





Charting the future of wind energy

As the energy transition accelerates, Pascal Hofer, Project Manager of HUSUM WIND, shares his perspective on the evolving wind sector. Europe's leading wind trade fair is no longer just a showcase, it's a pulse check for the industry. Innovation, policy and cross-border collaboration are converging to shape the future of renewables.

PES: Pascal, a warm welcome to PES. It's great to have you with us. To begin, tell us about your background and your role at HUSUM WIND; how did your journey lead you to the heart of one of Europe's most recognised wind energy trade fairs?

Pascal Hofer: Thank you, it's a pleasure to be here. My professional roots lie in event and exhibition management, and I've always been drawn to future-oriented industries. The energy transition, and wind in particular, has fascinated me for years.

I joined Messe Husum & Congress with the ambition of making HUSUM WIND more than just a trade fair: I wanted it to become a pulse check for the industry. As project lead, I oversee the strategic direction, content development, and coordination with industry partners, associations and policymakers. Being at the intersection of innovation, regulation and business is incredibly dynamic and rewarding.

PES: You're in a unique position to gauge the temperature of the wind sector. From the conversations you're having and the trends emerging, what sense do you get of the current mood in the industry?

PH: The mood is cautiously optimistic. There's a strong sense of urgency. The climate crisis is no longer theoretical and wind energy is central to solving it. At the same time, we see growing professionalism and maturity in the sector. Supply chain challenges, permitting delays and geopolitical uncertainty have tempered some expectations, but overall, the industry is mobilising with remarkable resilience and purpose.

PES: While ambition levels are clearly rising, especially with net zero targets in sharper focus, progress often feels uneven. What do you see as the more entrenched hurdles

holding back wider deployment and faster development?

PH: The most persistent obstacles are still regulatory. In many countries, permitting procedures are too slow and complex. Grid expansion isn't keeping pace with renewable buildout. And while there is more capital looking for green investment, the policy frameworks needed to de-risk those investments aren't always reliable.

PES: And yet, amid those challenges, technology continues to move at pace. From your vantage point, which innovations or technical shifts are genuinely redefining the way the industry is thinking about wind?

PH: Floating wind is one of the exciting frontiers, opening up new geographies for offshore deployment. In onshore, modular turbine construction and taller towers are pushing the limits of efficiency. But I'd also point to digitalisation, from real-time monitoring to AI-driven asset management, as a quiet revolution that's reshaping how projects are run and maintained.

PES: There's increasing attention on hybridisation, storage integration and digitalisation, particularly in O&M and predictive diagnostics. Are you noticing a shift in the kinds of technologies gaining traction among exhibitors and partners?

PH: Absolutely. There's a notable increase in companies presenting hybrid solutions, combining wind with solar and storage for better grid stability. We're also seeing a rise in exhibitors focused on software, analytics, and machine learning applications. Predictive maintenance is no longer just a buzzword; it's becoming standard practice. These trends are reflected not only on the exhibition floor but also in our conference sessions and startup pitches.

PES: All of this, of course, plays out within the boundaries of political will and policy clarity. Looking specifically at the DACH region, what developments in the regulatory space are starting to reshape industry planning or sentiment?

PH: In Germany, the recent acceleration laws for renewable energy are starting to take effect, aiming to simplify and speed up approvals. Austria and Switzerland are also aligning their targets more closely with EU frameworks. What's key now is implementation. The region is sending stronger signals, but trust will only build through consistent follow-through.

PES: National strategies matter, but so does regional cohesion. Would you say there's enough alignment across borders to support the cross-border infrastructure and investment needed?

PH: It's improving, but more work is needed. The EU's Green Deal and interconnected electricity markets are crucial steps, but we still face fragmented permitting and support schemes. Greater harmonisation would unlock more cross-border projects and attract more international financing. The North Sea wind cooperation is a great example; we need more of that kind of pragmatic regional integration.

PES: With so much change underway, having platforms for exchange is more important than ever. How is HUSUM WIND evolving to reflect the complexity and maturity of today's energy landscape?

PH: We see HUSUM WIND as a reflection of the industry's pulse. That means going beyond showcasing turbines. We are

integrating themes like hydrogen, grid infrastructure, circularity and workforce development. We're also broadening participation, from global OEMs to SMEs, startups, policymakers and investors. The goal is to create a space where business, policy, and innovation intersect in meaningful ways.

PES: HUSUM WIND 2025 is already generating interest. What can returning visitors and first-timers expect to see in terms of new themes, technologies or networking formats?

PH: It will be even more focused and future-oriented. A key new feature is the Future & Innovation Hall, which includes the Digital+ Area, a dedicated space for cutting-edge digital technologies, AI applications, startups and next-generation solutions that are redefining the wind sector.

We're also proud to welcome Denmark as our official partner country. As one of Europe's most experienced and forward-thinking wind energy markets, particularly in offshore and system integration, Denmark offers visitors valuable insights and connections that are highly relevant to future energy planning and cross-border collaboration.

New networking formats will further enrich the visitor experience. The new Women in Wind initiative creates dedicated space for female leadership and dialogue; the exclusive WindMasters Dinner brings together senior executives, policymakers and innovators for high-level networking.

And for those eager to see the transformation up close, our Offshore Excursion will guide participants to 25 pioneering wind and hydrogen projects along the North Sea coast,



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a rare opportunity to witness large-scale transition projects on the ground.

PES: Pascal, thank you for your time and for these valuable insights. To close, what message would you share with the wider wind community as the industry gathers momentum toward 2025?

PH: HUSUM WIND 2025 is where the real-world energy transition takes shape, with market-relevant innovations, decision makers you can talk to and a direct line to the challenges and solutions that matter most. Whether you're driving projects, developing technologies or entering new markets, join us in Husum from 16th to 19th September 2025 and be part of the industry meeting that moves the sector forward.

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