

5 – 7
MARCH
2025
RIMINI
EXPO CENTRE
ITALY

DRIVING
THE ENERGY
TRANSITION.

25

ENGLISH



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Simultaneously with



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Land of Sustainability
Partnership and Collaborations

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SCENARIO

In a global environment marked by continuous crises, **renewable technologies** are the cornerstone of the energy transition, **strengthening the market in strategic sectors such as photovoltaics, electric mobility, storage systems and wind energy.**

Currently, fossil fuels are still responsible for more than 80% of global energy consumption: we really need to change course to reduce our dependence on this type of energy and limit global warming.

The new energy future must be resilient and flexible to the impacts of climate change, also through advances in technologies such as off-shore wind, hydrogen and agrivoltaics, not to mention the considerable interest in the role of cities, the concomitant growth of valuable energy communities and the drive to upgrade the building stock.

Against this backdrop, we find the Italian government's revision of the **National Energy and Climate Plan 2023**, which has raised national targets on energy efficiency, cuts to CO₂ emissions, interconnections and sustainable mobility, in line with the ambitious targets identified by the European Commission to 2030.

MISSION

KEY The Energy Transition Expo, Europe's leading show dedicated to technologies, services, **integrated solutions for energy efficiency and renewable energies in Italy and the Mediterranean basin**, puts the spotlight on the acceleration of energy and climate policies and the opportunities opening up in the market.

It is an opportunity to present technological innovations and financial challenges in a setting that will combine an ever larger area for exhibitors and a range of events with a growing international presence.

FACTS AND FIGURES 2024

The 17th edition of KEY, held from 28 February to 1 March 2024, **exceeded all expectations**. The event, at its second stand-alone edition, gathered important adhesions at a national, European and non-European level, confirming the strong vivacity and ferment that are characterising the market at an international level and consolidating its role as a reference **network for the global energy transition community**.

53,157

attendances, of which **14%**
international delegates from
107 countries

226

buyers attended KEY, generating
2,409 business matching within
the digital platform

837

companies of which **33%**
from **25 countries**

123

events, including
12 internationals

391,000

views on the digital platform
GreenTech Insights

78,516

sqm gross exhibition area

36

international associations

226 mln

media contacts

WHY EXHIBIT?



BUSINESS

To achieve your economic and growth goals by developing new national and international markets.



COMMUNITY

To become part of an active and relevant community in the energy transition, multiplying training and networking opportunities.



BRAND VALUE

To present your brand and ensure it is visible, in an international context, to loyal customers and possible new contacts, presenting innovations and projects to the market.



UPDATES

To learn about trends, projects, technologies, news, funding, regulations and best practices to support the energy transition, while maintaining an international outlook.

EXHIBITORS PROFILE

KEY provides a complete overview of the world of energy transition, showcasing entities, associations, organisations, utilities, companies and start-ups contributing to the energy transition in various fields:

PHOTOVOLTAICS	COGENERATION, TRIGENERATION, MICROGENERATION
WIND	ENERGY EFFICIENCY FOR INDUSTRY, BUILDING AND PA
THERMAL SOLAR	SUSTAINABLE CITY
GEOTHERMAL	ELECTRIC MOBILITY
HYDROELECTRIC	CONSULTANCY /SERVICES / DIGITISATION
HYDROGEN	MANAGEMENT / MAINTENANCE / SAFETY
STORAGE SYSTEMS	MEDIA AND TRAINING

More than 90% of exhibitors consider attending KEY as important for their business*

*2024 exhibitor survey

WHY VISIT?



TO MEET

Stakeholders and professionals operating in the renewables and efficiency sectors.



TO FORGE

New partnerships and business relationships for future development.



TO GET INFORMED

About the latest sector news, regulatory principles, development opportunities.



TO SHARE

Ideas, projects, technologies, news and best practices in support of the energy transition.

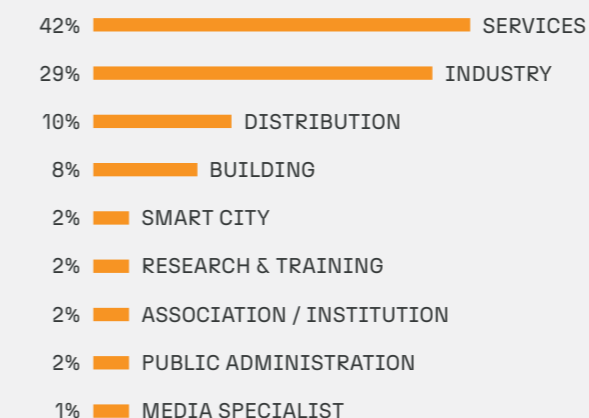
VISITOR PROFILE

Visitors come to KEY to identify **new business partner and suppliers (80%), to find out about innovations, new products and cutting edge technical solutions (85%)***

*2024 visitor survey

TOP COUNTRIES OF ORIGIN	
1. GERMANY	6. BULGARIA
2. SPAIN	7. ROMANIA
3. CHINA	8. FRANCE
4. SWITZERLAND	9. NETHERLANDS
5. UNITED KINGDOM	10. TUNISIA

SECTOR OF ACTIVITY



PROFESSION



EXHIBITION SECTORS



SOLAR EXPO & CONFERENCE

This area will host products and technologies ranging from the residential sector to utilities, photovoltaics for industry, agrivoltaics and energy communities, as well as batteries, recovery and recycling of critical materials and eco-design.



WIND EXPO FOR MED

The exhibition area will showcase wind energy in all its forms, from on-shore to off-shore, mini-wind turbines and renewable energy community projects based on wind power.



KEY STORAGE EXPO

KEY STORAGE EXPO: the new exhibition project dedicated to technologies and innovations for static energy storage with applications in the residential, commercial industrial (C&I) centralised storage and grid scale fields.



HYDROGEN EXPO

This section explores the prospects, opportunities and various applications of hydrogen, as well as presenting technologies and projects.



ENERGY EFFICIENCY EXPO

Energy efficiency and storage in industry and buildings, with technologies and services available to companies to optimise their energy consumption and reduce their carbon footprint.



eMOBILITY EXPO

The area dedicated to electric and sustainable mobility, from the latest technologies for charging infrastructures, electrification of company fleets to interconnection services.



SUSTAINABLE CITY

Sustainable city is the special project dedicated to the transformation of cities according to the smart city model.

LAYOUT

At KEY 25, more and more space will be reserved for the energy transition in all its facets. In the recently concluded edition, the event was spread over **16 halls**, occupying an exhibition area of **over 78,000 square metres**.

The most important companies active in services, solutions and technologies related to the energy sector will find space: from solar energy to storage, from wind energy to hydrogen, from mobility to energy efficiency and smart cities. There will be special areas dedicated to interdisciplinary projects, networking, innovation and training.

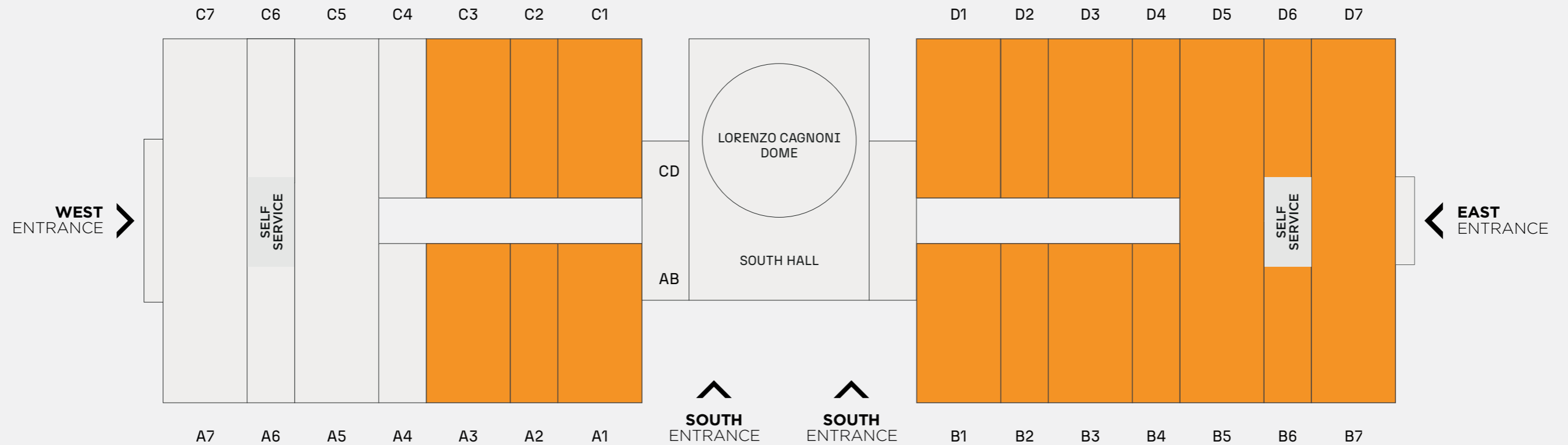


EXHIBIT AT KEY 2025

GET A QUOTE



CONFERENCE PROGRAMME

The jewel in the crown of **KEY** is the packed programme of high-quality conventions, seminars and strategic debates dedicated to the complexities of the renewable energy sector and the energy transition at national and international level. These events are intended to explore innovations, regulations and market developments.

The **Technical Scientific Committee** ensures the excellence, quality and innovation of the proposed content. It is chaired by Professor **Gianni Silvestrini** and comprises a team of technicians and representatives from **universities** and leaders of national institutions including the **Region of Emilia-Romagna**, trade associations, consortia, agencies and institutes, as well as European and international institutions.

INNOVATION

INNOVATION DISTRICT

KEY is consolidating its role as a catalyst for innovative projects through the **Innovation District**: an exhibition space reserved for start-ups and young companies offering services and/or products related to the energy transition.

The most innovative projects presented by start-ups and exhibitors will be awarded through:

- ◆ The **Innovative Start-Up Award**: best projects presented by start-ups selected through the Call for Start-Up&ScaleUp.
- ◆ **Lorenzo Cagnoni Award for Innovation** dedicated to exhibitors for the seven innovative projects presented at the fair in each product sector represented by KEY.

The Innovation District is organised by Italian Exhibition Group SpA, promoted in collaboration with ITA (Italian Trade Agency), ART-ER, a consortium based in Emilia-Romagna and FONDAZIONE MAI, representing Confindustria. The main partner will be ANGI, the National Association of Young Innovators.

INTERNATIONALISATION

Through an integrated internationalisation strategy, KEY is consolidating its position as a reference point for Europe and the Mediterranean basin. It fosters the presence of international exhibitors and visitors through:

- ◆ **Omnichannel communication** on and offline
- ◆ Network of partnerships around the world to promote the show and the **Hosted Buyer programme**
- ◆ Dialogue with and involvement of numerous institutional representatives and international sector associations

With this strategy, the number of countries with potential strong demand for innovative technologies and solutions for the energy transition will be further increased.

Thanks to the programme to retain and expand international delegates, in synergy with the Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation, KEY attracted in 2023 more than **226 hosted buyers** generating **2,409 business matches** in the digital platform. In addition, **36 international associations** and several media partner were involved.

Through the work of its Technical Scientific Committee, KEY works with international institutions such as **Res4Africa, Business Council for Africa and IRENA**.

DISCOVER OUR
BUYERS PROGRAM



DRIVING THE ENERGY TRANSITION.



GREENTECH INSIGHTS

GreenTech insights is the **network that brings together the communities of the leading international exhibitions in the Italian Exhibition Group's Green & Technology** sector interested in the circular economy, green economy, energy and ecological transition, renewable sources, sustainable mobility and innovations.

Active all year round, thanks to its contents and meeting opportunities, including digital ones, it aims to support and guide companies, stakeholders, start-ups and all the protagonists of our industries to act in a more ethical and responsible manner by using new digital technologies to achieve the European climate neutrality targets in 2050. **KEY is part of GreenTech Insights together with Ecomondo, DPE, IBE and Tecna.**

ECOMONDO
The green technology expo.

Ecomondo
The Green Technology Expo
ecomondo.com

KEY THE ENERGY TRANSITION EXPO

KEY
The Energy Transition Expo
key-expo.com

IBE
INTERMOBILITY AND BUS EXPO

IBE
Intermobility & Bus Expo
expoibe.com

DPE
INTERNATIONAL ELECTRICITY EXPO

DPE
International Electricity Expo
dpeurope.it

TECNA
How to make it

Tecna, the International Exhibition of Technologies and Supplies for Surfaces
tecnaexpo.com

2,583
exhibitors

312,886
gross square metres of exhibition space

200,000
companies profiled

158,325
attendees

102,731
followers

100 national and 80 international associations, Ministries, European Commission, Regions, Public Administrations, Research Institutions, Institutions, Network of Municipalities, opinion leaders and policy makers.

ITALIAN EXHIBITION GROUP

We organize trade shows and conferences in Italy and throughout the world. We bring industries, relationships and experiences together. We have the planet at heart.

Italian Exhibition Group has been organizing trade shows, events and congresses in Italy and around the world for more than 70 years. It offers its national and international partners concrete business opportunities, content and services with high added value, and opportunities to meet. Its activities are driven by its modern structures, highly professional approach, innovation and networking skills. It **creates value for stakeholders by developing the economic growth of the region**, and networking relationships and experiences.

IEG is a company listed on Euronext Milan, a regulated market organized and managed by Borsa Italiana SpA, has achieved, through its facilities in Rimini and Vicenza, a domestic leadership position in the organization of trade shows and congresses. It has also developed an international business, partly through joint ventures with global and local organizers (such as in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, and Brazil) that have made it one of the leading European operators in the sector.

#COMMUNITYCATALYST

WHERE WE OPERATE

ITALY

Rimini – Milan – Vicenza – Arezzo

WORLD

Chicago – Dubai – Munich – New York – Oakland – San Paolo – Singapore

VENUES

Rimini Expo Centre

Rimini Palacongressi

Vicenza Expo Centre

Vicenza Convention Centre

GREEN CORE

Italian Exhibition Group was one of the first and most important players in Europe to obtain ISO 20121 certification for its venues, the exhibition centres in Rimini and Vicenza, the Palacongressi in Rimini and for the organisation of Ecomondo.

An ambitious path that commits the company to a mission that encompasses separate waste collection, industrial processes of material recycling, and which, going forward, requires prevention and the adoption of circular economy models, but also a heavy reduction in the use of materials and energy.

30,000 sqm
of green spaces

1500
plants

144,000 sqm
of solar panels

8,5+ million kWh
of clean energy generated by
photovoltaic plants

26 stations
free electric charging stations
for cars and motorbikes

23,000.000 litres
of water saved thanks to
a recycling system

120 t
of CO₂ saved thanks to lighting
with 850 LED projectors

-50% of energy
used for cooling thanks
to an "ice bank"

20% of visitors
use the internal
railway station

CERTIFICATIONS

ISO 14001
Environment

ISO 45001
Occupational Health
and Safety

GBAC STARTM
Global Biorisk
Advisory Council

ISO 20121
Sustainable event
management systems



FIND OUT MORE

THE LAND OF SUSTAINABILITY

EMILIA-ROMAGNA

More than 8,5 billion is the investments in the three-year 2022-2024 implementation plan of the Emilia-Romagna 2030 Regional Energy Plan to support the energy transition.

RIMINI

Established as the national capital of the green economy, it is in the top 20 most virtuous urban centres in terms of eco-sustainability, according to the 29th "Ecosistema urbano" report produced by Legambiente and Ambiente Italia Srl.

RIMINI EXPERIENCE

A land of bell towers, turrets, endless plains, the Apennines, beaches, all the way down to the sea: Emilia-Romagna, famous the world over as the land of hospitality, is the place where different experiences come together in an unexpected journey through culture, nature, food and wine.

"Slow" and lively, traditional and ready for innovation, conservative but dynamic: Emilia-Romagna embodies so many souls and is moving into the future as one of the regions driving change in Italy.

With this mix of wellness, new emotions and traditional flavours, Rimini, land of villages and fishermen, is a city on a human scale with over 2,000 years of history to tell. Shopping, art and museums, restaurants, leisure/wellness offers and parks make up the rich offering that Rimini offers its guests after the trade show.

HOW TO GET HERE

Strategically located halfway between northern and southern Italy, and part of a dense transport network, Rimini is easy to get to from both Italy and abroad. Getting to Rimini is quick and easy by car, train and plane! In Rimini, everything is within walking distance, and getting around is eco-friendly.



PARTNERSHIP AND COLLABORATIONS

SCIENTIFIC TECHNICAL COMMITTEE – KEY

President Gianni Silvestrini

Scientific Director Kyoto Club and QualEnergia

ADVISORY BOARD

Riccardo Battisti - Solare termico

Laura Bellia - AIDI

Ilaria Bertini - ENEA

Marco Caffi - GBC Italia

David Chiaramonti - Polytechnic University of Turin

Stefano Ciafani - Legambiente

Giordano Colarullo - Utilitalia

Giacomo Cantarella - AssoESCo

Franco Cotana - University of Perugia

Luca D'Apote - Coldiretti

Livio de Santoli - Coordinamento FREE

Dario di Santo - Fire

Anna Donati - Kyoto Club

Fabio Fava - Chairman of Ecomondo Scientific Technical Committee / University of Bologna

Francesco Ferrante - Kyoto Club

Claudio Ferrari - Federesco

Roberta Frisoni - Municipality of Rimini

Daniel Fuchs - IBESA

Gianmarco Giorda - ANFIA

Marco Golinelli - Italcogen

Giorgio Graditi - ENEA

Angela Grassi - ETA FLORENCE

Michelangelo Lafronza - Anie Rinnovabili

Cristina Maggi - H2IT Italia

Alessandro Marangoni - Althesys

Francesco Matteucci - European Innovation Council

Thomas Miorin - EDERA

Giulia Monteleone - ENEA

David Moser - Eurac Research

Francesco Naso - Motus-E

Raimondo Orsini - Sustainable Development Foundation

Roberto Pagani - Polytechnic University of Turin

Annalisa Paniz - Aiel

Roberta Papilli - Confagricoltura

Marco Pezzaglia - Gruppo Professione Energia, Cogen Europe

Paolo Picco - Federidroelettrica

Emanuele Proia - ASSTRA

Attilio Raimondi - Region of Emilia-Romagna

Agostino Re Rebaudengo - Elettricità Futura

Gian Marco Revel - Polytechnic University of Marche

Fabio Roggiolani - Giga

Angelo Salsi - Former Head of Department at CINEA - European Commission

Alessandra Scognamiglio - Aias

Alberto Sogni - Cluster-ER Greentech

Simone Togni - Anev

Fabrizio Tollari - Art-er

Francesca Maria Trapani - Gse

Marco Vecchio - Anie Energia

Roberto Vigotti - Res4Africa

Michael Villa - SmartEn

Paolo Rocco Viscontini - Italia Solare

Giovanni Battista Zorzoli - Coordinamento FREE



INTERNATIONAL

AVERE - European Association for Electromobility

Africa, AFSEA (African Sustainable Energy Association)

Algeria, CDER - Renewable Energy Development Centre

Bosnia & Herzegovina, Foreign Trade Chamber of Bosnia and Herzegovina

Chile, Fundación EUROCHILE

Cote d'Ivoire, Ministry of the Environment

Croatia, Intelligentna Energija

Czech Republic, Solar Association Czech Republic

Czech Republic, The Chamber of Renewable Energy Sources

Czech Republic, Czech Biogas Association

Egypt, CEDARE (The Center for Environment and Development for the Arab Region and Europe)

Egypt, Sustainable Energy Development Association (SEDA Egypt)

Egypt, Cairo Chamber of Commerce

Egypt, Alexandria Chamber of Commerce

Egypt, Engineering Export Council

Egypt, Alexandria Business Association

Egypt, Egyptian African Businessmen Association - EABA

Egypt, Egyptian Businessmen Association - EBA

Egypt, RCREEE- Regional Centre for Renewable Energy and Energy Efficiency

Europe, SmartEN - Smart Energy Europe

Europe, EASE - The European Association for Storage of Energy

Finland, Finnish Wind Power Association

Germany, IBESA (International Battery Energy and Storage Alliance)

Greece, PASEPPE

Jordan, Amman Chamber of Industry

Kazakhstan, Kazakhstan Association of Solar Energy

Kyrgyzstan, Association of Small Hydro Power Plants

Latin America, IILA International Italian-Latin American Organisation

Lithuania, Lithuanian Energy Institute

Moldova, EBA MOLDOVA

Morocco, IRESEN (Institut de Recherche en Energie Solaire et Energies Nouvelles)

Nigeria, SEPAN - Sustainable Energy Practitioners of Nigeria

Senegal, ANER - Agence Nationale pour les Energies Renouvelables

Senegal, COPERES - Business Council of Renewable Energies of Senegal.

Serbia, Serbian Chamber of Commerce

Tunisia, ECOPARK BORJ CEDRIA

Tunisia, CSPV - Chambre Syndicale du Photovoltaïque

Turkey, Ensia (Association of Energy Industrialists and Businessmen)

Turkey, ETD (Energy Traders Association Turkey)

Ukraine, All-Ukrainian public organization of nature protection Zhiva Planeta

United Kingdom, IOM3

Alessandra Astolfi

Global Exhibition Director Green & Technology Division
alessandra.astolfi@iegexpo.it

SALES OFFICE**Christian Previati**

Exhibition Manager
christian.previati@iegexpo.it

Claudia Costella

Sales Account
claudia.costella@iegexpo.it

Ladislau Gabriel Cordos

Sales Account
gabriel.cordos@iegexpo.it

Giulia Nicolato

Sales Account
giulia.nicolato@iegexpo.it

Giorgia Caprioli

Sales Account
giorgia.caprioli@iegexpo.it

**INTERNATIONAL SALES
OFFICE****Fabio Matteo Rocco**

International Sales Account
fabiomatteo.rocco@iegexpo.it

EVENT COORDINATOR**Giulia Bellettato**

giulia.bellettato@iegexpo.it

**MARKETING
& COMMUNICATION****Letizia Benini**

Product Marketing and
Communication Manager
letizia.benini@iegexpo.it

**INTERNATIONAL BUYERS
COORDINATOR****Ilaria Messori**

ilaria.messori@iegexpo.it



DRIVING
THE ENERGY
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EXHIBIT AT KEY



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future