

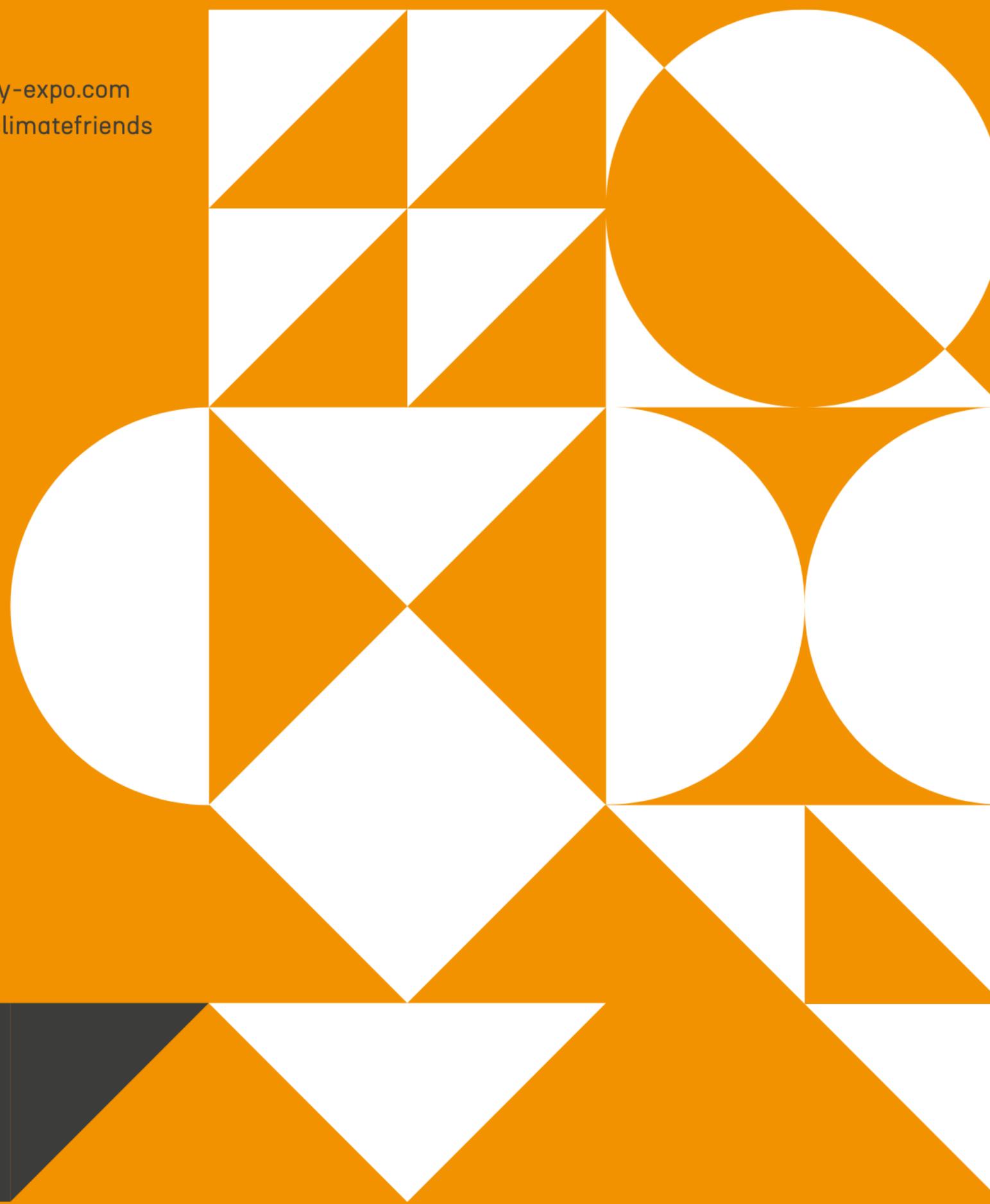
5 - 7
MARCH
2025

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:

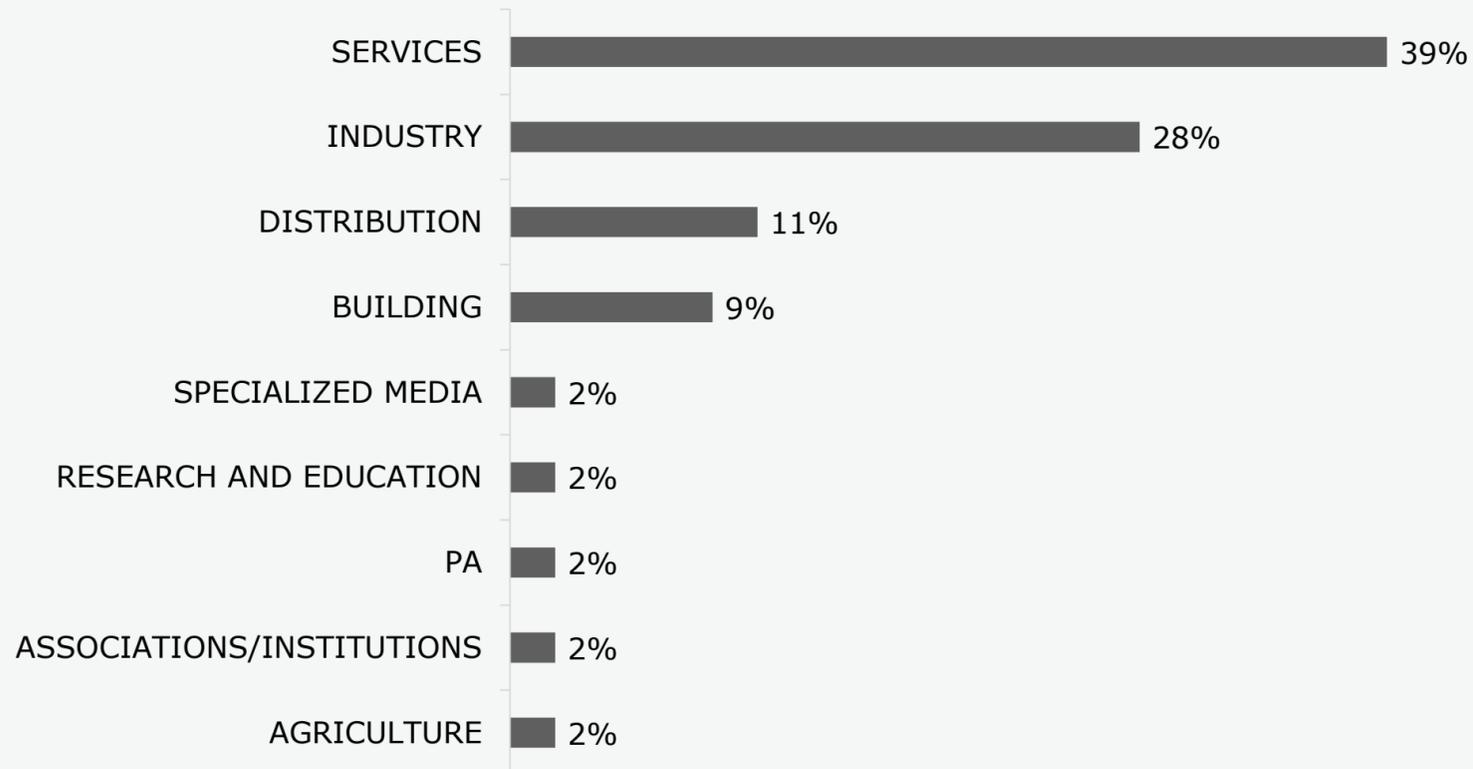
- ☑ PHOTOVOLTAIC
- ☑ WIND
- ☑ SOLAR THERMAL
- ☑ GEOTHERMIC
- ☑ HYDROELECTRIC
- ☑ HYDROGEN
- ☑ STORAGE SYSTEM
- ☑ ENERGY EFFICIENCY
- ☑ SUSTAINABLE CITY
- ☑ ELECTRIC MOBILITY
- ☑ COGENERATION
- ☑ MEDIA AND TRAINING
- ☑ CONSULTING / SERVICES / DIGITIZATION
- ☑ MANAGEMENT / MAINTENANCE / SECURITY

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)

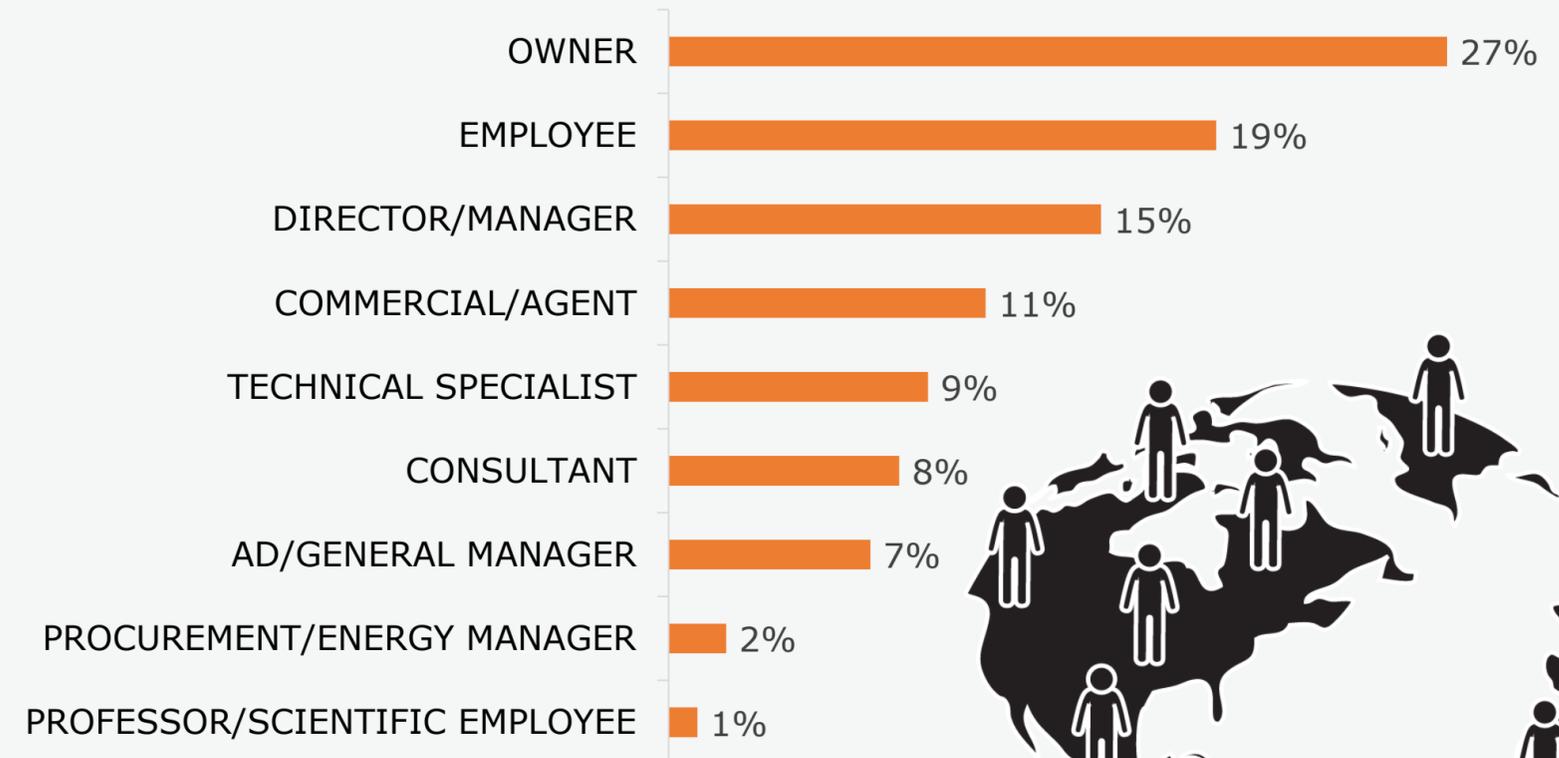


VISITORS PROFILE

SECTORS OF ACTIVITY



PROFESSIONAL PROFILE



TOP COUNTRIES OF ORIGIN

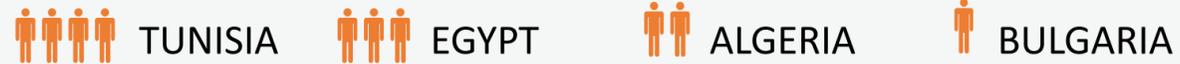


INTERNATIONAL BUYER PROFILE

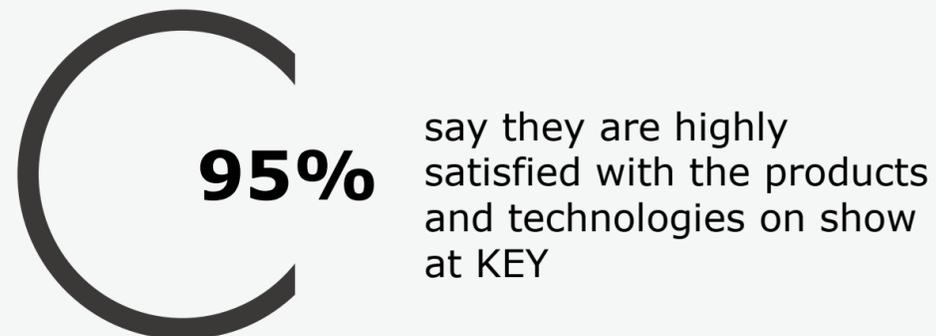
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TOP COUNTRIES OF ORIGIN:



ABOUT US:

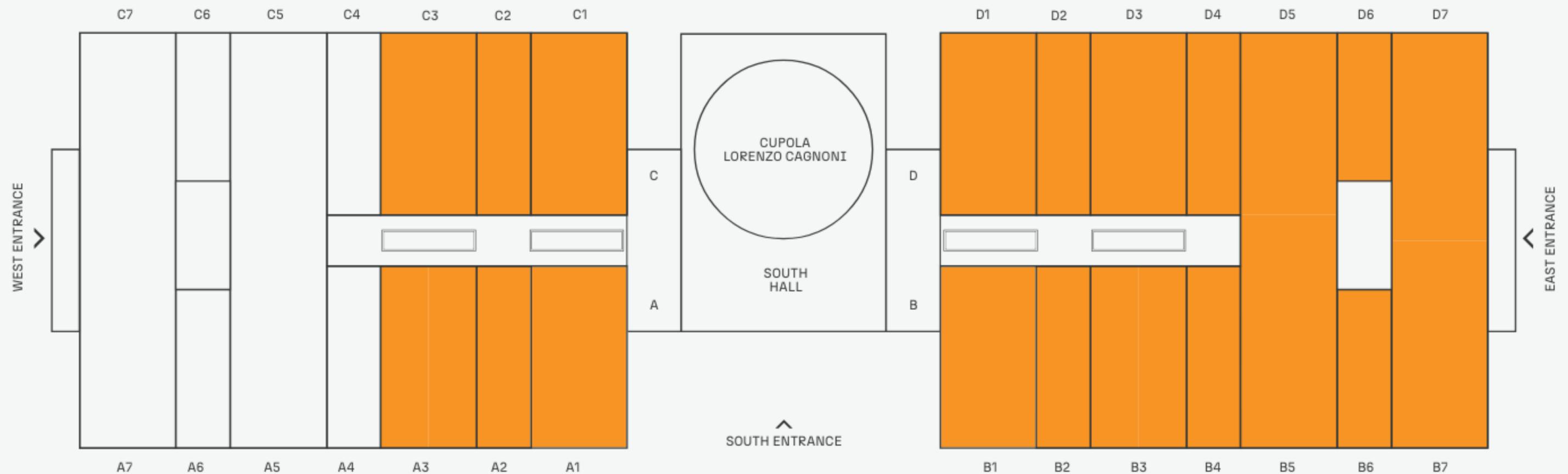


KEY: EXHIBITION PROJECT

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.**



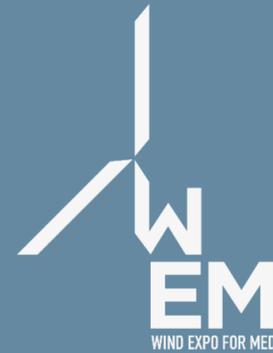
EXHIBITION SECTORS



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

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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



KEY
The Energy Transition Expo
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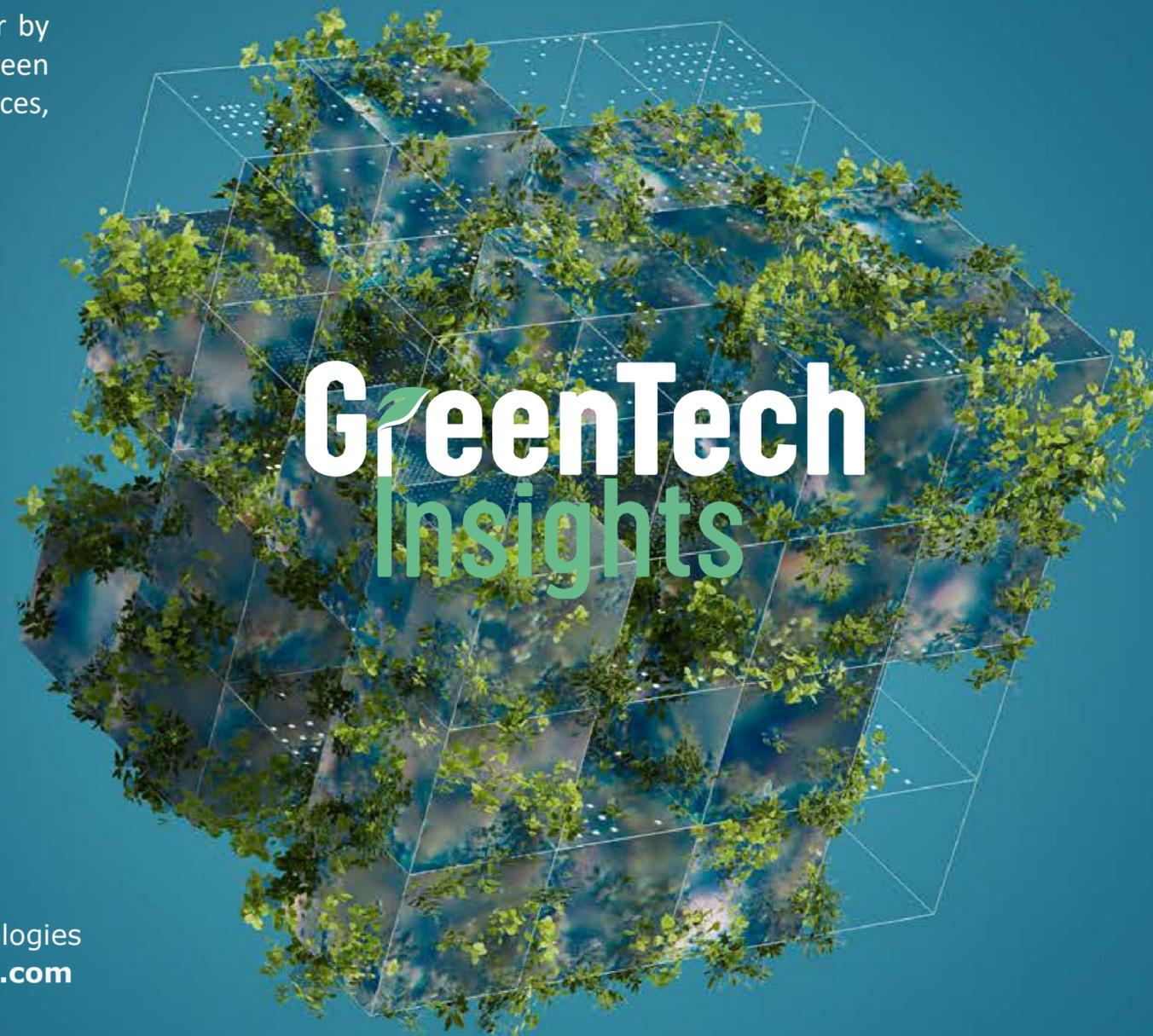
IBE
Intermobility & Bus Expo
expoibe.com



DPE
International Electricity Expo
dpeurope.it



Tecna
The International Exhibition of Technologies and Supplies for Surfaces
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 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

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

CONTACTS

Alessandra Astolfi

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

Christian Previati

Exhibition Manager
christian.previati@iegexpo.it

SALES OFFICE

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

MARKETING & COMMUNICATION

Letizia Benini

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

BUYER

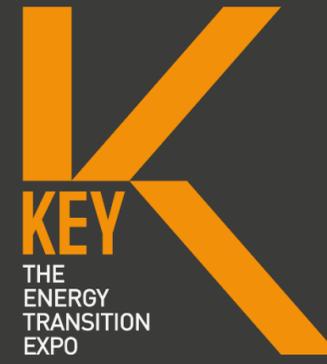
Ilaria Messori

International Buyer Coordinator
ilaria.messori@iegexpo.it

EVENTS

Giulia Bellettato

Event Coordinator
giulia.bellettato@iegexpo.it



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