

RENEWABLE ENERGY EXPO

DRIVING THE ENERGY TRANSITION.

#CLIMATEFRIENDS

22-24
MARCH
2023



RIMINI EXPO
CENTRE
ITALY

organized by

ITALIAN
EXHIBITION
GROUP
Providing the future

in collaboration with





2050

**EU COMPLETE
DECARBONIZATION GOAL**

2050

The year where the EU aims to achieve full decarbonization

36,4%

The share of renewables in Italy's electricity demand (2021)

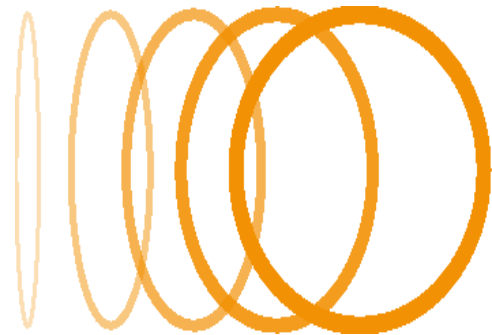
KEY ENERGY is the international trade fair dedicated to renewable energy sources, which aims to contribute to the energy transition

55%

The share of renewables in Italy's electricity demand (PNIEC 2030 target)

72%

The share of renewables in Italy's electricity demand (PTE target)



KEY ENERGY

THE RENEWABLE ENERGY EXPO

FACTS AND FIGURES 2021

9000+
ATTENDANCE

↑ B
↖ D

← Area Congress
Congress Area



→ EXIT ?

↑ Hall Est +
Hall East
→ Hall Sud
Hall South

→ INGRESSO UFFICI OVEST
WEST OFFICE ENTRANCE

↗ INGRESSO UFFICI EST
EAST OFFICE ENTRANCE



MENNEKES
MY POWER CONNECTION

CHARGE UP YOUR BUSINESS
SOLUTIONS INTELLIGENT

ENERCON
ENERGY FOR THE WORLD

Vestas

90

FOREIGN COUNTRIES

PADIGLIONE
D7
STAND
061

ITALIAN EXHIBITION GROUP
Preserving the Future
PLASTIC & CANS **CARTA**
DON'T BE TRASHY
RECYCLE

PADIGLIONE
D7
STAND



CASA GREEN

casagreen.cloud



STOCK PERMANENTE EUROPA

Allevare una pianta permanente per il mercato europeo offre il massimo rendimento grazie la semplicità del modello e grazie al costante perfezionamento immediato.

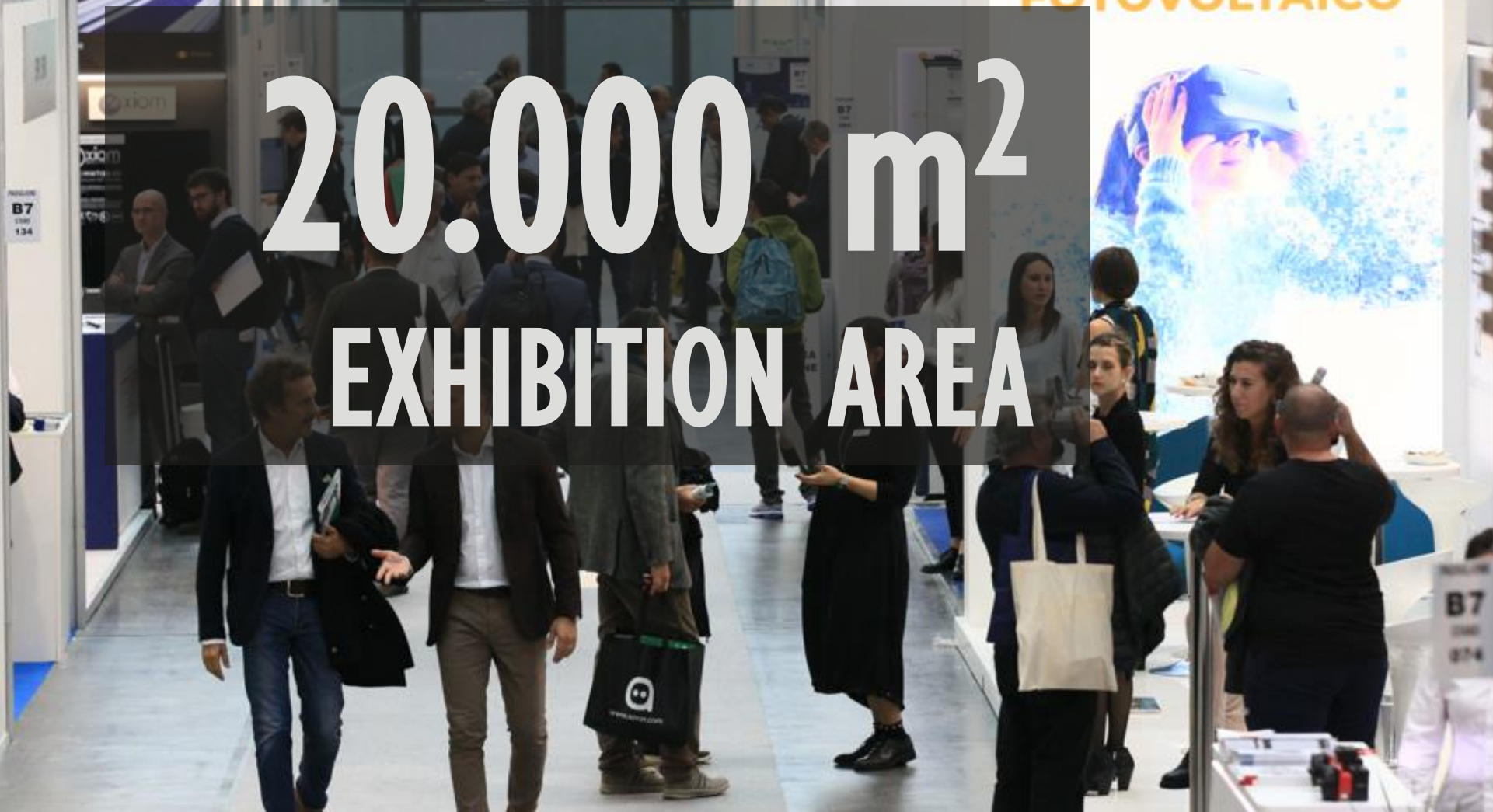


MC SMART

IL PORTALE PER VEDERE
IL TUO FUTURO NEL
FOTOVOLTAICO



**20.000 m²
EXHIBITION AREA**





253
BRANDS

VISITOR PROFILE

GEOGRAPHICAL ORIGIN

84%

EUROPE

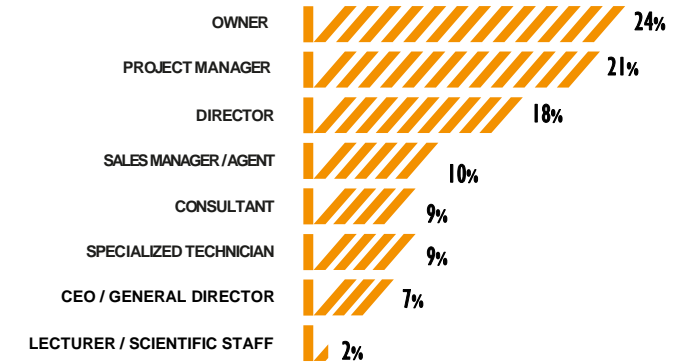
16%

EXTRA-EUROPE

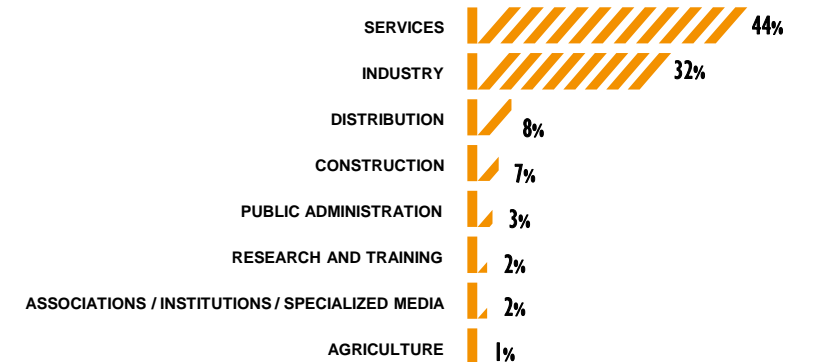
TOP 10 FOREIGN COUNTRIES



JOB PROFILE



AREA OF ACTIVITY





EVOLUTION

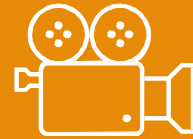
FROM KEY ENERGY TO K.EY



K.EY IS



A European renewable energy exposition



A hub that creates and delivers qualified content for its community



An accelerator for the energy transition



A platform for networking and sharing



A laboratory of ideas, training, and information



A physical and digital space to showcase the best of the world's **green technology**

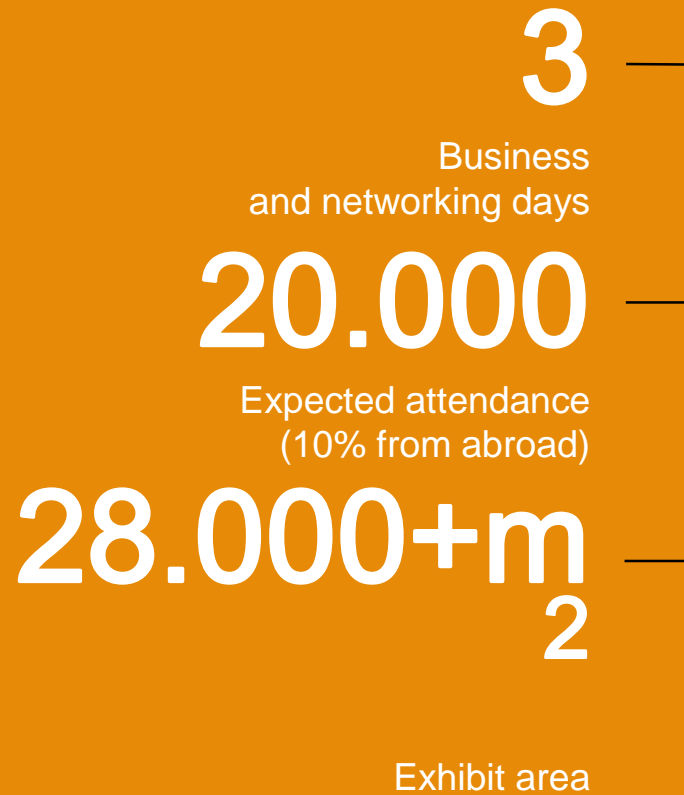
NEW BRAND IDENTITY

K.EY's new brand identity is designed to strengthen and extend the role of all industrial communities participating in the energy transition, enhancing each sector's unique characteristics and needs within a process that must lead to the achievement of community goals.



EXPECTATIONS

The new dates for K.EY collocate the event to early spring, **March 22-24, 2023**, an ideal time for the industry, at the Rimini Expo Centre: an increasingly European format, with three days of business and networking.



THEMATIC AREAS



SOLAR

SEC - Solar Exhibition and Conference, the exhibition area dedicated to **Photovoltaics and Storage**. In conjunction with **ForumTech**, by **ITALIASOLARE**.



HYDROGEN

Technologies and projects for the production and storage of **hydrogen**.



WIND

Technologies and services for the construction and operation of onshore and offshore **wind** power plants.



MOBILITY

Electric and sustainable mobility, from charging infrastructure to interconnected mobility services.



EFFICIENCY

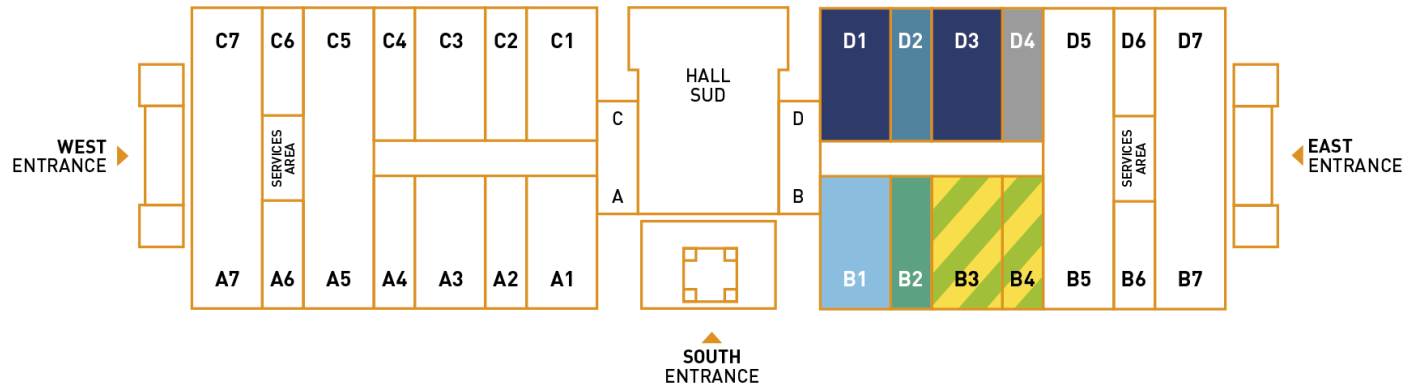
Energy efficiency and storage in industry and building, with technologies and services available to companies to optimize their energy consumption and reduce their carbon footprint.



CITY

Sustainable city, the special project dedicated to the transformation of cities according to the smart city model.

LAYOUT



AREA

SOLAR

HYDROGEN

WIND

MOBILITY

EFFICIENCY

CITY

ROADMAP

**November 8-11
2022**

**KEY ENERGY 2022
The Renewable Energy
Expo**

**November 26
2022**

**STOP
Early Booking
K.EY**

**December 15
2022**

**K.EY
Area Allocation
Kick-off**

**March 22-24
2023**

**K.EY
The Renewable
Energy Expo**

K.EY'S ADVANTAGES

Rimini and the Emilia-Romagna region a bridge **to the Mediterranean**

Geographical **barycentric position** along major communication routes

Emilia-Romagna recognized "**culture of hospitality**»

Established leadership as **capital of green economy**, sustainability and renewable energy

A rich ecosystem of **collaborative institutions** and businesses modelled after the "Motor Valley", an area of great attractiveness for international investors



EMILIA-ROMAGNA, A LABORATORY OF SUSTAINABLE INNOVATION

105.000+

Photovoltaic systems installed in Emilia-Romagna, the third region in Italy after Lombardy and Veneto*

19.886

The number of affidavits filed following the 110% Superbonus**

8,5+ bn €

Investments in the 2022-2024 Three-Year Implementation Plan of the 2030 Regional Energy Plan designed to support the green transition by increasing energy efficiency and energy production from renewable sources

3,6+ mld di €

Gli investimenti per la mobilità sostenibile regionale, declinati su tre assi: trasporto pubblico, mobilità pulita e ciclopedonale, logistica e merci su ferro

*Data as of 12/31/2022, source GSE

**Data as of 08/31/2022, source ENEA



IEG'S GREEN UNIVERSE

IEG'S GREEN UNIVERSE (IN PILLS)



26

outlets for free electric charging of cars and motorcycles



20%

of visitors use the train station within the fairgrounds



-50%

of energy used for cooling, thanks to an underground plant that produces cold at night and returns it during the day



1.500

plants



3

modular condensing boilers of the latest generation, with a heating capacity equal to that of 50 apartments

EVERY YEAR
WE SAVE...



23.000.000

litres of water



400.000

kWh of energy



680

tons of CO2



1.800

tons of waste

K.EY also picks up the baton from Key Energy in terms of logistics, since it takes place in the modern Rimini exhibition centre, which was built under the banner of sustainability, with large green areas and water recycling fountains.

The facility has LED projectors and a **114,000-square meters photovoltaic system**. Starting from 2022, the Vicenza office is also equipped with solar panels.

IEG's systems have an installed capacity of **7525 kWp** and an annual production of **8.5 million kWh**, making all company locations in Italy self-sufficient.

In addition, IEG is **ISO 14001 Environment** and **ISO 45001 Occupational Health and Safety** certified.

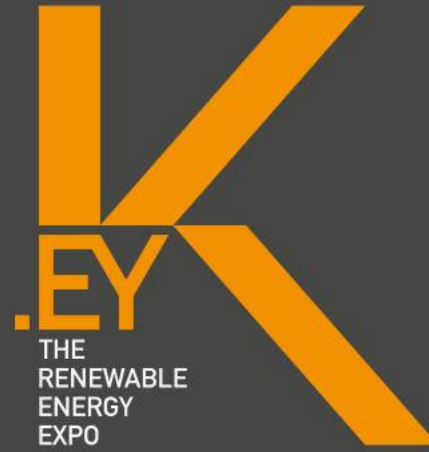
IEG'S GREEN AND TECHNOLOGY EXHIBITION DISTRICT

K.EY, together with [Ecomondo](#), [IBE Intermobility Bus Expo](#), [Tecna](#) and [Progetto SAFTE](#), is part of **GreenTechInsights (GTI)**, a **Network that unites** the district's trade show communities.

It supports companies, start-ups, organizations and administrations, guiding them toward adopting increasingly ethical and responsible working models.

GTI produces multimedia and information available to communities and organizes digital events related to in-person trade shows.





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