



Destination Hamburg

From 27 to 30 September 2022 the industry will meet in Hamburg again. After a purely digital edition in 2020, WindEnergy Hamburg, the world's leading wind industry event, is returning to the exhibition halls this year. Highlights include a comprehensive, free-of-charge conference programme and the new H2EXPO & CONFERENCE, which takes place in parallel.

Under the heading 'It's time to put climate first', WindEnergy Hamburg will once again be the global meeting place for the onshore and offshore wind energy industry, from 27 to 30 September 2022.

In ten exhibition halls totalling 68,500 square metres, more than 1,400 national and international exhibitors from 40 nations will showcase the latest products, services and trends.

Around 30,000 participants from 100 countries are expected to come to Hamburg to explore the wind industry's entire value chain and get a comprehensive overview of the status, development and



future of the global wind market.

Providers of everything from planning and project design, to installation, operation and maintenance, and through to marketing, certification and financing will showcase their services. 55% of exhibitors specialize in the onshore segment, while 45% focus on offshore wind.

One of the key purposes of this trade fair is to provide companies operating internationally, industry associations, and political decision-makers with a direct networking opportunity. Featuring innovative topics, WindEnergy Hamburg looks ahead to the future of wind energy production, integration and storage.

A new trade fair dedicated to green hydrogen

For the first time WindEnergy Hamburg 2022 will be host to the innovative H2EXPO & CONFERENCE, the new international forum focused on the generation, distribution and use of green hydrogen.

Hall A2 on Hamburg's exhibition campus will be the site of a captivating four-day networking platform. In networking areas and at side events, stakeholders from business and politics will share knowledge and views about the latest trends and the future of the international hydrogen economy.

H₂ technology providers from around the world will present their solutions and innovations and showcase their projects. Leaders from the political, scientific and business worlds will be present on the conference stage to discuss topics such as regulatory issues, technologies and the future of green hydrogen.

Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH, stresses: 'We cannot achieve a successful energy transition unless we use renewable

energy on a broad basis. Green hydrogen is the most essential resource for our future, and key to successful industrial decarbonisation enabled by affordable energy.

'Our H2EXPO & CONFERENCE provides a platform to the rapidly-growing hydrogen economy, demonstrating that by combining eco-friendly technologies we can make affordable energy available for all aspects of our daily lives.'

Free conferences on four stages

For the first time the popular WindEnergy Hamburg conferences will take place on four open stages right in the middle of the exhibition halls. Access free of charge to all visitors, they will enrich the trade fair experience with the knowledge of thought leaders from industry and science.

Conference sessions accompanying the expo will feature top-ranking experts who will address the industry's current key issues.

At the Global Markets Theatre, organised jointly with the Global Wind Energy Council, GWEC, visitors can learn more about the many opportunities offered by major and emerging wind industry markets. The present agenda covers COP27, nature and biodiversity, new technologies, and the threat of disinformation.

The New Horizons Stage will host informative sessions with key industry and government representatives who will comment on current matters related to the wind industry, organised in conjunction with WindEurope, the German engineering industry association VDMA, BWE and other partners.

The following items will be covered: Finance, Power Purchase Agreements (PPAs), green hydrogen, market updates for UK/FR/ES/PL/SE/the Baltics, supply chain challenges, floating offshore platforms, rotor blade



‘One of the key purposes of this trade fair is to provide companies operating internationally, industry associations, and political decision-makers with a direct networking opportunity.’

recycling and pathways to a circular economy, trends and innovations, the future of wind energy technology, expansion pathways for wind power, and the evolution of supply chains.

At the Speakers' Corner exhibitors will present their latest product highlights and exciting innovations in 10 minute keynotes. Topics featured during the four-day event include: Connecting the future, Joining technology for the wind industry; Smart assembly technology; and Solutions for wildlife protection. What is more, at the recruiting forum on Friday of the expo week, WindEnergy Hamburg exhibitors will

present themselves as employers, outline career and training opportunities, and offer specific job openings.

The H2EXPO & CONFERENCE stage will be entirely dedicated to the hydrogen economy. Top-ranking speakers from politics, business and science will discuss current topics, such as regulatory issues, technologies and the future of green hydrogen. The top items on the agenda revolve around business perspectives, energy transport and storage, regulations, government programmes and markets.

🌐 www.windenergyhamburg.com.

WindEnergy Match: the industry's international cooperation hub

At half time during the fair, on 28 and 29 September, the Enterprise Europe Network will stage its WindEnergy Match again this year, an international matchmaking event for visitors and exhibitors. For many years this global cooperation hub has been a core part of WindEnergy Hamburg. It will take place right next to the Speakers' Corner.

The WindEnergy Match functions as an exchange for international cooperation and networking, with pre-arranged 30 minute B2B meetings and advisory sessions about EU support programmes for research and development in the field of renewable energy. It is open to visitors and exhibitors, companies, research institutions and start-ups looking for international business and project partners in the wind energy and green hydrogen segments.

Ahead of the event, PES interviewed Andreas Arnheim, Project Director WindEnergy Hamburg at Hamburg Messe und Congress.

PES: What are your expectations for WindEnergy Hamburg 2022, and what are exhibitors hoping for?

Andreas Arnheim: First of all, my team and the exhibitors are really excited, as you can imagine. The last WindEnergy Hamburg that took place at our exhibition halls was the 2018 edition. In 2020 all we were able to offer was a digital edition with our WindTV streams. But what brings a trade fair alive is face-to-face interaction. Digital meetings cannot fully replace this personal contact on site, as we learned during the past few years. When you negotiate deals involving major investments, you want to be able to look into each other's eyes and develop a sense of who you are interacting with.

Apart from that, it takes a major global flagship fair to put so many companies and their novelties within reach so people can familiarize themselves and make contact within a short period of time. More than 1,400 exhibitors are taking part this year. No other wind power trade fair can match that. We actually had to include an additional hall on our campus to accommodate the new H2EXPO & CONFERENCE.

Despite the pandemic, and travel restrictions in some countries such as

China, more foreign exhibitors have registered this time than in 2018. Their share grew from 48 to 55%.

Of course, the timing of our trade fair couldn't be better, considering the urgent need to find solutions to overcome the energy crisis. I believe that holding a trade fair for an industry that plays a key role in the struggle against climate change is a great basis for major progress. This is further highlighted by the fact that Dr Robert Habeck, German Vice Chancellor and Federal Minister for Economic Affairs And Climate Protection, and several international economics and energy ministers will participate in the event.

PES: What prompted the introduction of the new features at WindEnergy Hamburg: free access to conferences, and the H2EXPO & CONFERENCE?

AA: We want to be more than a global flagship fair with major exhibitors and product novelties; we also want to be a news hub, a forum, and a place where industry stakeholders can establish new business contacts.

This includes giving everybody free access to the conference programme, which we have developed together with our partners. This event brings together all the knowledge and expertise of the entire wind industry at a single location; and for the first time this happens right in the middle of the exhibition halls on open stages.

Around the world, climate change and the

energy crisis are causing problems. What we can do is provide a meeting place where experts can share views and ideas. Green hydrogen plays an important role as a complementary subject in this context, and for the first time, we are pleased to present the H2EXPO & CONFERENCE as a parallel event.

Visitors can attend both trade fairs using the same ticket, without any extra fees.

PES: What are your personal highlights? What are you especially looking forward to?

AA: What I am looking forward to more than anything else is meeting up with colleagues I haven't seen for years. And of course, I am looking forward to getting to know new people, as well. We provide many opportunities for networking. Apart from WindEnergy Match, our cooperation hub, there will be more exhibitor stand parties than ever before.

What is more, at the end of each exhibition day we offer 'Wine o'clock' gatherings at our conference stages where people can converse in a relaxed setting as the day winds down.

I will also select several speeches from the conference programme to attend personally; unfortunately I cannot make it to all of them. Finally, I am looking forward to receiving feedback on the H2EXPO & CONFERENCE since I believe green hydrogen to be an absolutely important and appropriate add-on to WindEnergy Hamburg at the present time.