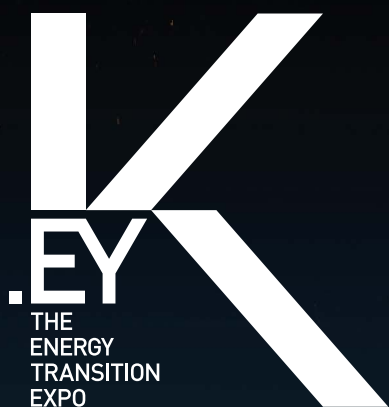


DRIVING

THE ENERGY

TRANSITION.



#CLIMATEFRIENDS

**22-24
MARCH
2023**



**RIMINI
EXPO CENTRE
ITALY**

WHAT IS K.EY?

Climate change and rising energy costs are accelerating the energy transformation affecting all continents, especially **Europe and the Mediterranean region**.

The goal of carbon neutrality by 2050 set by the EU can only be achieved with a commitment that also engages the African countries bordering the Mediterranean, and in this scenario, Italy plays a strategic role in driving the energy transition.

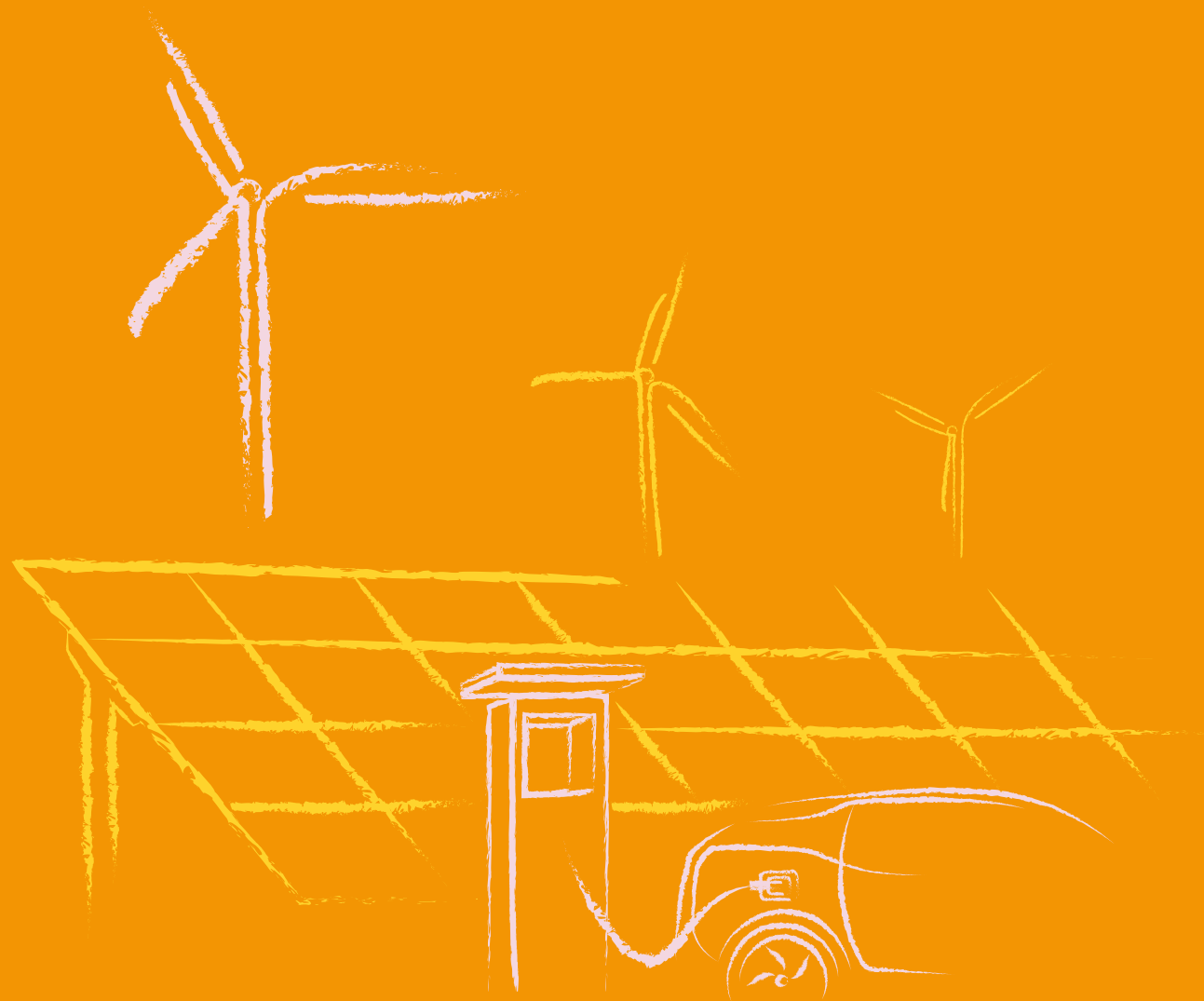
K.EY, The Energy Transition Expo, is Europe's leading event dedicated to technologies, services and integrated solutions for energy efficiency and renewable energy.

K.EY is also a reference marketplace for the energy transition and renewable energy communities, a cultural, scientific and technical hub and a network offering training and learning opportunities.

The topics to be addressed include the development of **renewable energy communities**, the first results of agrovoltatics, new developments in **wind, solar** and **photovoltaics**, the prospects for **off-shore parks** and large-scale and long-term storage, efficiency issues in buildings and industry, the various applications of **hydrogen** and innovative solutions for **electric mobility** and charging infrastructure.



1. OVERVIEW



RELATIONS
SUSTAINABILITY
ENERGY
INNOVATION
IN A WORD: K.EY

FACTS & FIGURES 2022

16.300+

Attendance, of which **10% international delegates from 59 countries**

21.340 *sqm*

Gross exhibition area

293

Companies of which **25% from abroad**

15

International associations

78.600

Views on the digital platform GreenTech Insights

86

Events, including **12 international**

14

Webinars over the year

780 *mln*

Media contacts

2. ABOUT K.EY 2023

GOALS

The new schedule for K.EY places the event in early spring, from **22 to 24 March 2023 at the Rimini Expo Centre**: an increasingly international format, with three days of business and networking. K.EY aims to be a **comprehensive** showcase of technologies, integrated **solutions and services able to drive the energy transition** towards a carbon-neutral economy, by bringing together and connecting stakeholders, associations, companies and key industry players, and fostering the development of new business opportunities.

400

Exhibitors

3

Business and
networking days

50

Start-ups

20.000

Attendees expected (10% from abroad)

6

Themed areas

40.000 sqm

Gross exhibition area

60+

Conferences, workshops
and networking events

EXHIBITORS PROFILE

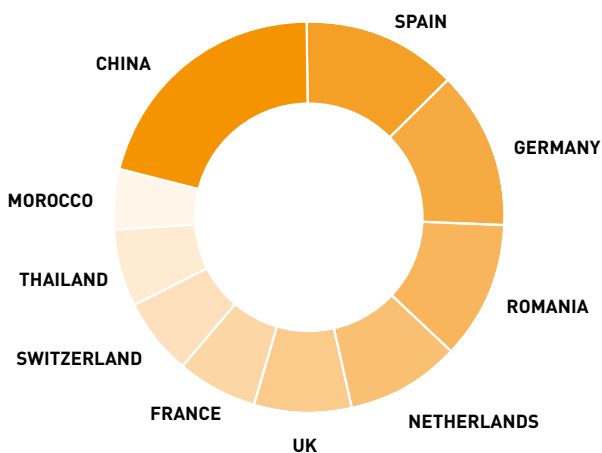
K.EY provides a complete overview of the world of energy and sustainability, showcasing entities, associations, organisations, utilities, companies and start-ups contributing to the energy transition in various fields:

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

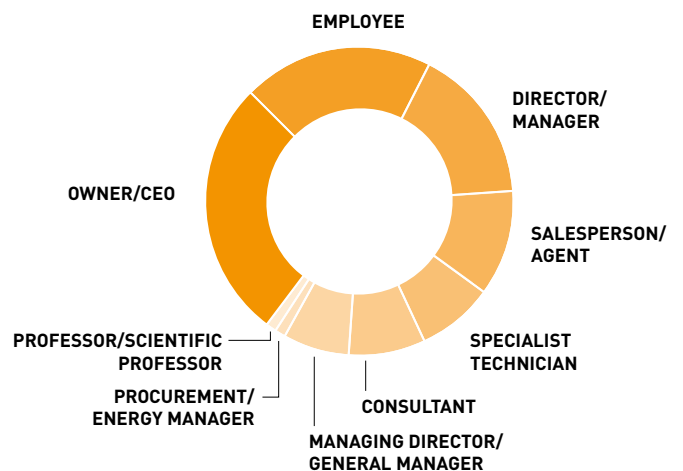
VISITORS PROFILE

GEOGRAPHICAL ORIGIN

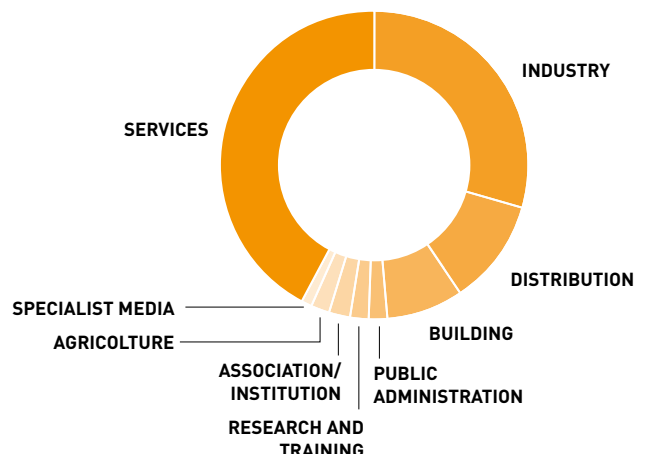
56% EUROPE **44%** OUTSIDE EUROPE



PROFESSION

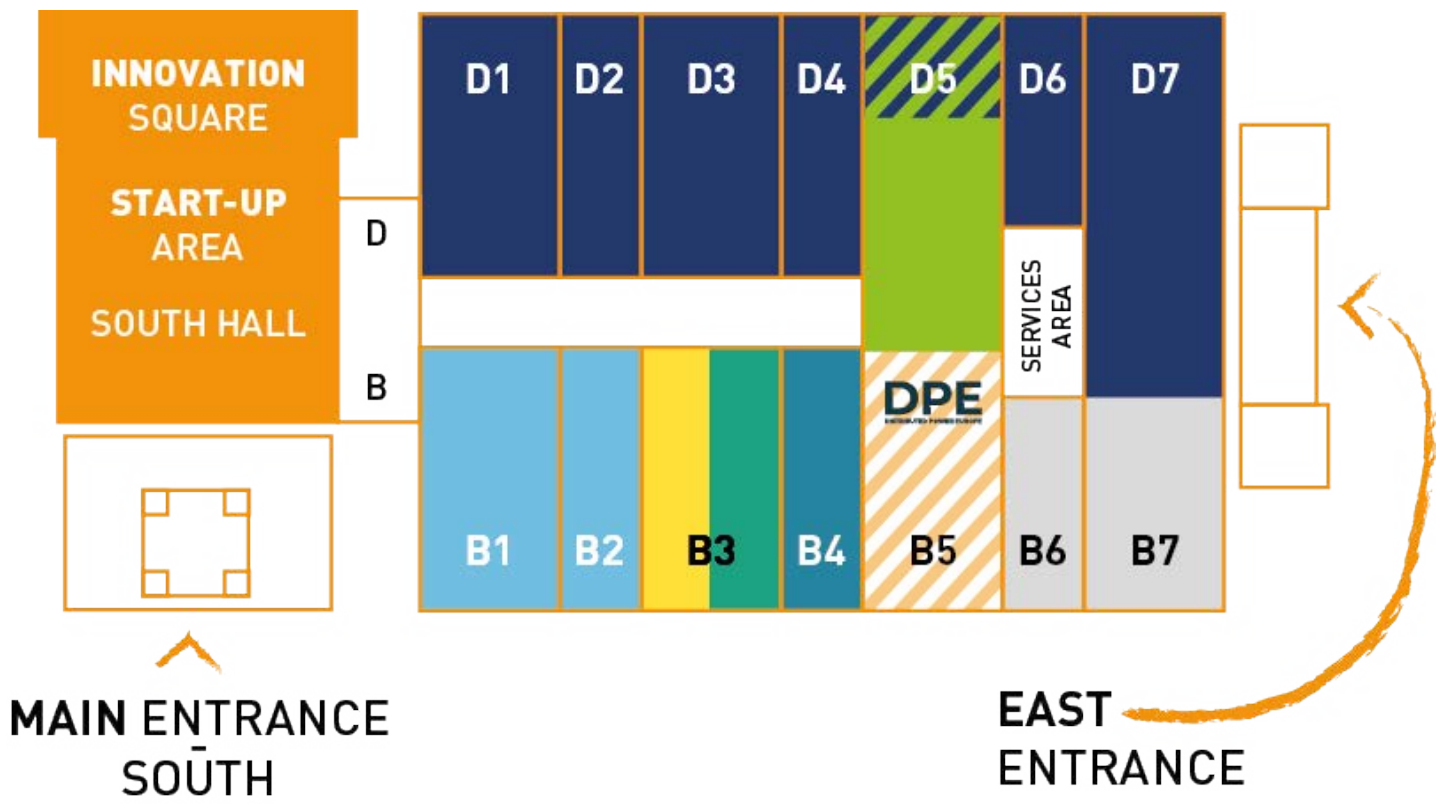


SECTOR OF ACTIVITY



*Data from Key Energy 2022

LAYOUT



AREAS



■ The exhibition area dedicated to photovoltaics and storage. At the same time as **ForumTech**, organised by **ITALIA SOLARE**.



■ Technologies and services for the construction and operation of on-shore and off-shore wind power plants.



■ Technologies and projects for the production and storage of hydrogen.



■ Electric and sustainable mobility, from charging infrastructure to interconnected mobility services.



■ 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.



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



DPE The European Exhibition of Electrical Power Systems, a European trade fair that showcases the entire ecosystem of electricity generation, distribution, safety and automation, will be held at the Rimini Expo Centre at the same time as K.EY. An event focused on the **solutions and technologies of the entire electricity generation and distribution systems and components industry** with a conference and training programme with expert content and speakers of interest to the whole distributed generation sector.





#CLIMATE'FRIENDS

3. PEOPLE, SERVICES AND OPPORTUNITIES

86%

of exhibitors consider attending K.EY as important for their business

9.3/10

satisfaction with attending K.EY

WHY CHOOSE K.EY?

- To be **key players in the sustainable future, developing new relationships and business models**, not only within the Italian market, but also in other Mediterranean countries and beyond
- To take part in quality, international events
- To stay up to date on the technological and market developments shaping the energy transition in Italy and in the Mediterranean basin
- To meet a **professional and profiled target audience**
- **To capitalise on networking opportunities with key industry players**
- To stay up to date on technologies, legislative aspects, development trends and new emerging markets
- To **discover the best in Italian and international innovation** in the Start-up area
- To be part of the rapidly expanding **GreenTech Insights Community**, able to act as a reference point of contact with institutions

STAND OPTIONS

K.EY supports exhibitors in choosing the most suitable area to promote their brand.

Exhibitors can request a customisable bare area and draw on the know-how of Prostand, an IEG Group company, to design the stand, or choose from the available pre-assembled stand models.

EXHIBITION RATES PER SQM – BARE AREA

1 front	2 fronts	Large Area (min. 64 sqm)
€187.00	€196.00	€181.00

Entry level: pre-assembled stands from 16 sqm and €5,072

[View all exhibiting solutions](#)

DIGITAL PACKAGES

Not just a physical space, K.EY offers exhibitors **multiple phygital and full digital participation formulas with GreenTech Insights (GTI)**, the community that brings together in one place all the shows of the green & technology sector organised by Italian Exhibition Group and aims to offer virtual content throughout the year. Through this hybrid form of event, the experience does not end with the trade show, but rather networking and business matching opportunities are multiplied.

BASIC

Allows each exhibitor access to the GreenTech Insights (GTI) digital platform, which extends visibility over time and space across the network, multiplying contact and business opportunities.

GOLD & PLATINUM (paid-for)

Provide features for interaction with visitors, increased visibility and customisation of exhibitor profiles.

PACKAGES

BASIC Included in the participation fee

GOLD €2,500 (excluding VAT)

PLATINUM €6,500 (excluding VAT)

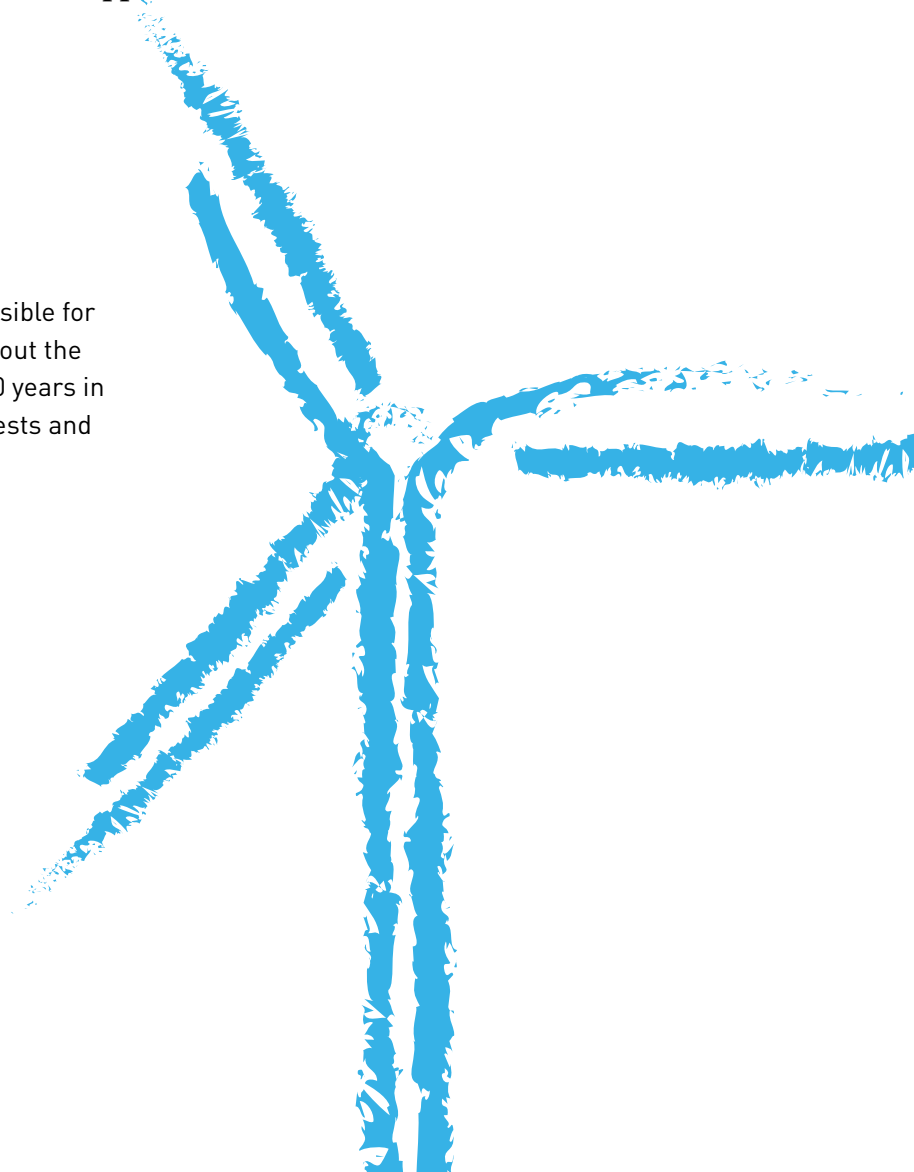
The benefits of the GTI digital platform: Community, Networking, Artificial Intelligence.

Join the community: download the GTI app

[iOS](#) and [Google Play](#)

CATERING SERVICES

Summertrade is the IEG Group company responsible for organising all food & beverage services throughout the fairgrounds. The company has been active for 40 years in the catering sector, and is ready to receive requests and develop customised solutions.



4. IDENTITY

INTERNATIONAL OUTLOOK

K.EY is intended to be a cultural, scientific and technical reference hub for the energy transition. In keeping with this vision and with the aim of becoming the reference event in the Mediterranean, it has developed the “**International Buyers**” initiative, which seeks to engage 500 international delegates, fostering dialogue and the development of business relations during and after the show.

Thanks to the synergy with the Italian Trade Agency and the Ministry of Foreign Affairs, 140 buyers attended K.EY in 2022, generating 475 business matches within the digital platform. In addition, 15 international associations and media partners were involved. Through the work of its Technical Scientific Committee, K.EY works with international institutions such as Res4Africa, Business Council for Africa and IRENA.

K.EY MEANS COMMUNITY

GreenTech Insights brings together the **communities** of the leading international shows organised by **Italian Exhibition Group** in the Green & Technology sector:

- **K.EY, The Energy Transition Expo** - keyenergy.it
- **DPE, Distributed Power Europe** - dpeurope.it
- **IBE, Intermobility & Bus Expo** - expoibe.com
- **Ecomondo, The Green Technology Expo** - ecomondo.com
- **Tecna, the International Exhibition of Technologies and Supplies for Surfaces** - tecnaexpo.com

It aims to share, engage, support and guide companies, stakeholders and start-ups to work more ethically and responsibly using new digital technologies to achieve the European 2050 climate neutrality targets. GTI offers virtual content throughout the year and the digital event extension.



THE LAND OF SUSTAINABILITY

€8,5+ bn

The investments in the three-year 2022-2024 implementation plan of the Emilia-Romagna 2030 Regional Energy Plan to support the ecological transition.

ITALIAN EXHIBITION GROUP GREEN CORE



23,000,000

litres of water saved through a recycling system



1,500

plants



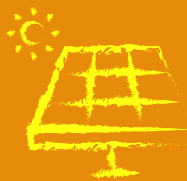
-50%

energy used for air conditioning, thanks to an underground system that produces cold air at night and provides cooling during the day



26

sockets for free electric charging of cars and motorbikes



114,000

sqm of solar panels



20%

of visitors use the railway station within the fairgrounds



20121:2012

K.EY shows its **sensitivity towards the environment** also through its exhibition spaces. In 2022, the **Rimini Expo Centre** obtained **ISO20121 certification**, which proposes the management **standard for the sustainable organisation of events**. A mission that ranges from separate waste collection to industrial material recycling processes and that, going forward, requires prevention and the adoption of circular economy models, but also a sharp reduction in the use of materials and energy. Italian Exhibition Group (IEG) certifies **its locations and the organisation of the Ecomondo trade show**.



Scan the QR code and watch the video

EMILIA ROMAGNA

Italy's third region in terms of the number of photovoltaic systems installed. An ecosystem rich in institutions and collaborative ventures based on the "Motor Valley" model, an area of considerable appeal to international investors.

RIMINI

Established capital of the green economy, sustainability and renewable energy, it is in the top 20 of the most virtuous urban centres in terms of eco-sustainability according to the 29th "Ecosistema urbano" report from Legambiente and Ambiente Italia S.r.l.





5. PARTNERSHIP

PATRONAGE AND COLLABORATIONS

African Sustainable Energy Association

Amman Chamber of Industry

ANER – Agence Nationale pour les Energies Renouvelables (Senegal)

CCET - Chiyambi Centre for Energy Transitions (Zambia)

CDER - Centre for Renewable Energies Development (Algeria)

COPERES - Business Council of Renewable Energies of Senegal (Senegal)

CSPV - Chambre Syndacal du Photovoltaïque (Tunisia)

EASE - European Association for Storage of Energy
Energy Institute (UK)

FIACER - Fédération Ivoirienne des Associations en Efficacité Energétique, Energies Renouvelables et Climat (Ivory Coast)

Fundación Eurochile (Chile)

IBESA - International Alliance for Battery and Energy Storage

MASEN (Morocco)

RES4AFRICA

SmartEN - Smart Energy Europe

Solar Association Czech Republic

Technopole de Borj-Cedria (Tunisia)

The Chamber of Renewable Energy Sources (Czech Republic)

TECHNICAL SCIENTIFIC COMMITTEE - K.EY

INTERNATIONAL ADVISORY BOARD

Chairman Gianni Silvestrini
Scientific Director Kyoto Club
Scientific Director QualEnergia

Transport&Environment
European Alliance

ECEE
IRENA

IBESA

Advisory Board

Riccardo Battisti – Solare termico

Massimo Beccarello - Director Energia e Ambiente di Confindustria

Ilaria Bertini - ENEA

Marco Caffi - GBC

Alessandro Caretoni - Ministero dell'Ambiente e della Sicurezza Energetica

Stefano Ciafani - Legambiente

Vittorio Cossarini – AssoESCO

Franco Cotana - Università degli Studi di Perugia

Paolo D'Ermo - WEC

Livio de Santoli - Coordinamento FREE

Dario di Santo – Fire

Antonio Disi – ENEA

Anna Donati – Kyoto Club

Fabio Fava - Chairman Ecomondo CTS / Università di Bologna

Francesco Ferrante - Kyoto Club

Claudio Ferrari - Federesco

Monica Frassoni - EU-ASE European Alliance to save Energy

Roberta Frisoni - Comune di Rimini

Daniel Fuchs - IBESA

Gianmarco Giorda – ANFIA

Marco Golinelli - Italcogen

Giorgio Graditi - ENEA

Angela Grassi - AIAS

Stefan Gsänger - WWEA

Michelangelo Lafronza - Anie Rinnovabili

Cristina Maggi - H2IT Italia

Alessandro Marangoni – Althesys

Stefano Masini – Coldiretti

Francesco Matteucci - European Innovation Council

Thomas Miorin – EDERA

Giulia Monteleone - ENEA

David Moser – Eurac Research

Francesco Naso - Motus-E

Raimondo Orsini - Fondazione Sviluppo Sostenibile

Roberto Pagani – Politecnico di Torino

Annalisa Paniz - Aiel

Roberta Papilli - Confagricoltura

Marco Pezzaglia - Gruppo Professione Energia, Cogen Europe

Emanuele Proia - ASSTRA

Attilio Raimondi - Regione Emilia-Romagna

Agostino Re Rebaudengo - Eletticità Futura

Gian Marco Revel - Università Politecnica delle Marche

Fabio Roggiolani – Giga

Gian Paolo Roscio – AIDI

Alessandra Scognamiglio - Aias

Alberto Sogni - Cluster-ER Greentech

Simone Togni - Anev

Francesca Maria Trapani - Gse

Marco Vecchio - Anie Energia

Roberto Vigotti - Res4Africa

Paolo Rocco Viscontini - Italia Solare

Giovanni Battista Zorzoli - Coordinamento FREE

With the expertise of the Technical Scientific Committee, K.EY is able to lead high-value strategic projects dedicated to sustainability and the ecological transition, such as the “Africa Green Growth Forum”, with MAECI, the Italian Trade Agency, Res4Africa, the Business Council for Africa and IRENA.



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