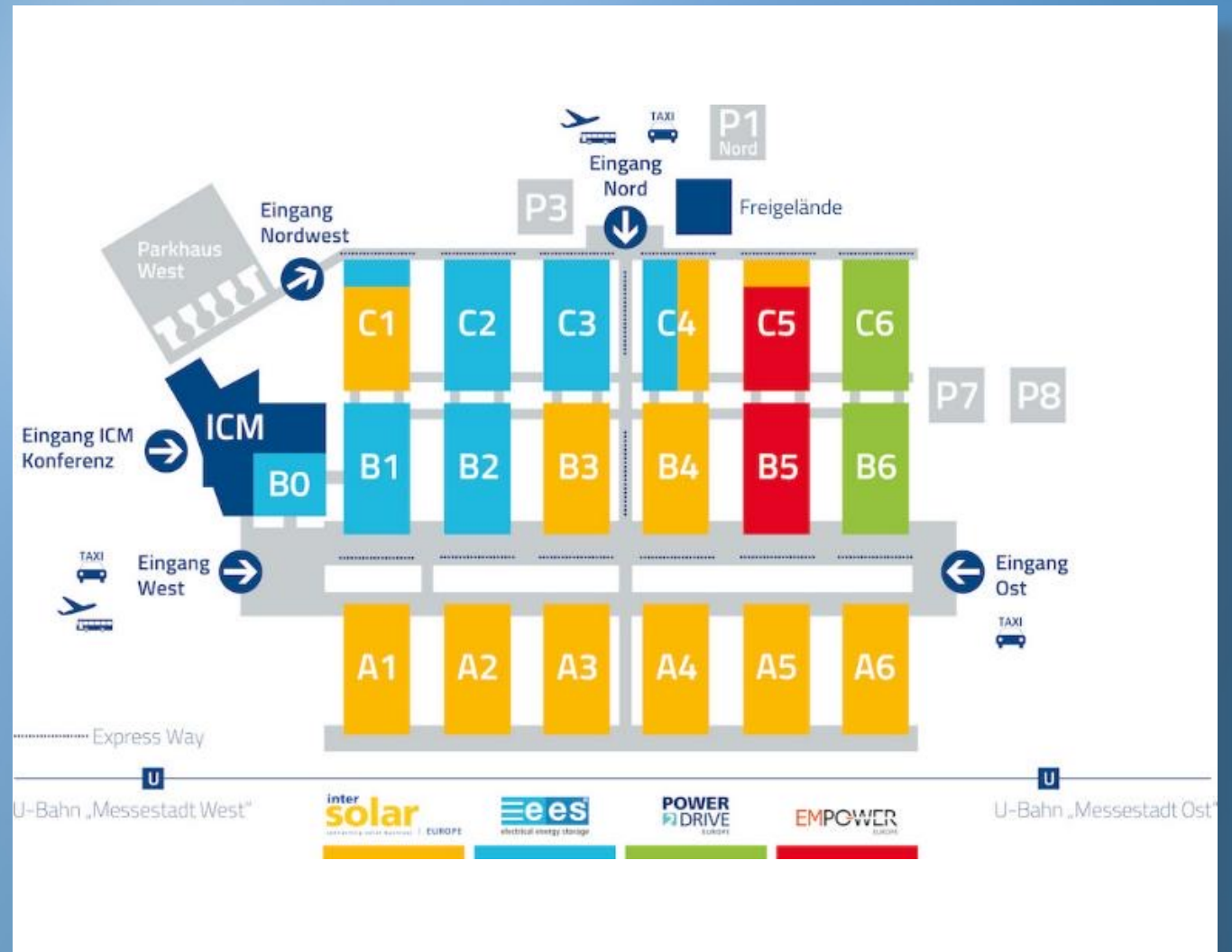
Germany	887
China	850
Turkey	98
Italy	97
Netherlands	86
Spain	86
South Korea	66
France	66
Austria	57
Switzerland	46



MESSE MÜNCHEN

## The smarter E Europe Site Plan 2025

The smarter E Europe offers plenty of space for dialogue in 19 halls and an extensive outdoor area. Visitors to the exhibition 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

# 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 & Place

May 6-7 2025, ICM, Messe München

### Conferences

Intersolar Europe Conference

ees Europe Conference

Power2Drive Europe Conference

EM-Power Europe Conference

**Participants (expected)** 2,500 participants for all  
four conferences including side events





## COMPACT

# Concentrated Knowledge at Seven Forums

On all three days, the exhibitions forums offer visitors a top-class programme 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

**ees Innovation Hub Stage**

Hall B0, Booth B0.310

**Green Hydrogen Forum**

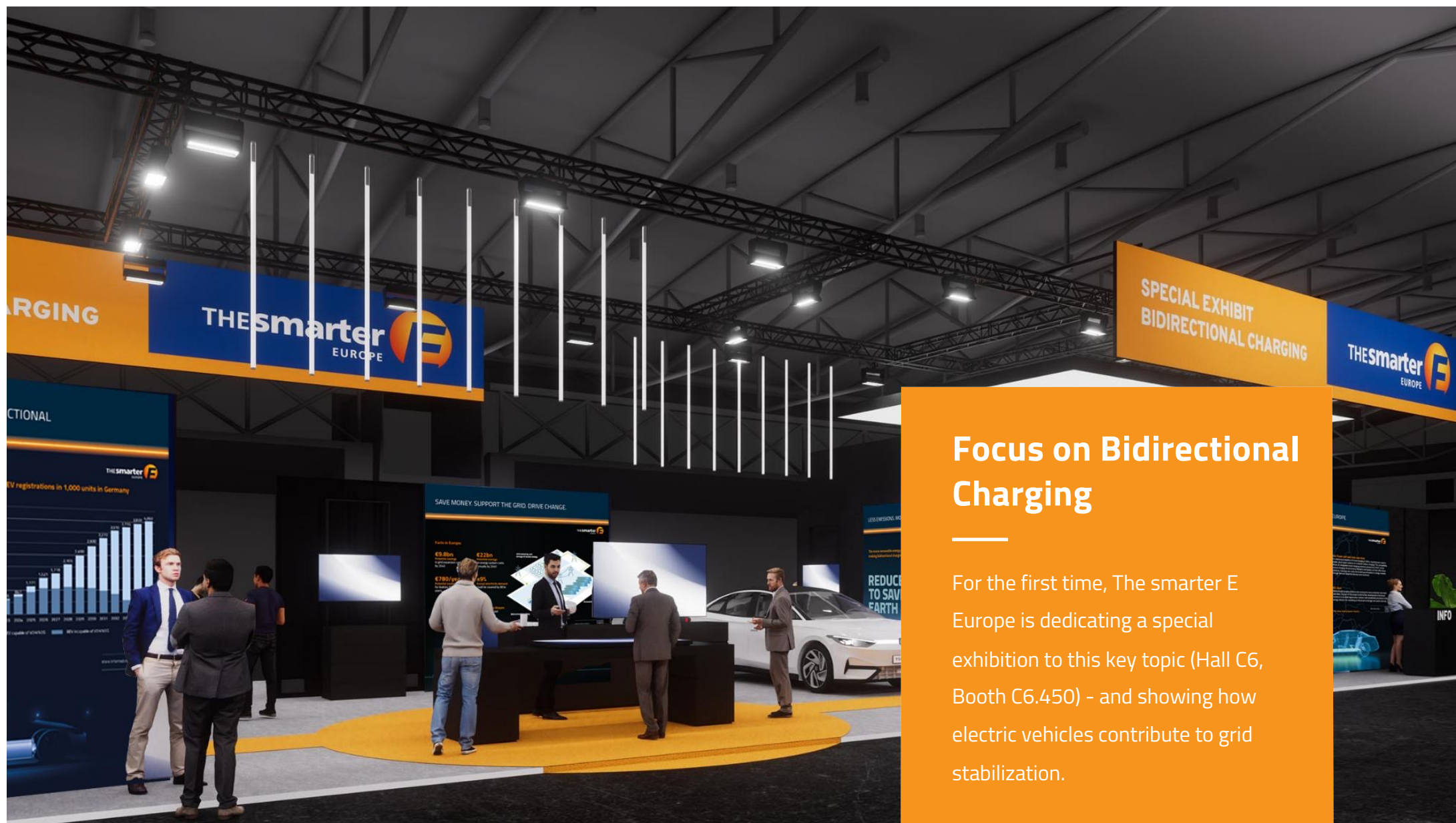
Hall B2, Booth B2.550

**Power2Drive Forum**

Hall C6, Booth C6.550

**Start-up Stage**

Hall C5, Booth C5.480



## Focus on Bidirectional Charging

For the first time, The smarter E Europe is dedicating a special exhibition to this key topic (Hall C6, Booth C6.450) - and showing how electric vehicles contribute to grid stabilization.





## Start-up Area

More than 150 start-ups will be presenting fresh ideas and innovative business models in the Start-up Area, covering over 4,000 square metres in Hall C5.





PHOTOVOLTAICS

ENERGY STORAGE

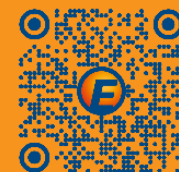
E-MOBILITY

INTEGRATED

OUTSTANDING  
PROJECTS

## The smarter E AWARD

On yesterday's conference day, The smarter E AWARD was presented in five categories. Get to know the winners here.





## Energy Transition Award 2025

For the ninth time, the most innovative energy suppliers will be presented with the Energy Transition Award at The smarter E Forum (Hall B5, Booth B5.550) from 2.00 pm on May 8.



Studies available on The  
smarter E Digital



## Launch Industry Studies

The smarter E Europe serves as a platform for the publication of various industry studies, e.g. Global Market Outlook for Solar Power, European Market Outlook for Battery Storage and many more.

# GLOBAL EVENTS

- NAIROBI, KENYA | MARCH 12-13, 2025
- DUBAI, UAE | APRIL 7-9, 2025
- FORTALEZA, BRAZIL | APRIL 23-24, 2025
- MUNICH, GERMANY | MAY 7-9, 2025
- SÃO PAULO, BRAZIL | AUGUST 26-28, 2025
- MEXICO CITY, MEXICO | SEPTEMBER 2-4, 2025
- PORTO ALEGRE, BRAZIL | OCTOBER 28-29, 2025
- GRAPEVINE, USA | NOVEMBER 18-19, 2025
- SAN DIEGO, USA | FEBRUARY 18-20, 2026
- GANDHINAGAR, INDIA | FEBRUARY 25-27, 2026

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**206,000+**  
VISITORS

**4,900+**  
EXHIBITORS

**10,000+**  
CONFERENCE  
ATTENDEES





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