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The smarter E Europe goes into extra time at Messe München until 2028

It has been growing here for 15 years with increasing success

- Europe's largest platform for the energy industry from Munich is a winner
- Record area of 17 trade fair halls at the start of the trade fair
- Magnet for the international experts in the energy industry

The smarter E Europe has been bringing the international experts from the energy industry together at the Messe München trade fair center for the past 15 years. This is where it finds space to be able to grow – with increasing success, which is why it has now extended its contract through 2028. “We are pleased to announce, after 15 joint years, that our partnership with Messe München will continue and that The smarter E Europe will continue to call the Bavarian capital its home,” says Markus Elsässer, Managing Director of Solar Promotion GmbH, which organizes The smarter E Europe together with Freiburg Wirtschaft Touristik and Messe GmbH & Co KG: “Together, we will continue to pursue our strong commitment to the world of renewable, decentralized and digital energy, and continue to provide powerful impetus from Munich to the world.”

Europe's largest platform for the energy industry is back in Munich: The global industry will meet at the exhibition center from June 14 to 16. The umbrella event “The smarter E Europe” will take place on a record area of 17 exhibition halls (including ICM). Over 2,450 exhibitors will be there, and more than 85,000 visitors from 160 countries are expected. In addition to Intersolar Europe, The smarter E Europe will present the entire range of innovative solutions for the sustainable energy industry of the future with ees Europe, Power2Drive Europe and EM-Power Europe.

“Business success and sustainable action can no longer be considered independently from one another – and have not been for some time,” Dr. Reinhard Pfeiffer and Stefan Rummel emphasized. “It's important for us to be a partner for sustainable platforms. The smarter E Europe is an important milestone on the path to a greener and cleaner energy future. We are proud that we can help drive forward and make such important future technologies known internationally through this guest event at our exhibition grounds.”

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Messe München

Messe München is a leading international networking platform – in Munich and around the world, for trade fairs conducted in person or online. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München’s portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These exhibitions include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The more than 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors. Since 2021, IAA Mobility has been held by the German Association of the Automotive Industry e.V. (VDA) in collaboration with Messe München GmbH.

Messe München has one of the world’s most modern exhibition grounds. With its four locations, the entire exhibition grounds in Riem, the ICM – International Congress Center Messe München, the CCN – Conference Center North Messe München and the MOC – Event Center Messe München, it is able to fulfill all of its customers’ requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, Brazil and Turkey. Overall, with its network of associated companies and offices worldwide, Messe München is present in more than 100 countries.