



OFF-GRID

Expo + Conference

Press Release

4 December 2020

OFF-GRID Expo + Conference closes on a positive note

Messe Augsburg impresses exhibitors, participants and speakers with the digital format of the international congress and exhibition.

The OFF-GRID Expo + Conference managed a successful digital premiere. In total, more than 500 participants from 46 nations took part in the three-day virtual event. Due to the pandemic, Messe Augsburg carried out the top European event on self-sufficient energy supply in digital form for the first time. TechDay, conference, expo and digital network evenings brought together suppliers, speakers and users from all over the world.

Augsburg. The OFF-GRID Conference on 3 and 4 December focused on innovative energy services and new developments in storage technologies, sector coupling and small wind research, as well as on the direct effects of the corona pandemic on the off-grid sector. The programme already started on 2 December with the TechDay, which traditionally takes place on the day before the trade fair, and explained product applications to users in practical workshops and involved the participants in product and service training virtually.

One of the highlights was the panel discussion on 3 December, where solutions for electrifying off-grid regions were discussed by speakers from leading industry representatives Power-Blox, Phaesun and Sunkofa along with representatives of the international trade association Alliance for Rural Electrification (ARE) and the United Nations Industrial Development Organization (UNIDO ITPO Germany).

“I have very fond memories of the OFF-GRID Expo + Conference and each year it gets more interesting. It is a great place to meet off-grid experts from around the

world and learn about the latest trends in the sector. The organisers are never short of creative ideas and are incredibly apt at delivering OEC in a fun and relaxed business atmosphere. This year, we were pleased to put our respective synergies to good use and collaborate on OEC as the conference and matchmaking partner of the event”, says David Lecoque, CEO of the Alliance for Rural Electrification (ARE).

Live in discussion

During all presentations, the audience was able to talk with the international speakers live from their offices or homes and ask them questions. The participants could visit the exhibitors – including providers, associations and institutes of the international off-grid industry – in virtual profiles, get information about their products and services and talk to them live.

Maintaining contacts and acquiring new customers

The networking formats of the digital trade fair platform ensured that old acquaintances and new partners and customers could interact easily. While the B2B matchmaking sessions brought together potential business partners, investors and political decision-makers in a targeted manner, the Virtual Cocktails were conceived as informal discussions during lunch breaks and after-work hours to make new, even casual, acquaintances with industry experts.

The 24-hour accessibility of the platform paid off: The OFF-GRID Expo + Conference reached new target groups and recorded the highest proportion of international participants to date.

Successful platform in difficult times

“In these difficult times, we have succeeded in providing the international off-grid industry with a platform for transferring knowledge, exchanging experience, acquiring new customers and maintaining contacts. The digital transformation of the congress and trade fair worked excellently. The response from exhibitors, participants and speakers was consistently positive”, says Lorenz A. Rau, CEO of Messe Augsburg.

At the upcoming OFF-GRID Expo + Conference, Rau intends to use the knowledge gained and expand the traditional live fair to include digital formats. The next OFF-GRID Expo + Conference will take place 2021 on December 2 and 3 in Augsburg. At the previous day, on December 1, conventionally the OEC TechDay will take place.

About the OFF-GRID Expo + Conference:

The OFF-GRID Expo + Conference is the most important European off-grid industry event which has taken place in Augsburg since 2019. For experts from approximately 50 countries the OFF-GRID Expo + Conference is the most important congress exhibition of the year in Europe. The official partner of the event is the Alliance for Rural Electrification (ARE).

Further information, please see: www.off-grid-expo.com

Subscribe to our newsletter: <https://www.off-grid-expo.com/contact/newsletter-registration-1>

Press Contact:

Oliver Griesz
Head of Marketing and Communications

Tel.: +49 (0)821 2572 112
presse@messeaugzburg.de