

Hannover Messe 2017: steering

Integrated Energy Plaza: **pV magazine** is proud to announce that with our partners Huawei, sonnen, Suntech, S.A.G., innogy and First Solar, we will be exhibiting at the Integrated Energy Plaza at the 2017 Hannover Messe. Benjamin Low, the Global Director of Hannover Messe, discusses his vision for the plaza and the exhibition as a whole.



For **pV magazine**, the Integrated Energy Plaza represents an ideal opportunity to expand media activities beyond regular online coverage and magazine distribution, at Hannover Messe, the world's largest industry trade fair. "When Hannover Messe contacted us to discuss opportunities of how to highlight solar companies at the show, we were pleased to hear that the interest in solar and renewables in general has grown so much over the past few years," said **pV magazine's** CSO Andrea Jeremias.

"Highly motivated to foster this trend, we developed the idea of a **pV magazine** joint booth called 'Solar Premium' to showcase major players in the solar industry. In a short period of time, Hannover Messe and ourselves set up the cooperation, and we have since identified our solar premium sponsors, who are excited to present their future energy concepts at the largest industry show of its kind in the world to their specific target groups, namely energy investors, off-takers and utilities.

"There was immediate enthusiasm from our partners, who saw the chance to connect with the established industry to explore various business opportunities. In addition to a joint booth presence, the cooperation also consists of a number of networking events. For **pV magazine** it is an exciting start, and we see huge potential in bringing solar and the players of the Energiewende to integrate all energy sectors into one industry committed to clean energy technology at this event.

"innogy SE, part of the RWE utility, was one of the first companies we introduced the Hannover Messe concept to, and they responded with immediate interest." Bernhard Beck, Founder of BELECTRIC, which is now part of innogy SE, sees the Integrated Energy concept reflected in the strategic concept of innogy: "Integrated system technology guarantees the economic success of solar plants. The optimum interaction of all components is required to reduce costs and create reliability. In the past BELECTRIC has achieved

important advances, such as the integration of thin film technology in solar power plants and the raising of system voltage to 1,500 VDC."

Suntech and S.A.G were other companies to identify the exciting business opportunities at hand. One of their spokespeople told **pV magazine**: "Wuxi Suntech Power Co. Ltd. is one of the global leading solar high quality module manufacturers with 16 years' experience. S.A.G. Solar GmbH & Co. KG has 20 years of system integration experience, and with its new product roofINVEST offers a complete system solution to commercial and industrial customers. The attendance of Suntech and S.A.G. Solar signifies the relevance of offering innovative products and complete solutions within the solar value chain in catering to the global customer demand for green energy."

China's Huawei added: "Digitalization will play an important role in the new energy landscape. In large PV systems, data measurement for the plant's control system will play an important role in the new energy landscape. Domestic technology, meanwhile, is merging the smart home with solar PV. Huawei, as a leading ICT company, looks forward to presenting ourselves at the biggest industrial fair of this kind in the world."

sonnen said: "sonnen is more of an energy integrator than a pure-play hardware supplier. The customer wants a one-stop service, and this is where we are positioning ourselves. Integrated energy has an important position in the value chain, offering these simple solutions via a single point of control."

U.S. solar firm First Solar sees the value of the Hannover Messe as a platform for showcasing its services. "Participating at the Integrated Energy Plaza gives us the opportunity to highlight the role that our technology will play in enabling Europe's clean energy future through large-scale solar. With over 4.5 GW of installed capacity in the region, First Solar remains firmly committed to Europe."

Solar Premium Booth Sponsors



solar into the energy fast lane

Benjamin Low, Hannover Messe Global Director.



Photo: Hannover Messe

pv magazine: Can you describe the relationship that Hannover Messe has had with energy industries over the years?

Low: Hannover Messe is 70 years old this year, and has been taking place since 1947. It has been involved with the energy industry for many decades. For many years we had separate shows running concurrently under the umbrella of Hannover Messe. We had various focal points, including wind, Mobil-iTec and power plant technology. This has evolved over the last few years into the leading trade show for integrated energy systems and mobility.

What interest have you seen at Hannover Messe, and other shows that have come out of it in various forms, in renewable energy?

Over the past three years over 50% of the people who took part in our questionnaires were attending Hannover Messe because of renewable energy technology.

What I have noticed, looking at the statistics, is that through the changes we have seen within the industry, we are also seeing a shift in interest. So things like electric mobility, smart grids, and energy services have increased in terms of what people are looking for. To give you an idea of the scope, last year we had 96,000 visitors to Hannover Messe energy.

That is a large number in terms of raw interest.

It is. We have people coming from all over the world. And these people don't have time to go to various trade shows. For them it is about clean energy, and it is not necessarily with a focus on one source where it comes from; they are often thinking of a mix. That is the appeal of coming to Hannover Messe. To say I can go to one place – it is a one stop shop – I can inform myself about all different kinds of technologies, and then have an idea about what I want to focus on.

What is your vision for the Integrated Energy Plaza, and why is it an important development for Hannover Messe?

I think our goal is to create something special that can be found nowhere else in the world in terms of trade shows. The idea behind it is to bring the key players within the various energy sectors together to discuss and present solutions for the next phase of the worldwide energy system transformation. The movement towards more renewable energy on the grid is going to require integrated energy solutions. We want this to be the meeting point for people to talk about energy integration and move it forward.

This year we have the two major showcase initiatives presenting themselves at the Integrated Energy Plaza. On the one side, there are five projects tendered by the German Federal Ministry of Economic Affairs and Industry; these are called smart energy topics, digital agenda for the energy transition, and SIN-TEG. On the other side, the four projects that were tendered by the German Federal Ministry of Education and Research (the Copernicus Projects for Energy Transition).

What can the solar companies exhibiting at Hannover Messe hope to achieve?

From the visitor's point of view, what Hannover Messe offers is an overview of new technologies, and developments in the many energy sectors. In a single day at the fair one can get an overview of new developments in solar, wind, co-heat and power generation on the one side, and on the other side we have the world's largest exhibition of hydrogen and fuel cell technologies. So you get a complete overview as a visitor.

From the exhibitor's point of view, you have national and international visitors from across the energy and manufacturing industries; those are the two main visitor groups. On top of that we also had 2,600 journalists visit the show, as well as an array of national and international politicians in attendance, especially from Germany.

Those are some very impressive numbers. I've been to some very large trade shows, but this is something else entirely.

Last year we had America as our partner country, we had Barack Obama here. It was a slightly different mood.

The Solar Premium Booth at the Integrated Energy Plaza will be hosted throughout the Hannover Messe 2017, which runs from April 24 – 28 in Hannover, Germany.

For more information, visit www.hannovermesse.de