



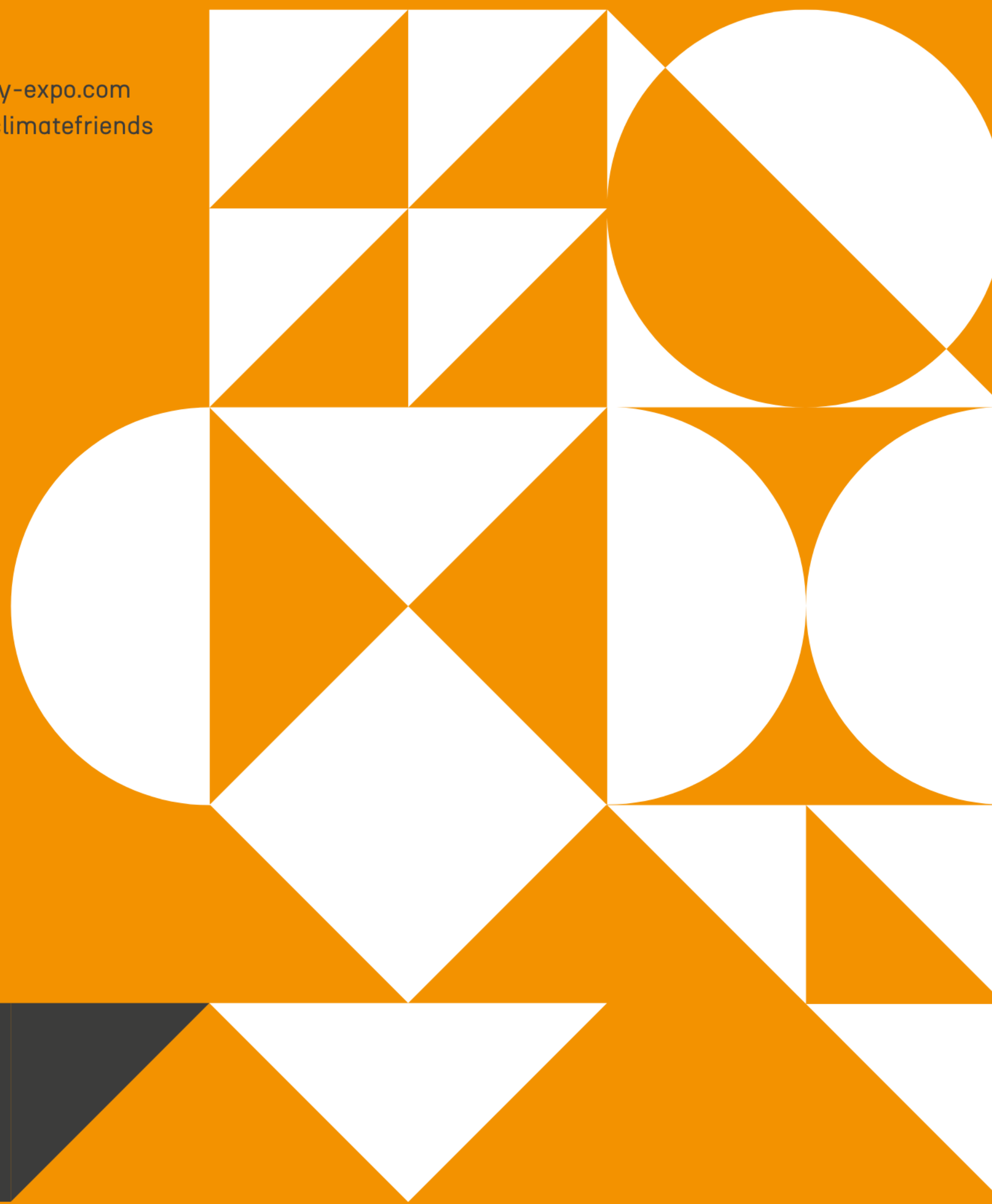
5 - 7  
MARCH  
2025

RIMINI  
EXPO CENTRE  
ITALY

25

key-expo.com  
#climatefriends

DRIVING  
THE ENERGY  
TRANSITION.



Organized by

ITALIAN  
EXHIBITION  
GROUP  
Providing the future

In collaboration with

  
MUR  
Ministry of Foreign Affairs  
and International Cooperation  
**ITA**  
ITALIAN TRADE AGENCY  
madeinitaly.gov.it

Simultaneously with

 **ITALIA  
SOLARE**  
Il fotovoltaico è di tutti  
 **Forum  
Tech**

# 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.

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

The event **reflects the strong energy** and ferment that is characterising the renewable energy market at international level, with the participation of qualified players from all over the world.

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

## MEETING

Place for all **professionals working in the fields of renewable energy** and energy efficiency.

## ENGAGEMENT

A laboratory of ideas, **training** and **information**, a platform for networking and sharing.

## INNOVATION

**Trends, technologies, news**, financing, regulations, and best practices serving the **energy transition**.



# KEY IN NUMBERS – FACTS&FIGURES 2024

key-expo.com

**53,157**  
ATTENDANCE  
(14% international)

**78,516**  
SQM GROSS EXHIBITION SPACE

**226 MLN**  
MEDIA CONTACTS

**107**  
COUNTRIES INVOLVED

**476**  
INTERNATIONAL DELEGATES

**837**  
COMPANIES  
(35% international)

**36**  
INTERNATIONAL ASSOCIATIONS

**12**  
INTERNATIONAL EVENTS

**123**  
EVENTS AND SEMINARS

**391,000**  
VIEWS on GreenTech Insight

# WHO EXHIBITS AT KEY?

**KEY** tells a **360-degree** story of the world of energy and renewables by involving entities, associations, organizations, utilities, companies and start-ups participating in the energy transition in various fields:

- ✓ PHOTOVOLTAIC
- ✓ WIND
- ✓ SOLAR THERMAL
- ✓ GEOTHERMIC
- ✓ HYDROELECTRIC
- ✓ HYDROGEN
- ✓ STORAGE SYSTEM
- ✓ ENERGY EFFICIENCY
- ✓ SUSTAINABLE CITY
- ✓ ELECTRIC MOBILITY
- ✓ COGENERATION
- ✓ MEDIA AND TRAINING
- ✓ CONSULTING / SERVICES / DIGITIZATION
- ✓ MANAGEMENT / MAINTENANCE / SECURITY

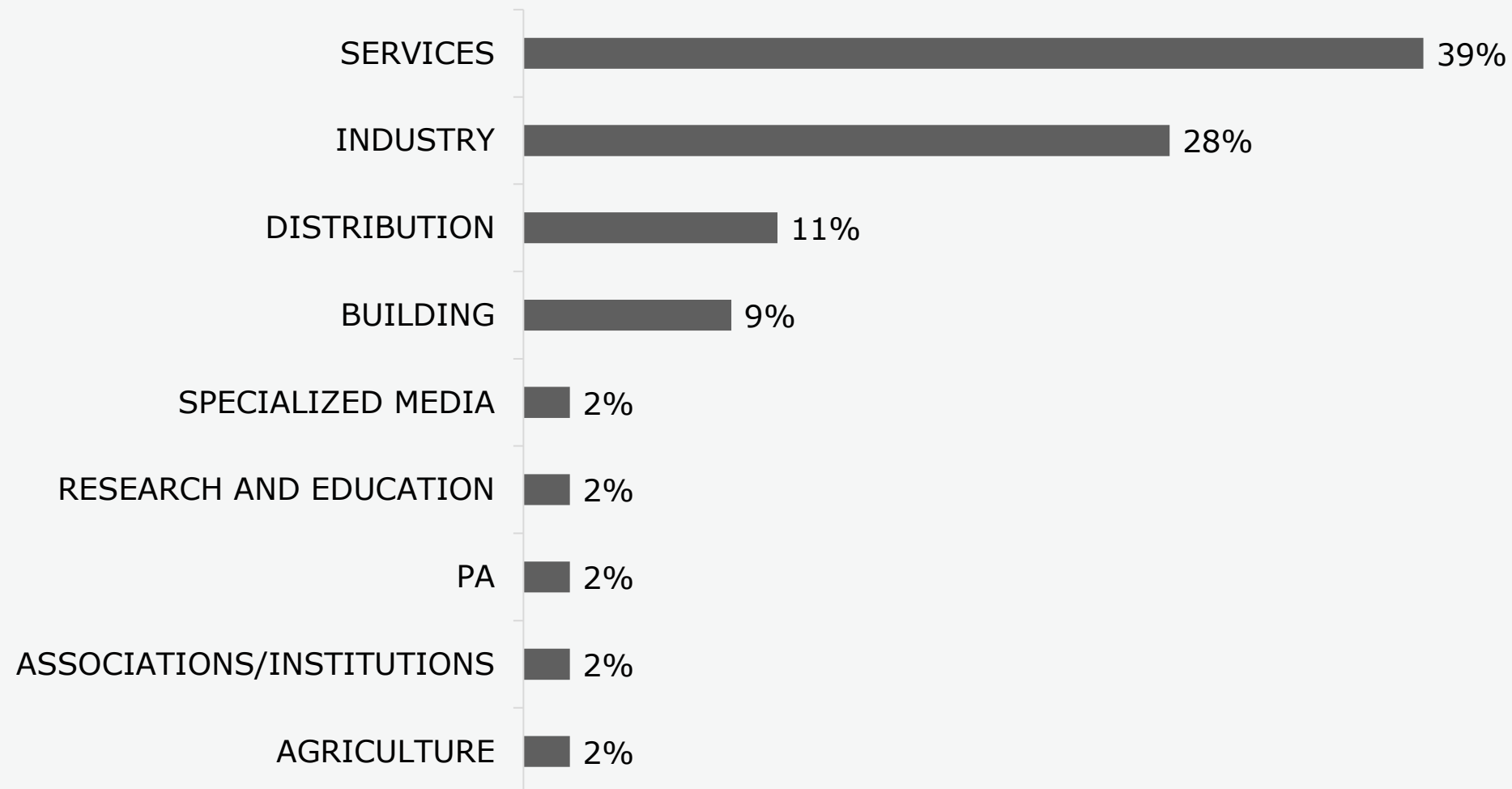
*More than 90% of exhibitors consider KEY an important opportunity for their business.  
It allows companies, stakeholder community, financial promoters and institutions to meet, the place where they can develop new approaches for projects to be implemented.  
(2024 exhibitor survey)*



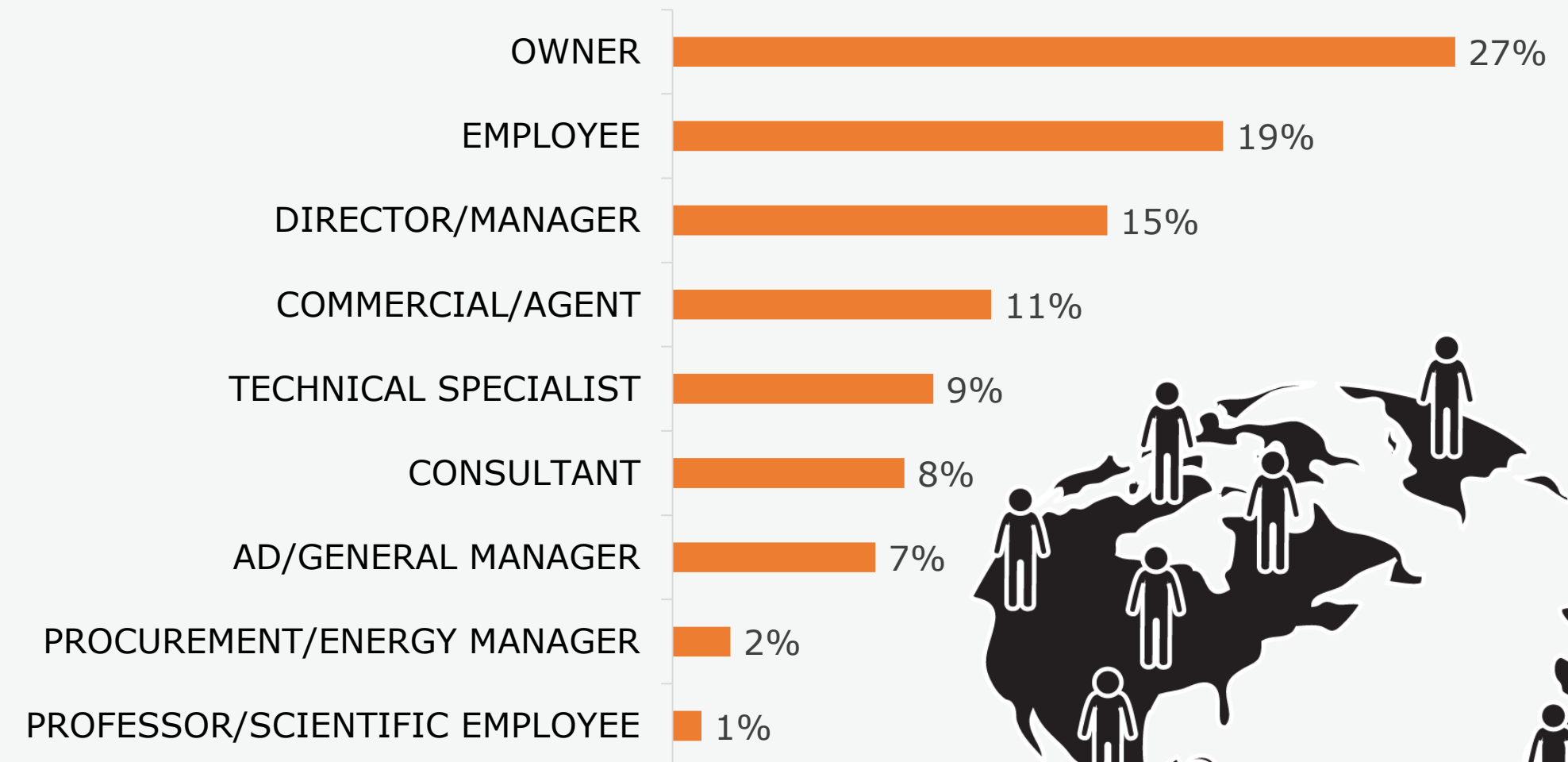


# VISITORS PROFILE

## SECTORS OF ACTIVITY



## PROFESSIONAL PROFILE



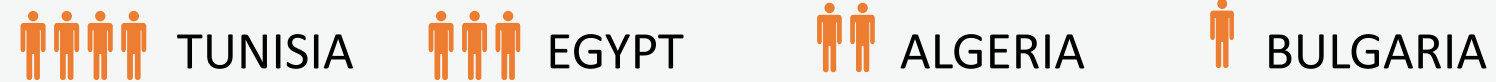
## TOP COUNTRIES OF ORIGIN



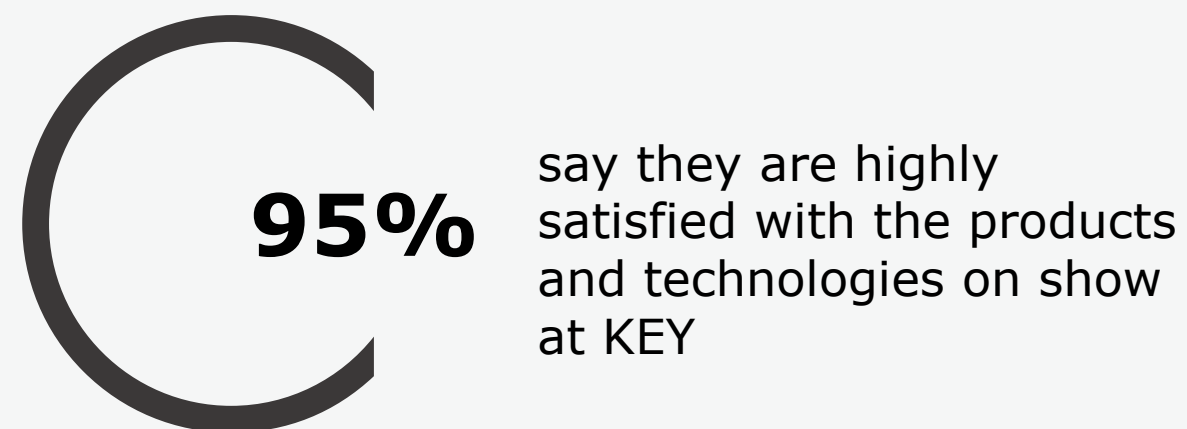
# INTERNATIONAL BUYER PROFILE



## TOP COUNTRIES OF ORIGIN:



## ABOUT US:



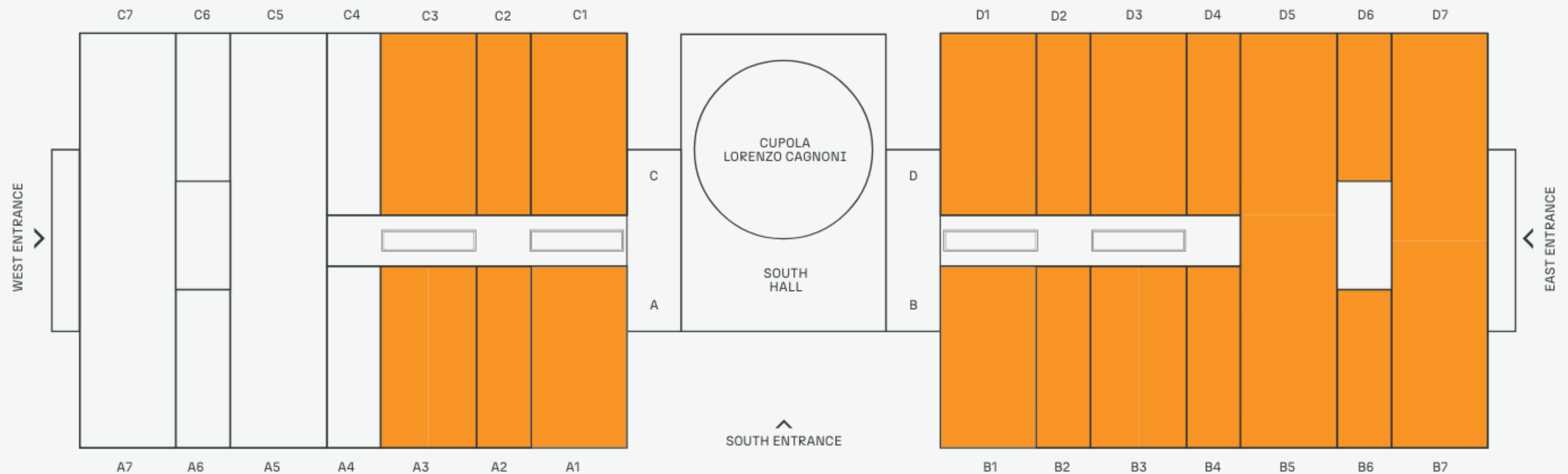
# KEY: EXHIBITION PROJECT



# LAYOUT

With main entrance in the south hall, **KEY24 was spread over 16 halls with more than 70,000 square meters of exhibition space dedicated to energy transition.**

Spaces dedicated to the energy transition in all its forms will grow, hosting the most important service, solution and technology companies in the energy sector supported by special areas for **transversal projects, spaces dedicated to networking, innovation and training.**



# EXHIBITION SECTORS



SOLAR  
EXPO &  
CONFERENCE

**SEC - Solar Expo & Conference** is the technology showcase on one of the most central sectors for the energy transition. It addresses topics ranging from residential to utility scale, from photovoltaics for industry to agrivoltaics.

SEC is realized in collaboration with Italia Solare, which organizes the Italia ForumTech.



WIND EXPO FOR MED

**WEM - Wind Expo for Med** presents wind power in all its forms: from onshore to offshore wind power to mini-wind power to renewable energy community projects based on it.

WEM is realized in cooperation with Anev, an environmental protection association operating in the wind energy sector.



KEY  
STORAGE  
EXPO

**KSE - Key Storage Expo** is dedicated to static-type storage, which is of interest to the residential and industrial sectors and the utility scale.

Electrochemical-type storage will be on show at KSE, with the aim of accommodating other energy storage technologies as well.



HYDROGEN  
EXPO

**HYE - Hydrogen Expo** is the place to learn about hydrogen prospects, opportunities, technologies, projects and applications.

KEY, in collaboration with H2IT and ENEA, promotes the development of projects and actions to integrate hydrogen production and storage technologies with renewable energy.



ENERGY  
EFFICIENCY  
EXPO

**EFFI - Energy Efficiency Expo** is the place for exchange and growth, dedicated to technologies, systems and solutions that support and promote smart use of energy resources.

EFFI interests the industrial sector, energy-intensive companies, public administrations, professionals and the construction sector.



eMOBILITY EXPO

The electric mobility sector is experiencing a progressive and exponential development worldwide, gaining more and more market space.

**EME - eMobility Expo** is the reference point for an audience of specialized visitors, including public administration, retail operators, the industrial world and international buyers.



The narrative of the evolution of cities in terms of digitalization and urban regeneration finds its place in **Sustainable City**.

A workshop of ideas for designing the future of cities from a sustainable perspective.

# 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 Innovation District is organized by Italian Exhibition Group in collaboration with ICE, ART-ER, Mai Foundation and ANGI.

## INNOVATIVE START-UP AWARD

Award dedicated to the 3 best projects submitted by Start-Ups selected through Call for Start-Up& Scale-Up that will have distinguished themselves by highly innovative projects for the renewable market

## LORENZO CAGNONI AWARD FOR INNOVATION

Award dedicated to Italian and international excellence, which on display at KEY.  
The 7 innovative projects, one for each product sector represented by KEY, will be awarded.

# KEY: EVENTS PROGRAMME



# FOCUSES

The jewel 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.

**123** EVENTS AND SEMINARS

**12** INTERNATIONAL EVENTS

**57** EXHIBITORS AND PARTNER EVENTS

**74** TECHNICAL-SCIENTIFIC COMMITTEE EVENTS



# KEY: COMMUNITY



# GREEN TECH INSIGHT – COMMUNITY

key-expo.com

GreenTech Insights is the network that brings together the communities of the leading international shows of the green & technology sector by Italian Exhibition Group focused on the circular economy, the green economy, the energy and ecological transition, renewable sources, sustainable mobility and innovations.



Ecomondo  
The Green Technology Expo  
[ecomondo.com](http://ecomondo.com)



KEY  
The Energy Transition Expo  
[key-expo.com](http://key-expo.com)



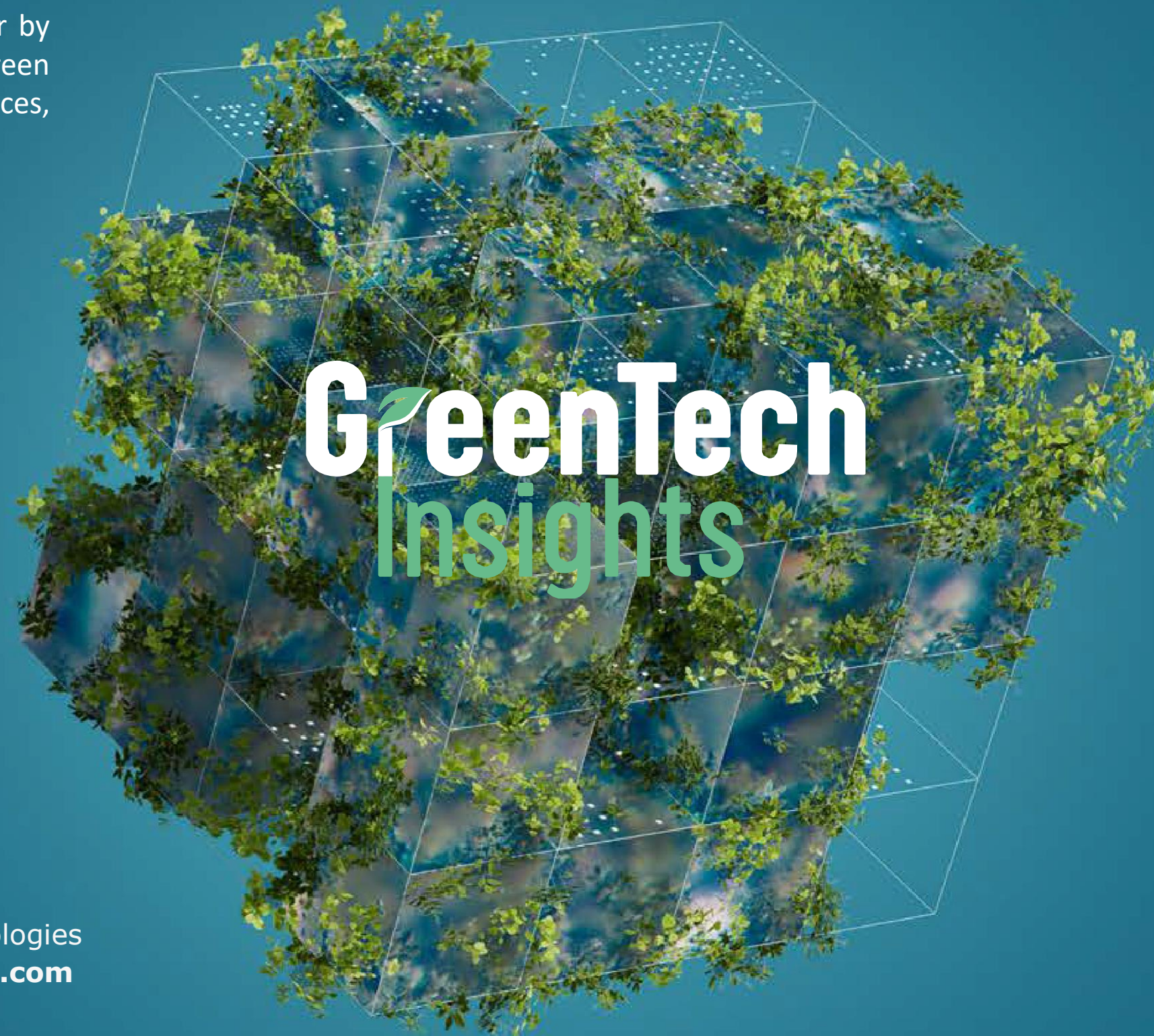
IBE  
Intermobility & Bus Expo  
[expoibe.com](http://expoibe.com)



DPE  
International Electricity Expo  
[dpeurope.it](http://dpeurope.it)



Tecna  
The International Exhibition of Technologies  
and Supplies for Surfaces [tecnaexpo.com](http://tecnaexpo.com)



200.000+  
Companies profiled

2.580+  
Exhibitors

158.000+  
Attendees

312.000+  
Gross square metres of  
exhibition space

102.000+  
Follower

140  
National associations

90  
Foreign associations



# SUSTAINABILITY – GREEN CORE

Italian Exhibition Group is 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 organization of KEY.

## Overview

**30,000 sqm**  
of green spaces

**1,500**  
plants

**144,000 sqm**  
of solar panels

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

**26 charging stations**  
for cars and motorbikes

**23,000,000 litres**  
of water saved thanks to a  
recycling system

**120 t of CO<sub>2</sub>**  
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

Some of the best practices introduced in event design:

- ✓ No carpeting or use of ecological carpeting
- ✓ Collection and recovery of cigarette butts
- ✓ Sustainable choice of fittings with the zero waste route
- ✓ Use of fsc and pefc certified wood products and derivatives
- ✓ Accessibility to the district for the differently abled

## Certifications

**ISO 14001**  
Environment

**ISO 45001**  
Occupational Health & Safety

**GBAC STARTM**  
Global Biorisk  
Advisory Council

**ISO 20121**  
Sustainable event management  
systems



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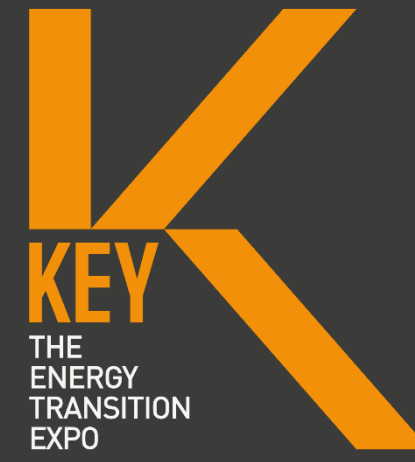
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