

REVIEW

ees Europe Post Show Report 2025



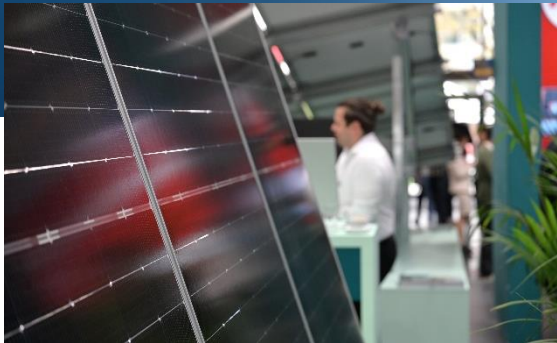
Europe's Largest Alliance of Exhibitions for the Energy Industry

"Accelerating Integrated Energy Solutions" – this is the goal of The smarter E Europe, Europe's largest alliance of exhibitions for the energy industry. The aim is to create a future-oriented energy world by shining a spotlight on renewable energies, decentralization and digitalization as well as cross-industry solutions from the electricity, heat and transport sectors for a sustainable 24/7 energy supply.

The smarter E Europe brings together the four exhibitions Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power Europe. The exhibitions will take place from June 23–25, 2026 at Messe München.

OVERVIEW

The Smarter E Europe Brings Together Four Exhibitions



The World's Leading
Exhibition for the
Solar Industry



Europe's Largest and Most
International Exhibition for
Batteries and Energy
Storage Systems



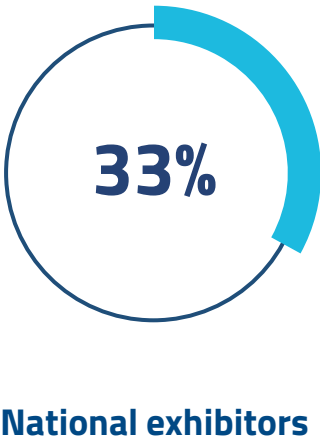
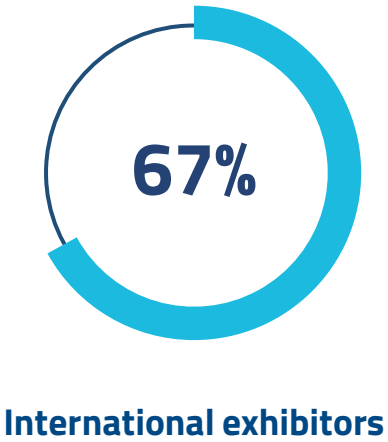
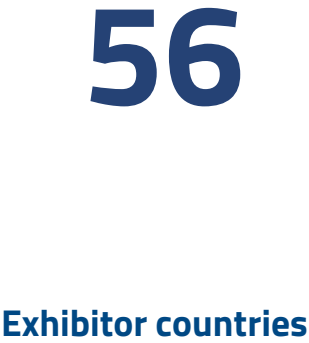
The International Exhibition
for Charging Infrastructure
and E-Mobility



The International Exhibition
for Energy Management and
Integrated Energy Solutions

EXHIBITORS

2,727 Exhibitors from 56 Countries
Presented Their Latest Products and
Solutions



Top 15 countries of origin
The smarter E Europe Exhibitors 2025

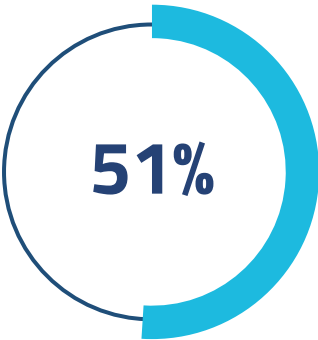
Germany	886
China	848
Turkey	98
Italy	95
Spain	86
Netherlands	85
South Korea	66
France	66
Austria	57
Switzerland	47
USA	44
Great Britain	37
Poland	29
Norway	26
Taiwan	23

VISITORS

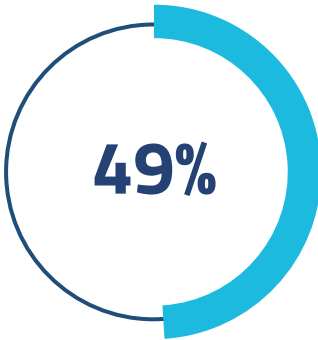
107,218 Visitors From 157 Countries
Came to The smarter E Europe 2025

157

Visitor Countries



International Visitors



National Visitors

Top 30 Countries of Origin
The smarter E Europe Visitors 2025

Germany	52,803	Hungary	1,009
Austria	4,573	Portugal	997
China	4,126	Bulgaria	861
Italy	3,815	Ukraine	842
Spain	3,203	Sweden	841
Switzerland	3,099	Finland	759
Great Britain	2,419	Denmark	741
Netherlands	2,342	Slovenia	734
France	2,086	USA	714
Poland	1,921	Israel	708
Romania	1,774	Croatia	701
Turkey	1,489	Lithuania	598
Czech Republic	1,460	Norway	522
Belgium	1,119	Slovakia	495
Greece	1,012	Ireland	441

MEDIA

Strong Media Response Ensured International Visibility for The smarter E Europe

920 journalists from 31 countries visited The smarter E Europe and the press events, which rounded off the media coverage of the event. With over 42,000 reports worldwide in daily newspapers, online media, radio and television, they ensured international coverage.



920

Journalists



31

Countries



480

Accredited Media



42,000+

Reports

CONFERENCES

Conferences & Side Events

The exhibitions were accompanied by the four conferences Intersolar, ees, Power2Drive and EM-Power Europe Conference. More than 2,600 attendees and speakers discussed aspects of a decentralized, digital and renewable energy supply at the conferences and many Side Events.



2,600+

Participants



35

Side Events



227

Speakers
(without Side Events)

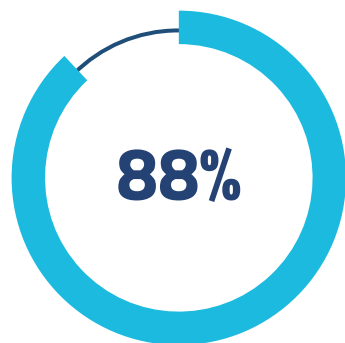


79

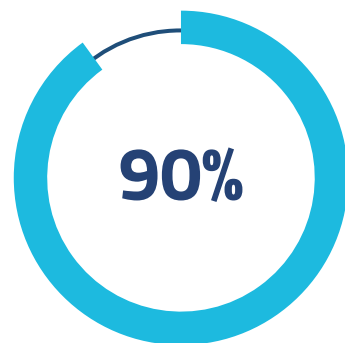
Countries

EXHIBITORS

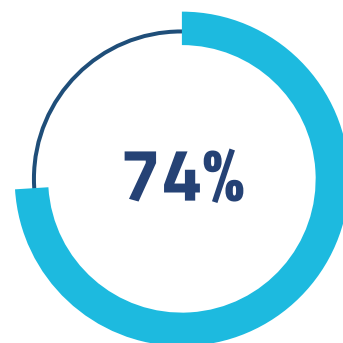
ees Europe 2025: Satisfied Exhibitors



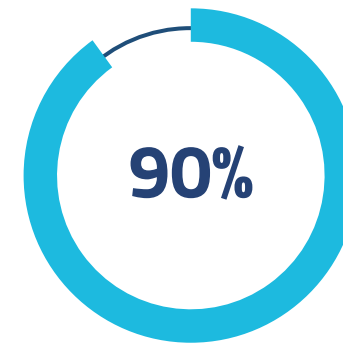
Overall Satisfaction¹



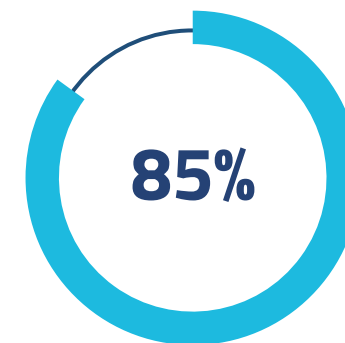
Recommendation²



Re-Participation²



Internationality of
Visitors¹



Visitor Quality¹

¹ Ratings of "excellent/very good" and "good"
² Ratings with "definitely" and "probably yes"

EXHIBITORS

Assessment & Achievement of the Top Exhibitors' Objectives

Exhibitors' Assessment of the Exhibition¹

Atmosphere of the exhibition (91%)

Leading role of the exhibition in the industry (91%)

Completeness & scope of the product range (91%)

Internationality of visitors (90%)

Quality of the visitors (85%)

Achievement of the Top Exhibitor Objectives¹

Maintaining existing business relations (90%)

Exchange of experience (89%)

Company/Product presentation (89%)

Observing the competition/Market overview (89%)

Information about/Presentation of innovations (87%)

¹Ratings of "excellent/very good" and "good". Multiple responses were possible.

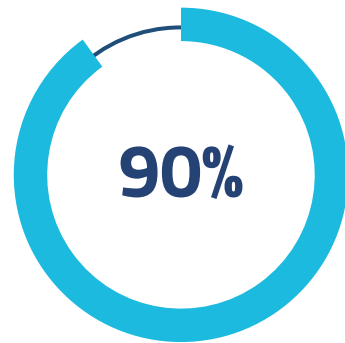


VISITORS

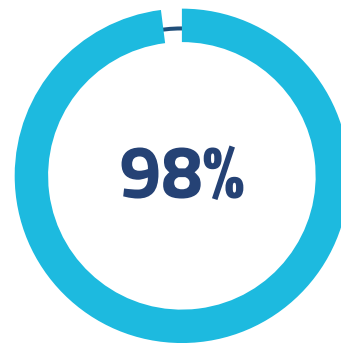
ees Europe 2025: Positive Visitor Rating



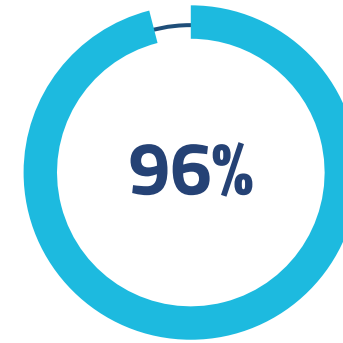
Overall Satisfaction¹



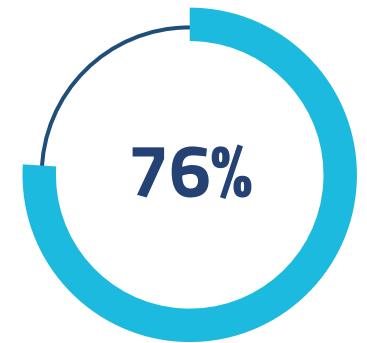
Recommendation²



Leading Exhibition¹



Trade Visitors



Decision-Makers³

¹ Ratings of "excellent/very good" and "good"

² Ratings with "definitely" and "probably yes"

³ Ratings with "decisive", "co-decisive" and "advisory"

VISITORS

Assessment & Achievement of the Top Visitors' Objectives

Visitors' Assessment of the Exhibition¹

Leading role of the exhibition in the industry (98%)

Presence of the market leaders (96%)

Completeness & scope of the product range (96%)

Internationality of exhibitors (95%)

Presentation of innovations (93%)

Achievement of the Top Visitor Objectives¹

Maintaining existing business relations (98%)

Observing the competition/Market overview (96%)

General market orientation (95%)

Information on products/systems/applications (93%)

Information on/looking for innovations/trends (90%)

¹ Ratings of "excellent/very good" and "good". Multiple responses were possible.

VISITORS

The Profile of ees Europe Trade Visitors

Company Category	
Manufacturer/Supplier	27%
Project developer/Planner, EPC	17%
Installer/Integrator	10%
Distributor/Wholesaler/Retailer	9%
Service provider	8%
Utility company/Grid management company	5%
Investor/Financial advisor	4%
Energy consultant/Planner	3%
Research Institution	2%
Other	10%

Industry Sector	
Energy storage	48%
Photovoltaics	13%
E-Mobility/Charging infrastructure	6%
Energy management/Prosuming	5%
Hydrogen/Power-to-Gas	4%
Electricity trading and marketing	3%
Grid infrastructure/Grid integration/ Grid management	2%
Solar Heating & Cooling / Solar Thermal Technologies / Renewable Heating Technologies	1%
Other	19%

VISITORS

The Profile of ees Europe Trade Visitors

Area Within the Company

Corporate & General Management	26%
Sales	16%
Project Development/Project Management	15%
Research & Development	12%
Marketing & Communications	6%
Installation/Integration	5%
Purchase/Procurement	4%
Production/Production Management	4%
Facility & Energy Management	2%
Other	12%

Areas of Interest¹

Energy storage	60%
Photovoltaics	25%
E-Mobility	19%
Energy Management/Services	18%
Smart grids and integration of renewable energies	16%
Decentralized & Renewable Energy Supply	15%
Solar thermal technologies	4%
Other	4%

¹ Multiple selection was possible

SUPPORT

Thank You to Our Partners 2025

Supporters



Partners





ees Europe 2026 at a Glance

Each year, ees Europe, the continent's largest and most international exhibition for batteries and energy storage systems, provides a networking opportunity for the industry's key players, such as manufacturers, distributors, project developers, systems integrators, as well as professional users and suppliers – all under the motto "Innovating Energy Storage". It focuses on the latest technologies, trends and market developments.

- Date: June 23–25, 2026
- Venue: Messe München, Germany
- Halls: B0–B2, C1–C4, Outdoor Area
- Exhibitors (expected): 2,800 The smarter E Europe in total
- Exhibition space: 200,000 sqm The smarter E Europe in total
- Visitors (expected): 100,000+ The smarter E Europe in total



SURVEY

Methodology and Data Sources

The post show report for The smarter E Europe and ees Europe 2025 is based on an exhibitor survey, a representative visitor survey as well as the registration data of exhibitors, visitors and conference attendees.

Both the exhibitor and visitor surveys were conducted by the organizers in cooperation with GMM Gelszus Messemarktforschung GmbH.

Rounding differences are possible.

Your Personal Contact



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