

The smarter E South America

São Paulo, November 16–18, 2020

The smarter E South America 2020 postponed to November 16-18, 2020

São Paulo, March 27, 2020: The smarter E South America 2020 is postponed to November 16-18, 2020 due to the effects of coronavirus/Covid-19.

With this step, Solar Promotion International GmbH (SPI), Freiburg Management and Marketing International GmbH (FMMI) and Aranda Eventos & Congressos Ltda. (ARANDA) are reacting promptly in close consultation with the Brazilian Solar Photovoltaic Energy Association (ABSOLAR) and all partners involved to counteract the increasingly dynamic developments regarding the possible spread of the coronavirus.

"It is very important for us to react quickly and to announce this new date which will allow exhibitors and visitors to make reliable preparations," Dr. Florian Wessendorf, Managing Director of Solar Promotion International and Daniel Strowitzki, CEO at Freiburg Management and Marketing International, jointly state. "Our partners can trust us to act responsibly and cool-headed even in difficult situations."

The Brazilian Solar Photovoltaic Energy Association (ABSOLAR) fully understands and supports the decision. "In such a moment of such extraordinary and unexpected circumstances, Solar Promotion International, Freiburg Management and Marketing International and Aranda acted responsibly when taking this step, which provides a clear perspective to the sector and the market regarding the event in Brazil. Planning security is entirely in the interests of the photovoltaic sector, especially in this moment of global awareness. They have reacted cautiously, sensibly and correctly, taking all aspects of the current scenario into consideration, and prioritizing the lives, health and well-being of our society" says Dr. Rodrigo Lopes Sauaia, ABSOLAR's Chief Executive Officer (CEO).

Existing contracts remain valid for the new date. The exhibition venue, booth number, area of exhibitors and all contractual terms and conditions will remain unchanged.

For more information on The smarter E South America, please visit: www.TheSmarterE.com.br

About The smarter E South America

With three parallel energy exhibitions, The smarter E South America is LATAM's innovation hub for the new energy world. It takes a comprehensive approach to the topics of the energy system transformation by presenting cross-sector energy solutions and technologies. The smarter E South America creates opportunities to address all key areas along the value chain. Focusing on the generation, storage, distribution and use of energy and the ways in which these aspects interact and can be intelligently combined, The smarter E South America brings together international stakeholders of the energy future from across the world's most influential markets.

The smarter E South America will take place at the Expo Center Norte in São Paulo, Brazil, on November 16–18, 2020, bringing together the following events:

- Intersolar South America – The Largest Exhibition and Conference for the South American Solar Industry
- ees South America – South America's Hot Spot for Batteries & Energy Storage Systems
- Eletrotec + EM-Power – The Exhibition for Electrical Infrastructure and Energy Management

In addition to sector coupling and decentralization, digitalization is a central element of the new energy world. The growing demand for integrated and intelligently connected solutions means that companies are increasingly relying on these types of systems and services. The smarter E South America responds to this development, presenting solutions and technologies for an intelligent, sustainable and cost-effective energy supply.

<https://www.thesmartere.com.br>

Organizers: The smarter E South America is organized by Solar Promotion International GmbH, Pforzheim, Freiburg Management and Marketing International GmbH (FMMI) and Aranda Eventos & Congressos Ltda, São Paulo as the co-organizer.

The smarter E South America 2020

Date: November 16-18, 2020

Exhibition times: 12:00p.m. to 8:00p.m.

Conference times: 9:00a.m. to 8:00p.m.

Expo Center Norte – São Paulo – SP

For more information on The smarter E South America, please visit: www.TheSmarterE.com.br

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