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It's time for wind energy's most important expo

Don't miss the Global Wind Summit, which starts in Hamburg on 25 September; it is the biggest and most important meeting of the wind industry worldwide. It combines the world's leading wind industry expo WindEnergy Hamburg with the global conference of WindEurope to create a high-powered, unique platform for business, networking and information for the onshore and offshore wind industry. These two top events, the expo and the conference, will be held side by side from 25 to 28 September 2018 at the Hamburg Messe site. Here is the unmissable PES preview.



Giles Dickson, CEO WindEurope, 'giving vital input for the continued progress of the wind energy worldwide.'

WindEnergy Hamburg – focus on three main topics

WindEnergy Hamburg is the only global industry expo for the onshore and offshore industry. The 1,400 exhibitors expected there from 40 countries include all the leading international companies and specialist suppliers for the whole of the value chain. They present their product innovations and customised solutions for the wind industry on a total of more than 65,000 square metres of exhibition space. 'The strong showing by globally active companies means that every organisation with a name and reputation in the international business will be represented in Hamburg, showcasing their innovations,' notes Bernd Aufderheide.

WindEnergy Hamburg 2018 puts the focus on three major subjects: 'Dynamic Markets', 'Cost-Efficiency' and 'Smart Energy'. 'How to develop new markets, how to make your product competitive in auctions, and how to use wind power for all the energy applications and needs of the future – those are some of the decisive questions to which visitors will get answers,' says Bernd Aufderheide in summary. 'The Global Wind Summit in Hamburg is the place to meet key players, pioneers, and new start-ups in the industry with their highly specialised products and services, helping to drive further progress of the wind industry worldwide.'

In addition to these three major areas, the exhibitors at the world's leading wind industry expo explicitly cover all the thematic areas of this innovative industry. That applies both to technology and to the major wind markets around the world. 23 regional and national pavilions with representatives from very different countries present their wind energy expertise. The national flags on the pavilions range from China to South Korea and the United States to a whole series of European countries. The Danish stand occupies the most space, that is the Hall B1 (ground floor). Trade visitors and delegations from all continents are expected in Hamburg.

Innovation showcase, ideal networking opportunity

The stands at the fair are a great place for trade visitors to meet specialised companies that cover all the major products and services in the value chain – turbines and rotor blades, electric components, logistics, safety equipment, finance and insurance, innovative materials and smart energy. Visitors can take the 'Storage Tour', which guides them to exhibitors with solutions for the storage of renewable energy, distributed in various halls around the expo.

The specific requirements for offshore applications are covered in a number of halls, for example companies with special-purpose ships, and suppliers of components and services from the maritime sector.

Start-ups will have their own section at the world's leading wind energy expo. That includes for example the stand for 'Young Innovative Businesses', which has funding from the German Ministry of Economics and Energy (BMWi). WindEnergy Hamburg also gives international start-ups dedicated to innovations in the smart energy sector opportunities for speed-dating, to help them make contact with global partners.

Another opportunity to find new business partners is the Enterprise Europe Network (EEN), which invites all exhibitors and visitors at WindEnergy Hamburg to a B2B Matchmaking Event, that is WindEnergyMatch 2018 on 27 and 28 September.

WindEurope Conference inside the exhibition

The world's most important onshore and offshore wind conference in 2018, organised by WindEurope, is also global in its coverage. There'll be more than 250 speakers and presenters, giving participants the best insight into the future of the wind industry. Industry, government, academia and other stakeholders will focus for four days on the challenges and opportunities facing wind energy. The conference will take place inside the exhibition site using the presentation rooms on the upper floors of exhibition halls B3 and B4.

WindEnergy Hamburg and Husum Wind

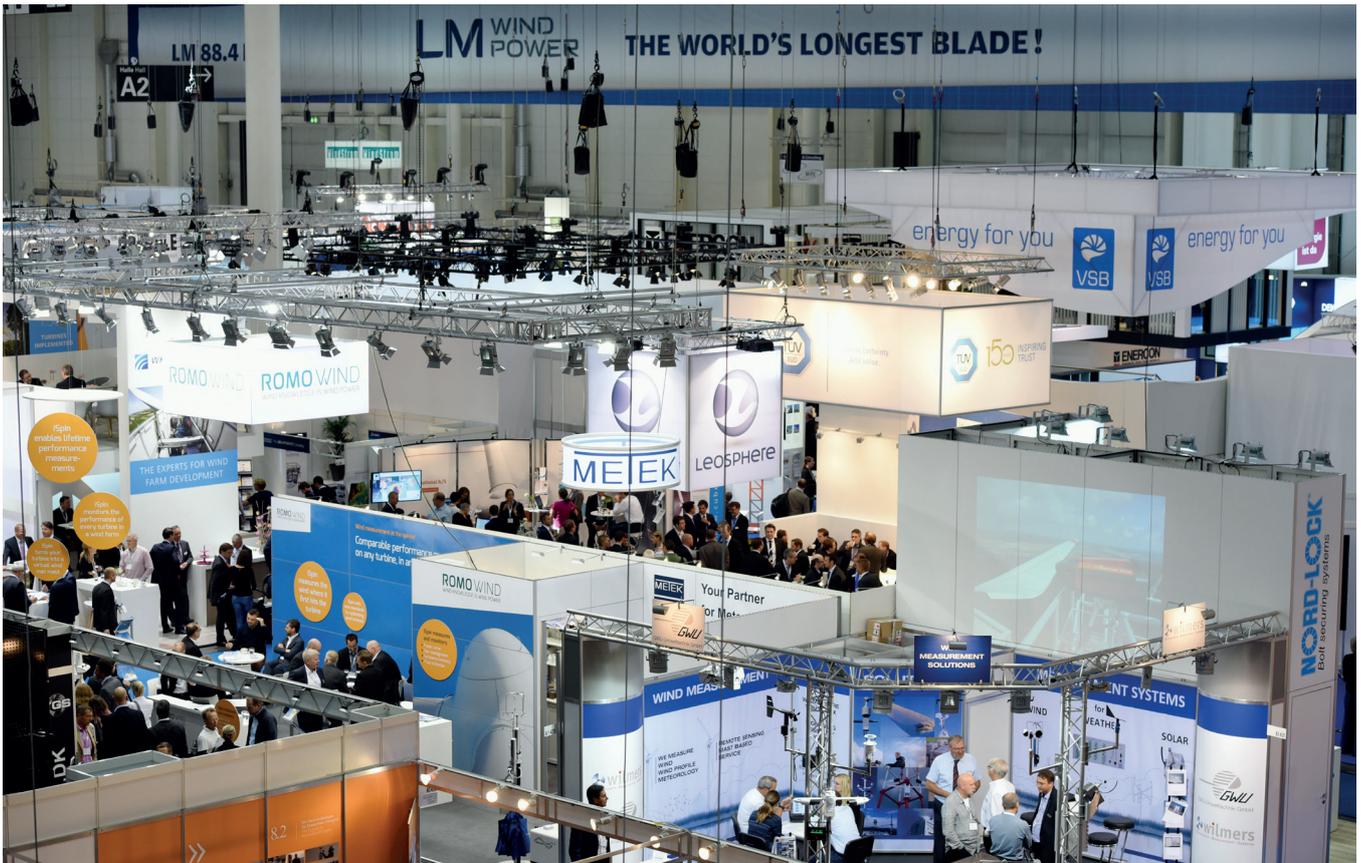
The Global Wind Summit in Hamburg, the wind capital, will attract the whole industry. As a central service, WindEnergy Hamburg provides an app to make sure that visitors always find their way at the world's leading onshore and offshore expo. It offers all essential information like exhibitor directory, sitemap, theme routes (for example Storage Tour, Job Route) or general information online or offline and it is continuously updated so that attendees during the event are constantly informed.

Next WindEnergy Hamburg will take place in 2020, from September 22 to 25. From 10 to 13 September 2019, the Who's Who of the German wind industry will be gathering at HUSUM Wind, partner and next year's most important German wind trade fair. Global market leaders, business pioneers and innovative start-ups: on and offshore businesses will be showing cutting-edge technology, product trends and examples of best practice from Germany and the neighbouring EU countries.

For more information, please visit windenergyhamburg.com and husumwind.com

Exhibitors, visitors and conference participants are expected from some 100 countries. The 9 exhibition halls of the leading wind industry expo WindEnergy Hamburg are already almost fully booked, which means 1,400 exhibitors and some 35,000 trade visitors will be there in September.

The WindEurope Conference, to be held inside the exhibition, features more than 250 speakers, providing a first-class programme on the issues facing the global wind industry. 'The expo and the conference complement one another to provide a combination unmatched anywhere in the world,' says Bernd Aufderheide, President and CEO Hamburg Messe und Congress. 'Hamburg brings together all of the main decision-makers from both business and government,' says



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Claus Ulrich Selbach

Claus Ulrich Selbach, Business Unit Director Hamburg Messe, answers a few questions for PES.

PES: What is special about the Global Wind Summit?

Claus Ulrich Selbach: The Global Wind Summit combines two top-level events under

one roof – firstly WindEnergy Hamburg, the world’s leading expo for the onshore and offshore wind industry, which we are organising for the third time now, and secondly the global WindEurope Conference.

The Global Wind Summit is a unique high-quality platform for business, networking and information for the wind industry worldwide. It showcases all the technical innovations, giving first-hand information with exhibits and expert knowledge, in concentrated form on four days. The shared purpose is to find answers to the most pressing current questions and challenges of the industry.

PES: Wind energy is becoming more and more international. How is that reflected at WindEnergy Hamburg?

CUS: We can see that more and more markets are appearing on the global map of the wind industry. At the same time, we have to remember that wind power is always a regional matter too, and needs to involve the players at local level, because of the regulations and conditions under which it operates – in terms of requests for proposal, authorisation procedures, and grid feed-in conditions.

The world’s leading expo for wind energy gives experts the ideal forum to exchange ideas on how to realise projects in the various markets. In 2018, some 1,400

companies and associations from about 40 countries are exhibiting here, for example from the major wind energy markets China and the US, and also from emerging markets such as India, Russia and Taiwan. There will be 22 national and regional pavilions. The exhibitors can expect some 35,000 trade visitors from 100 countries.

PES: What stimuli will come from the Global Wind Summit?

CUS: WindEnergy Hamburg is a technology show, and at the same time a global forum for personal exchange of views. The world’s leading expo for wind energy and the global conference will give insights into the latest technological developments, and impressions of what will be possible in the future. The digital revolution as the basis for smart energy solutions opens up opportunities for completely new business models in the wind industry. That applies to production, operation and monitoring, and for optimisation of big wind farms.

The 9 exhibition halls will present intelligent solutions such as smart turbines, storage, and smart grid connection. Projects on sector coupling for the use of wind energy in mobility, industry, heating and cooling are currently in intensive discussion. The Global Wind Summit will give vital inputs on all these subjects, contributing to solutions for sustainable energy supply worldwide.