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Press

Solar Solutions Düsseldorf: Leading trade fair for solar professionals to debut in NRW



Another new event revolving around energy to be hosted at Messe Düsseldorf in 2022

High growth potential due to German solar energy targets

Cooperation between Kortrijk Xpo, Good! and Messe Düsseldorf as success formula

Messe Düsseldorf welcomes a new guest event: 30 November to 1 December 2022 will see Solar Solutions Düsseldorf held by organisers Kortrijk Xpo and Good! at the exhibition centre on the Rhine for the first time. This new leading trade fair for solar professionals in North Rhine-Westphalia is the first satellite event of the successful Solar Solutions International from Amsterdam. For Messe Düsseldorf this is the second new event in 2022 to focus on energy after decarbXpo – Trade Fair for Industrial Decarbonisation (20 – 22 September).

Düsseldorf / Amsterdam, 15 November 2022. Solar Solutions Düsseldorf celebrates its debut at the North Rhine-Westphalian capital at precisely the right point in time: the current energy supply issue moves renewable energies even more centre stage considering that the German government has set a target of 215 Gigawatt solar output by 2030 in its Renewables Energy Act. Departing from currently 60 Gigawatt photovoltaic capacities in Germany, this target holds enormous growth opportunities for the solar industry – especially in NRW where only 5% of the around eleven million roofs are equipped with solar panels. This sector will now be addressed by a new leading B2B trade fair for NRW: Solar Solutions Düsseldorf will be held in Düsseldorf's exhibition hall 8b for the first time on 30 November and 1 December 2022.

Looking forward to the new guest event, Wolfram N. Diener, President & CEO of Messe Düsseldorf, said: "In our new business we are posting continuous growth. Here we focus on future themes, as is evidenced by our acquisition of the US-trade fair XPONENTIAL for uncrewed systems and robotics as well as the premiere of decarbXpo in Düsseldorf, the trade fair for industrial decarbonisation. Solar Solutions as a new guest event for the energy transition perfectly matches this commitment. I am therefore all the happier that with Kortrijk Xpo we also strengthening the relations with a longstanding partner."

For Messe Düsseldorf, Solar Solutions is the second guest event care of Kortrijk Xpo. The Belgian company has already organised the architecture trade fair ARCHITECTS@WORK at Düsseldorf Exhibition Centre since 2011 – a trade fair represented in 16 countries now. The events are organised by the German subsidiary Xpo Messe Kontakt GmbH. For Solar Solutions Düsseldorf Kortrijk Xpo will cooperate

with the Dutch organiser Good! Events & Media that holds Solar Solutions International in Amsterdam every year. This event also brings together more than 250 exhibiting companies with 13,000 trade visitors on 24,000 sqm.

Solar Solutions Düsseldorf is the first event this joint venture is holding abroad, as Saskia Soete De Boosere, CEO of Kortrijk Xpo, stresses: "This is an important step for expanding our international strategy. With this alliance we are pooling our forces to jointly conquer the European solar market," To Henriette Vrisekoop, Director and founder of Good! Events & Media, the debut event of Solar Solutions Düsseldorf is also really special: "After ten successful editions in the Netherlands, we are very happy to take Solar Solutions to Europe's biggest solar market. I can hardly wait to welcome local installers and introduce them to many innovative companies from Germany and other countries that will help them meet the rising demand expected over the coming years."

Well over 100 manufacturers, distributors and wholesalers will present the latest solar modules, inverters and mounting brackets. The exhibiting companies – including Huawei, SAJ, Keno, Belinus, EWS and Esdec – will serve up more than 500 product innovations. Target groups of this trade fair include installation firms and tradespeople, consulting firms, housing associations and architects' offices.

These groups can discover innovations that help make solar installation more cost-effective along with related products needed by end users like energy storage solutions and the charging infrastructure for e-vehicles. A seminar area with expert lectures on technology and industry trends as well as networking events for exchanging with other industry players round off the line-up.

For more information visit:

<https://www.solarsolutionsduesseldorf.de/>

Kortrijk Xpo

Kortrijk Xpo has built a strong reputation for itself with national and international trade fairs and is also known for the strong brand ARCHITECT@WORK, which was already rolled out to 16 different countries. Kortrijk Xpo also operates its own 40,000m² venue.

Good!

Good! Events & Media provides a full-service knowledge and distribution platform for the energy transition. They support tomorrow's installers with efficient know-how and valuable contacts by means of trade fairs, conferences and digital media on solar energy, renewable heat, energy storage systems, LED lighting and electrical technologies.

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 m² exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers from various sectors get together every year in order to present and discover innovations, to exchange ideas and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 65 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

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