

2016 Teaming up with  
EWEA Annual Conference

# The world's leading trade fair for wind energy

HAMBURG, 27 – 30 SEPTEMBER 2016



The global on- & offshore expo

27 – 30 September 2016  
[windenergyhamburg.com](http://windenergyhamburg.com)



**“WindEnergy Hamburg 2014 has established itself as the platform for the international wind industry.”**

*Gerd Krieger, Deputy Managing Director VDMA Power Systems*



# Your gateway to the world of wind energy

Hamburg is once more your gateway to the world of wind energy, from **27 to 30 September 2016**. WindEnergy Hamburg, the **leading global wind industry trade fair**, gives a comprehensive overview of the status and future of the industry, **onshore and offshore**. It covers the whole of the wind energy value chain, right through to energy storage solutions, and gives visitors and exhibitors a wide range of opportunities for making new business contacts and developing existing customer relations. A good way to build networks and close business deals. Compact. Concentrated. In Hamburg, the capital of the wind industry. This year, it will be combined with EWEA Annual Conference 2016 which will take place in the Congress Center Hamburg.

## HAMBURG, THE WIND INDUSTRY CAPITAL

Outstanding expertise combined with excellent infrastructure – Hamburg has established itself as the capital of the European wind industry, and offers visitors from all parts of the world good accessibility by all means of transport, a wide range of accommodation, and fascinating cosmopolitan culture. Hamburg is a vibrant city with all kinds of opportunities for going out – a city where the global industry can meet after expo hours with plenty to talk about.

## A FOCUSED EXPO CONCEPT BY ESTABLISHED INDUSTRY EXPERTS

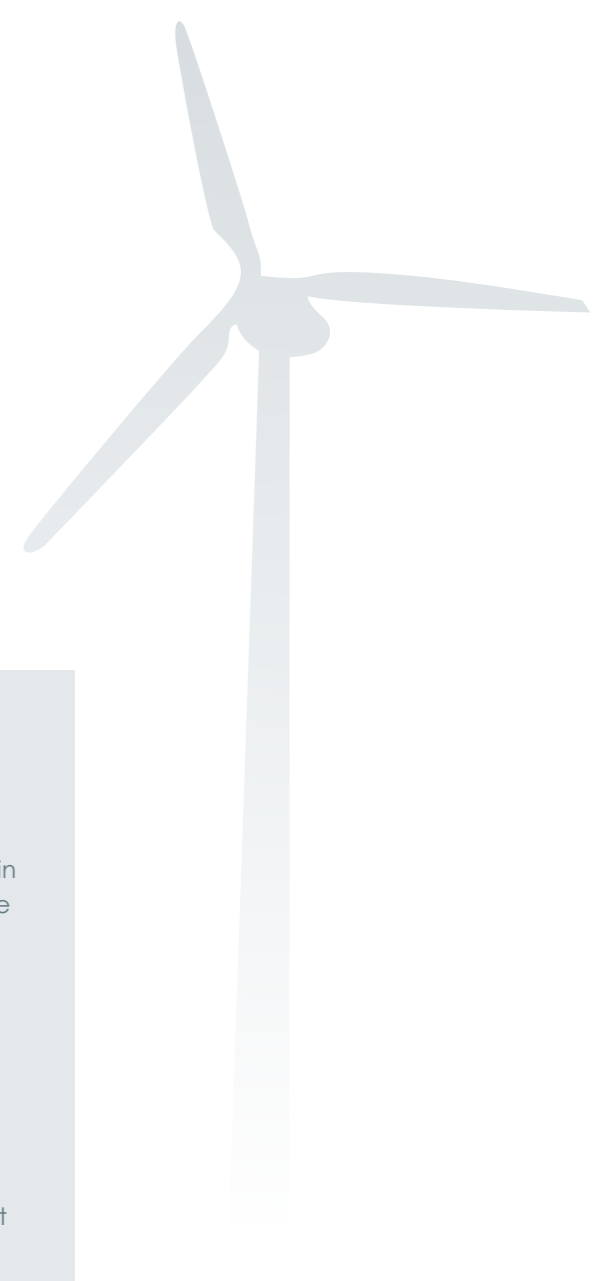
WindEnergy Hamburg is organised jointly by Hamburg Messe und Congress and Messe Husum & Congress. As the global leader in its sector, WindEnergy Hamburg is the international meeting point and is held in even-numbered years, while HUSUM Wind is the meeting point for the German-speaking wind energy market and is held in odd-numbered years.

## WINDENERGY HAMBURG – SIMPLY MORE

WindEnergy Hamburg is much more than just a trade fair. It covers the whole value chain of wind energy, and provides a special focus for expertise in its section on storage technologies. It also has an **extensive supporting programme and lots of added value**, such as synergy with SMM, the leading international maritime industry fair, which is held at the Hamburg Messe site shortly before WindEnergy Hamburg. This and many other benefits make WindEnergy Hamburg the key wind industry event.

## YOUR BENEFITS AT A GLANCE

- The world’s leading trade fair for wind energy with powerful impact
- Global industry meeting point – high percentage of international exhibitors and visitors
- Varied mix of exhibitors from the whole of the wind energy value chain
- EWEA Annual Conference 2016 parallel to the world’s leading trade fair will be the largest international congress covering market policy, technology and scientific topics as well as a high-level political summit
- Extensive opportunities for contact with long-lasting effect
- Wide range of opportunities for exchange of views
- Outstanding quality of trade visitors with a high proportion of decision makers
- Central importance of this industry event
- At the speakers corner you may zoom into your exhibits and attract visitors to your booth
- On Friday the recruiting market will be addressed



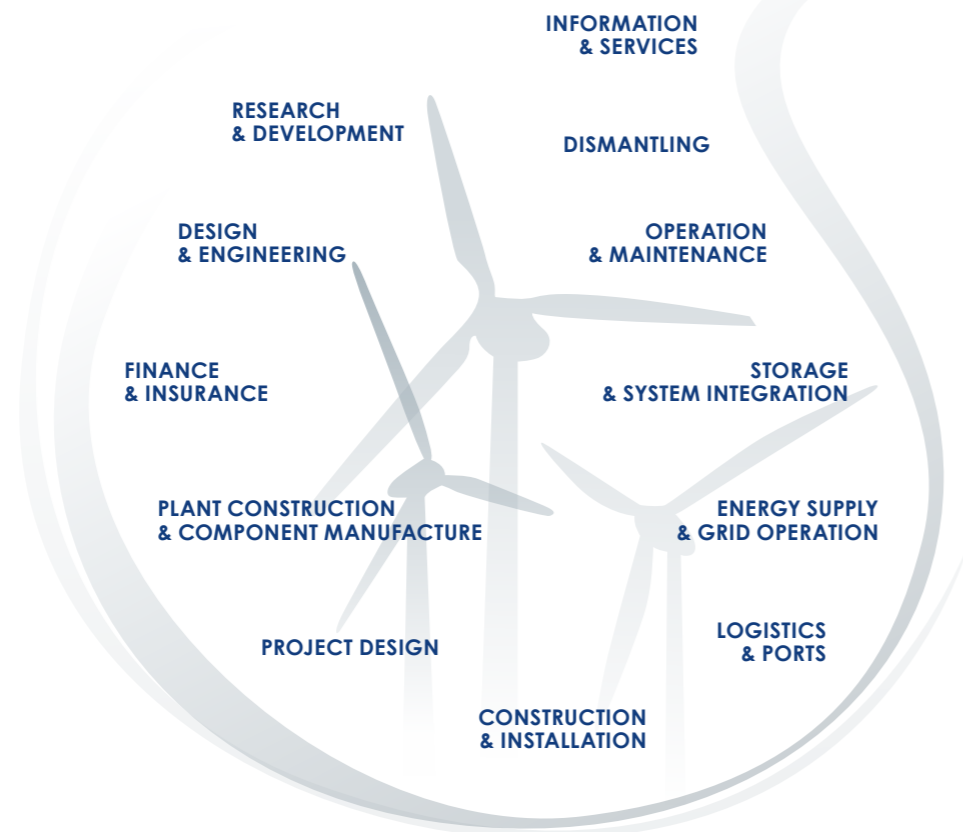




**“The industry presented the whole of its value chain at WindEnergy Hamburg.”**  
 Hermann Albers, President of German Wind Energy Association BWE

# Wind in all its facets

This is where it all comes together – WindEnergy Hamburg **reflects the dynamism of the wind industry in all its facets** and covers the whole of the value chain. That includes planners, manufacturers, suppliers, operators and service providers, for onshore and offshore – this is where the **leading industry players**, young innovative companies and important companies closely related to the industry come for the international marketplace of the wind industry. With great innovation potential and real pioneering spirit. Will you be there?



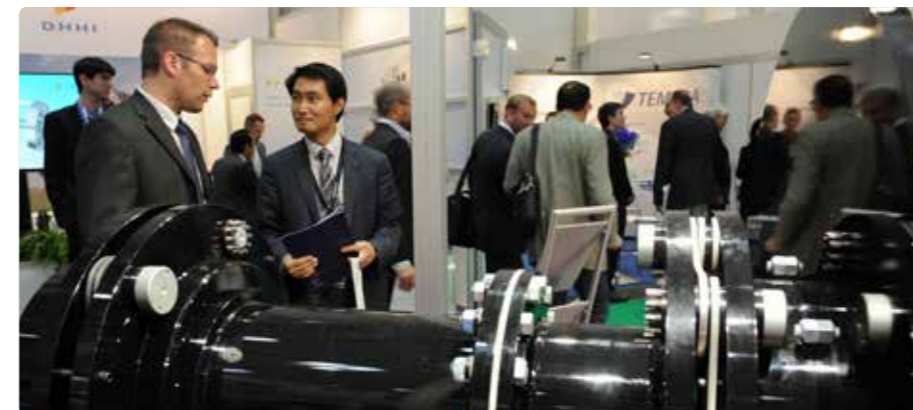
## WINDENERGY HAMBURG – A MAGNET FOR TRADE VISITORS FROM ALL OVER THE WORLD

The better the quality of visitors, the greater the success rate. WindEnergy Hamburg is the industry event for visitors from all parts of the world. You can benefit from an **expert audience** with a high proportion of decision maker

- 95 % trade visitors\*
- 35 % international\*
- High proportion of decision makers among visitors
- Many contacts in senior positions
- International policymakers and C-level representatives

### FACTS & FIGURES

More than 1,200 exhibitors on 65,000 sqm exhibition space.  
 Some 33,000 visitors from 80 countries.



\* Source: Gelszus Messe-Marktforschung, Customer Satisfaction Survey of Visitors/Exhibitors, October 2014





**“The industry presented the whole of its value chain at WindEnergy Hamburg.”**

Hermann Albers, President of German Wind Energy Association BWE



## Presentation in the ideal setting

The modern exhibition halls of WindEnergy Hamburg give space for **more than 1,200 exhibitors and some 33,000 visitors** from all parts of the world. The exhibition site is conveniently accessed via three entrances. The Congress Center Hamburg hosting the EWEA Annual Conference in 2016 is facilitated next to the train station (Dammtor Bahnhof) and a short walking distance to the exhibition halls (via East Entrance).

### DIRECT LINKS WITH ALL TRANSPORT ROUTES

The Hamburg Fair site is located at the heart of the city, with easy access by all means of transport. The entrances and exits are close to U-Bahn and S-Bahn stations. The Airport is just 20 minutes away by road, and train station (Dammtor Bahnhof) connecting all major railway lines is in walking distance via the Congress Center. There are sufficient parking spaces available directly at the fair site.

### ATTRACTIVE EXHIBITION SETTING IN EVERY HALL

Each of the halls has an attractive mix of the big wind turbine manufacturers, their component suppliers and service partners, including key players in the industry. A number of thematic focal points have been set up to help orientation.

#### OVERVIEW OF THE CATEGORIES IN FOCUS AT WINDENERGY HAMBURG

- Onshore
- Offshore
- Manufacturers of wind turbines
- Components / suppliers
- New materials, composites, raw materials & supplies and material processing
- Installation
- Planning & project development
- Operation & maintenance
- Utility / Grid operation
- Finance & Insurance
- Services
- Storage technologies







## An industry fair with added value

WindEnergy Hamburg has everything you would expect from a successful trade fair – and more. It is a major technology event, which serves as an **excellent platform for contacts, networking and synergies**. With so much to see. And a relaxed atmosphere. You can make an impression not only as an exhibitor at your stand, but also as an employer, as a sponsor, or use our Speakers' Corner. You can also highlight your storage technologies.

The premiere event in 2014 was a great success for exhibitors and visitors alike. That has given WindEnergy Hamburg a key role as an industry event. It is the meeting place for all the leading national and international players. And visitors include experts and decision makers from the global energy industry.



### WINDENERGY HAMBURG – SPONSORSHIP OPPORTUNITIES

Make an impact on the fair grounds and be visible not only at your exhibition stand – WindEnergy Hamburg offers attractive sponsoring packages and customized sponsoring opportunities.

- Increase visibility, be tangible
- Associate brands with the world's leading trade fair for wind energy
- Engage with valuable contacts and achieve great business performance

Exhibitors of WindEnergy Hamburg may choose among a diversified set of sponsorship opportunities. Be visible at WindEnergy Hamburg: for example by presenting yourself as a Hall Sponsor, get extra attention by advertising on bags, lanyards, coffee stations, etc.

For networking events of WindEnergy Hamburg sponsors may show presence e.g. at the "Opening Night" on 27 September, at the daily Bar Tour or at the "Recruiting Day" on 30 of September.

Do you want to become sponsoring partner of WindEnergy Hamburg 2016? Please visit [windenergyhamburg.com/sponsors](http://windenergyhamburg.com/sponsors) or simply contact us and we guarantee to find the right approach for you: [info@windenergyhamburg.com](mailto:info@windenergyhamburg.com).







**“WindEnergy is one of the best wind industry fairs I have attended.”**

*Thomas Richterich, CEO Onshore Wind Energy of the Wind Power Division of Siemens Energy*



### **SPEAKERS' CORNER**

Speakers' Corner gives trade visitors a quicker and more focused overview of novelties and innovations presented by exhibitors. This is your chance to speak, as an exhibitor at WindEnergy Hamburg. Make the most of your fair participation – hold your own presentation in the fair halls and use Speakers' Corner as the basis for continuing discussions. Applications to [info@windenergyhamburg.com](mailto:info@windenergyhamburg.com)

### **RECRUITING DAY ON FRIDAY 30/09/2016**

There is practically no other sector which has so many good job and career opportunities as the wind industry. But companies and applicants have to fit together. On Friday 30 September 2016, WindEnergy Hamburg gives you **the right platform** to present yourself as an attractive employer and to find suitable candidates for any job. Quickly. Simply. Reliably.

There are many ways of doing it – you can present yourself at the Recruiting Day Forum, run an information stand on Recruiting Day, advertise your job offers, and be a part of the Job Route.

### **AND 6 PM IS FAR FROM CLOSING TIME**

Stay in contact with your customers and business partners, and keep the energy flowing even after expo closing hours. Hamburg has so many opportunities to continue networking in pleasant surroundings, at the end of a long day at the fair. Such as one of the numerous exhibitor parties, or over a good glass of beer just around the corner, or with fine dining at a good restaurant. There are lots of interesting locations in the direct vicinity of the fair.

### **WINDENERGY HAMBURG BAR TOUR**

WindEnergy Hamburg has the right programme for everyone that wants targeted networking in the evenings after the fair has closed. We have selected five partner bars within easy walking distance for our Bar Tour, each with a completely different atmosphere – making the Bar Tour an established meeting point, exclusively for you and WindEnergy Hamburg visitors. That means you have a great range to choose from, but still you have fixed meeting points for interesting contacts and cool drinks in a relaxed setting.







# EWEA Annual Conference 2016

The European Wind Energy Association (EWEA) and WindEnergy Hamburg have teamed up to create a unique global gathering for wind energy combining the world's leading trade fair and the largest conference in the industry.

EWEA is the voice of the wind industry, actively promoting wind power in Europe and worldwide and has over 600 members, active in over 50 countries. EWEA analyses, formulates and establishes policy positions for the wind industry and its lobbying activities help create a suitable legal framework within which members can successfully develop their businesses.

Since the first edition of 'EWEC' in 1984, EWEA's Annual Conference has secured its position as the leading gathering of the wind industry in Europe, featuring policy and market developments as well as the latest technical and scientific advances selected via peer-review.

In 2016, the EWEA Annual Conference will also include

- An international political summit
- Its renowned technical & scientific programme
- Cutting-edge scientific poster presentations
- Powerful matchmaking activities
- High-level networking opportunities

EWEA will directly contribute to the success of Wind Energy Hamburg 2016 through its leading industry knowledge and business intelligence, together with its capacity to attract the world's business and political leaders.

## EWEA SPONSORSHIP OPPORTUNITIES

A diversified set of sponsorship opportunities are available to companies at the EWEA conference in order to:

- Increase their visibility and credibility towards a very selective audience
- Engage with valuable contacts and achieve great business performance
- Develop closer and better relationships with customers and prospects during a nice experience at private networking events
- Stand out from competitors by showcasing their products and services in an innovative way
- Associate their brands with the must-attend wind energy conference of the year

Sponsored activities include the CEO Lunch on 27 September and the Gala Dinner on 29 September, as well as various other branding and thought leadership activities.

Sponsorship at the EWEA conference is a powerful means to successfully target key decision-makers in European wind energy industry. To discuss sponsorship opportunities according to your business and branding goals, contact [sales@ewea.org](mailto:sales@ewea.org)

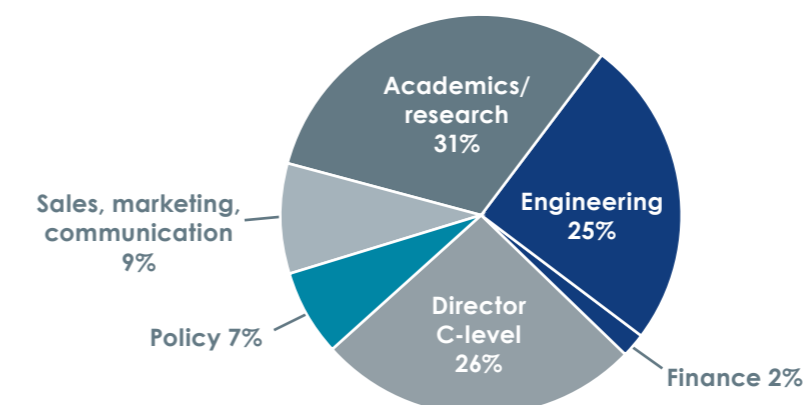


**EWEA**

THE EUROPEAN WIND ENERGY ASSOCIATION

## FACTS & FIGURES

Over 2,000 conference delegates coming from more than 60 countries:



Source: EWEA 2014 statistics





# Hamburg Messe – expertise and partnership

Hamburg has a long and outstanding record as a location for international trade fairs and conferences, ever since 1365. And of course key factors in the organisation of any trade fair are **extensive experience, international contacts, and outstanding infrastructure**. We leave nothing to chance, but plan with full expertise. So that you can concentrate on your core interests – generating business and presenting your company in the best possible light.

## A WINNING CONCEPT

WindEnergy Hamburg is completely dedicated to the challenges and focal interests of the global energy industry. Its expert planning and management brings the exhibitors and their innovative solution from all parts of the value chain together with an audience of real professionals. **From global players to SMEs to innovative start-ups**, this is the place for all the players that are shaping the global wind energy market of the future.



## HAMBURG – YOUR GATEWAY TO THE WORLD

This **attractive business centre** has now established itself as the **European wind industry capital**. The industry can feel really at home here, where it is a major economic factor. Leading wind companies from the onshore and offshore business have their head offices in Hamburg. 60% of the world's wind energy know-how is based in this area, within 2½ hours by road from Hamburg. And of course Hamburg is one of the world's major trading cities, a leading maritime centre, and also one of Europe's top media cities.

## HAMBURG – EASY TRAVEL

The Hamburg Fair is well served by public transport. And accommodation is available nearby in all categories – more than 150 hotels with 50,000 beds are located within a radius of 5 kilometres.

## HAMBURG – FOR CULTURE AND ENTERTAINMENT

As a global city, Hamburg offers a **stunning cultural programme** for every taste – from the well-known Reeperbahn nightlife area with its never ending bars and clubs, to the numerous musicals, theatres, museums, art galleries and more. For a memorable evening with your customers after expo hours.







## Your project team for WindEnergy Hamburg 2016

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*This is the most important exhibition worldwide  
for the wind industry."*

*Dr. Carlos Badano, Senior Project Developer, Asociación Argentina de Energía Eólica*



# Your registration - a good decision

Make sure you are there, shaping the future of wind energy. Register now as an exhibitor at WindEnergy Hamburg 2016. The participation prices and opportunities are shown in the registration documents and online at [windenergyhamburg.com/en](http://windenergyhamburg.com/en)

Why not contact us personally? Meet us at a trade fair, or arrange an appointment to meet us:

[windenergyhamburg.com/en/for-exhibitors/contact/](http://windenergyhamburg.com/en/for-exhibitors/contact/)



## FOREIGN REPRESENTATIVES

For advice and information if you are based outside of Germany, simply contact our representative directly in your own country:

[hamburg-messe.de/en/exhibitors/foreign-representatives/](http://hamburg-messe.de/en/exhibitors/foreign-representatives/)



Register now and secure your stand position:

[windenergyhamburg.com/en/for-exhibitors/registration/](http://windenergyhamburg.com/en/for-exhibitors/registration/)







 **Hamburg Messe**

in cooperation with



Das Zeichen für  
verantwortungsvolle  
Waldwirtschaft

 **WindEnergy  
Hamburg**

The global on- & offshore expo

27 – 30 September 2016

[windenergyhamburg.com](http://windenergyhamburg.com)