

Press Release · Pressemitteilung

Digital Event: WindEnergy Hamburg from 1 to 4 December 2020

Hamburg, 23 September 2020 – WindEnergy Hamburg, the leading global trade event, will not be held on the Hamburg exhibition campus this year. Instead, Hamburg Messe und Congress plans to host a fully digital event in response to the coronavirus pandemic and its global impact on trade fairs and international travelling.

“Following extensive consultations with our co-organiser, WindEurope, our partners VDMA, BWE and GWEC, and the exhibition committee, we have decided to host WindEnergy Hamburg 2020 as a new digital event. In the face of growing infection rates in many countries and international travel restrictions, planning a physical trade fair with participants from all around the world is next to impossible. Our decision gives our exhibitors and visitors a reliable basis for planning and provides us with an opportunity to make the wind industry's leading networking event a great success on the digital stage,” says Bernd Aufderheide, President and CEO of Hamburg Messe und Congress GmbH.

Hamburg Messe und Congress is working vigorously on the development of digital formats that will allow all participants in WindEnergy Hamburg to have a successful trade fair experience in the present unusual situation. “We are in the process of reinventing and expanding the trade fair concept. Through our digital programme, we want to bring the industry together this year despite the difficult circumstances. When we meet again on the Hamburg Messe und Congress exhibition campus in 2022, some of these new services might turn out to be welcome additions to the proven trade fair concept,” Bernd Aufderheide explains.

The digital programme will include company and product profiles along with comprehensive, up-to-date background information, plus education, business and networking opportunities. It will even be possible to make appointments for meetings in virtual meeting rooms, among other features. “We are trying to replicate as many aspects of WindEnergy Hamburg in the digital space so that exhibitors in particular will have an opportunity to present themselves and interact with the global community,” Bernd Aufderheide points out.

One of the highlights that had been planned for the event, the Premium Conference by WindEurope, will likewise be held digitally: “This year's WindEurope Conference comes in a new form. For the first time, alongside the main conference programme, there'll be a ‘Wind TV’ channel which will give access to exclusive live and on-demand content. So you won't just be tuning into Teams/Zoom panels!” says WindEurope CEO Giles Dickson. The high-level virtual conference will focus on how to unleash wind's full potential. It'll cover permitting, community

engagement, electrification, renewable hydrogen, technology and innovation and the wind energy supply chain.

The range of digital services arranged by WindEnergy Hamburg 2020 will be presented in the near future. Around the same time answers to many questions surrounding the digital event will be posted on www.windenergyhamburg.com.

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