



# It's show time!

As the wind industry continues its unprecedented growth, over 8,000 participants are expected to gather this November for the WindEurope Conference & Exhibition 2017 in the Amsterdam RAI Exhibition and Convention Centre, November 28<sup>th</sup> to 30<sup>th</sup> 2017. PES brings you a taster of the exciting things on offer. Have you got your tickets? We'll see you there..

This event, organised in partnership between WindEurope and The Netherlands Wind Energy Association (NWEA), will build on the tremendous momentum achieved in recent years by wind power. "Considerable industry efforts have been made to make renewable energy cheaper than fossil fuels", says Event Ambassador and Vestas CEO Anders Runevad. "It's now time that markets, infrastructure and policies reflect this reality."

The Amsterdam conference and exhibition will build on the wind industry's emergence as a hotbed of innovation and unprecedented ambition, and will be the ideal occasion for industry insiders to

expand their knowledge base, make the contacts they need, and solidify an industry-wide vision for the future of this rapidly expanding sector.

### **Local impact & global leadership**

The event will have two interlocking areas of focus: a macroeconomic overview will demonstrate that wind is powering Europe's transition from fossil fuels to clean energy, while a microeconomic focus will show the immediate benefits wind brings to specific countries and regions in terms of jobs, industry and innovation.

This two-tiered approach is the core of WindEurope's flagship report, 'Local

Impact. Global Leadership,' due to be launched in Amsterdam, on the first day of the event.

"Wind energy is making significant contributions to national and regional economies," says WindEurope CEO Giles Dickson. "Amsterdam will highlight these and set out an agenda for how regions in Europe and elsewhere can reap the economic benefits of wind."

As detailed in WindEurope's flagship report, the wind energy industry is now contributing billions to the EU's GDP and is having a direct and positive impact on numerous other industries, including electrical equipment and machinery,



metals, construction, and engineering.

However, Dickson adds, “the jobs and economic growth that wind provides simply cannot be taken for granted. We are in a very competitive global environment and action must be taken if we are to maintain and further the wind industry’s growth.”

To push the wind industry forward, Dickson says, it is crucial that there is a long-term vision in place: “We need the right policies and market volumes.” Over the course of three days in November, the Dutch capital will thus become the epicentre for the wind industry as experts engage in knowledge exchange, thought-leadership and debate in order to further the industry’s success.

This comes at a particularly urgent time, says Event Ambassador Markus Tacke, CEO of Siemens Gamesa Renewable Energy. “The challenges of climate change, energy security and Europe’s industrial stability are more intense than ever before,” Tacke says. “Wind power is an important part of the solution.”

**The conference**

In light of this, the Amsterdam conference will deliver insight from the industry and scientific community, providing delegates with an agenda which encompasses technical, political and commercial content

and putting attendees at the heart of the conversations that will shape the ambitions and future of the industry.

The opening session will feature keynote speeches by the Lithuanian Minister for Energy, Žygimantas Vaičiūnas and Ando Leppiman, Deputy Secretary of State for Energy for Estonia, which currently holds the presidency of the Council of the EU. EU policy will be one of the major areas of interest throughout the event, with Event Ambassador Hans-Dieter Kettwig of ENERCON having stated that “The main requirement for the wind industry and green, sustainable growth in Europe is a stable, reliable and long-term political framework post-2020.”

This post-2020 framework will be a central topic of discussion throughout the event. WindEurope’s most recent report – ‘Wind energy for Europe: Scenarios for 2030’ – states that, if the right policy is put in place, 323 GW of cumulative wind energy capacity could be installed in the EU by 2030.

This would be more than double the capacity installed at the end of 2016 (160 GW). With this capacity, wind energy would produce 888 TWh of electricity, equivalent to 30% of the EU’s power demand, and provide employment to 569,000 people.

The increase in jobs assumes that the EU

supply chain remains competitive thanks to a robust market - a doubling of onshore wind capacity and a fivefold increase in offshore wind capacity - and to sustained European leadership in Research and Innovation.

According to Event Ambassador Gunnar Groebler of Vattenfall, “We need to discuss with European policy-makers how the regulatory environment for renewable energy can support both, competitive renewable energy and a firm social and political outlook for the energy transition and further renewable growth.” The conference in Amsterdam is where such a regulatory environment will be discussed, and the sessions on the EU’s upcoming Clean Energy Package and the problems confronting wind energy in Central and Eastern Europe are sure to be sources of lively discussion.

These political and market discussions will make up part of a wide-ranging conference programme, in which 35 sessions covering 8 topics will address the full spectrum of the wind industry in 2017.

Emerging offshore innovations will be a topic of interest to many, with sessions on the challenges and opportunities presented by rapidly evolving turbine technology, floating wind and the potential for subsidy-free wind in the post-2020 era.

The evolving integration of wind energy and advanced technology will also be explored: there will be sessions on digitalisation in both wind turbine technology and in wind power system integration, and experts will lay out the role wind can play in the electrification of heating and transport going forward.

These conversations – combined with sessions on market developments in non-EU territories, the boom in Corporate Renewable Power Purchase Agreements (PPAs), new methods of performance optimisation, issues in health and safety, and much more – will keep attendees up to speed with the latest developments in every aspect of the wind sector.

### The exhibition

In the meantime, the exhibition floor will give major players in the wind industry the chance to connect. Hundreds of exhibitors will do business on an exhibition floor of 10,000m<sup>2</sup>, where participants will be able to benefit from an abundance of exclusive networking opportunities with industry leaders, including Siemens Gamesa Renewable Energy, Senvion, Vestas and Prysmian Group.

Among the most interesting aspects of the exhibition space will be the Dutch Village. Covering 500m<sup>2</sup> and featuring more than 35 Dutch organisations, the Dutch village will give visitors the chance to meet the Dutch organisations that have helped to make the Netherlands such a shining example to the rest of the wind industry, and will



demonstrate clearly how local impact is contributing to Europe's global leadership in the energy transition. Notably, the Dutch Village will also mark one of the first public outings of DONG Energy following their rebranding to Ørsted.

### Networking opportunities

Besides the networking opportunities offered by the exhibition floor, there will

also be a number of events giving attendees the chance to connect.

On the eve of the event, 27 November, WindEurope will host their exclusive Members' Reception at the most iconic museum of Amsterdam: the Rijksmuseum. This event gives WindEurope and its Members exclusive access to the museum for the evening. Attendees will enjoy a networking reception adjoining the famous Gallery of Honour and, for a limited time, will be able to take guided visits to marvel at paintings such as Rembrandt's "The Night Watch" and Vermeer's "The Milk Maid".

The following evening, 28 November, Siemens Gamesa Renewable Energy will host the Opening Reception of the event at their exhibition stand. This reception will give attendees the chance to network with exhibitors and conference delegates in a casual and relaxed ambiance at the end of the first day.

On the following evening, 29 November, a gala event will take place in the enchanting courtyard of the Maritime Museum of Amsterdam – renowned as one of finest gala venues of Amsterdam, and its famous glass ceiling design will provide a stunning backdrop to a networking dinner

Speaking about the business and networking opportunities available at WindEurope's conference and exhibition this November, Dickson stated, "Whether you are an industry leader or an emerging player, on- or offshore, there is simply no better place to be this year."

[www.windeurope.org/confex2017](http://www.windeurope.org/confex2017)

