





A vertical banner for WindEnergy Hamburg. The text 'WindEnergy' is written vertically in a large, blue, sans-serif font. Below it, 'Hamburg' is written vertically in a smaller, grey, sans-serif font. At the bottom of the banner is the WindEnergy logo, which consists of three curved segments: a green one on the left, a light blue one at the top, and a dark blue one on the right, all curving towards a central point.

WindEnergy  
Hamburg

# Wind energy's most important event goes digital

WindEnergy Hamburg, the world's leading wind energy event, is taking place in 2020 despite the crisis. However, organizer Hamburg Messe und Congress GmbH is not inviting visitors to its local exhibition campus this time but to the World Wide Web. Because of the COVID-19 pandemic, WindEnergy Hamburg 2020 will be a fully digital event held from December 1<sup>st</sup> to 4<sup>th</sup>, four days, around-the-clock.

The new format was created within record time after the tradeshow had at first been postponed from September to December, then converted into an online event because international travel restrictions and rising infection rates made it impossible to plan for an on-site, physical exhibition.

## Reinventing the tradeshow concept

Once the decision had been made to run the entire tradeshow in digital format this December, Hamburg Messe und Congress had to find a way to allow all participants in WindEnergy Hamburg to have a successful tradeshow experience despite the unusual situation. In essence, the entire concept of a tradeshow had to be reinvented. Thanks to the hard work and commitment of the great team at Hamburg Messe und Congress and its co-organizer, WindEurope, supported by their partners and advisory boards, a new concept was developed. As a result, WindEnergy Hamburg Digital 2020 is now ready to launch.

The basis of the digital format was the organizers' online exhibitor directory, essentially a Who's Who of the global wind energy industry: At WindEnergy Hamburg,

normally up to 1,400 exhibitors from 40 countries present their innovations and solutions. Equipment manufacturers and suppliers for all stages of the onshore and offshore wind energy value chain provide a comprehensive overview of the market; WindEnergy Hamburg is the world's largest available sourcing pool for wind-related equipment engineering. Hamburg Messe und Congress had begun expanding this online exhibitor directory long before the pandemic, adding a variety of new features. In particular, the search functionality was enhanced, and new interaction options were added.

Now the digital WindEnergy Hamburg will be a platform presenting company and product profiles with comprehensive, up-to-date background information where exhibitors can upload materials such as white papers, company videos, press information and other pre-produced content to their digital profiles. They can also offer live events for streaming. The great benefit for would-be tradeshow visitors is that they can get all the information they want in the relaxed setting of their office or home. No time-consuming international trips, no waiting in line – just a few mouse clicks.





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**Matchmaking features enable personal interaction**

Opportunities for personal interaction are really the core element of every tradeshow visit. Attendees of the online event will not miss out on one-on-one communication. Hamburg Messe has integrated a matchmaking tool into its WindEnergy Hamburg 2020 digital platform. While during an on-site exhibition you sometimes have to wait in line at a booth until a staff member has time for you, the digital platform lets you make appointments with exhibitors or arrange chat room meetings quickly and

easily. What is more, a visit to the virtual tradeshow is by no means limited to central European office hours, the platform is accessible around the clock. Exhibitors can assign contact requests from their profile pages to their staff in the respective time zones. This means that exhibitors are available for interaction with potential and existing customers in North America, Australia or Japan during the office hours in the relevant country.

**WindTV around-the-clock**

One of the highlights of the digital tradeshow

is the WindTV channel developed jointly by Hamburg Messe and WindEurope. Its two streams will deliver exclusive live and on-demand content – the no-cost WindTV Open Stream and the pay TV format WindTV Premium. Both streams will address current key topics of the wind industry. There will be programs about global wind markets presented by GWEC, as well as discussions of issues such as permitting, community engagement, electrification, renewable hydrogen, technology and innovation, the wind energy supply chain and much more.

Business leaders, policymakers and leading

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# WindEnergy Hamburg

NEW REALITIES | NEW CHANCES | 2020 GOES DIGITAL

**Messe entdecken**

**WindEnergyMatch**  
Die internationale  
Kooperationsbörse auf der  
WindEnergy Hamburg

NOW LIVE!

**GWEC – Global markets deep dive**  
15:30-16:15

TV ● Conference session

**Resource Assessment**  
15:30-16:15

TV ● Conference session

**Digitalisation in operations**  
15:30-16:15

TV ● What People Ask

**Zum Programm** →

Stream Homepage

experts from the wind industry and beyond will join these programs. While the WindTV Open Stream will allow viewers to learn about the latest trends in business, policy and technology from a high-level and commercial perspective, the Premium channel will deliver more in-depth coverage from top specialists. The second channel emulates the Premium Conference normally held by WindEurope in the Hamburg exhibition halls. WindTV will be online for four days. Viewers who have missed a live broadcast can stream it

on-demand later.

The event program is being prepared jointly with the partners of WindEnergy Hamburg. WindEurope, the European wind energy association headquartered in Brussels, will broadcast about three quarters of the WindTV program from there. Another studio will be located at the London home base of the Global Wind Energy Council (GWEC), the global partner of WindEnergy Hamburg. Finally, Hamburg Messe und

Congress itself will contribute content from its studio in Hamburg. A look at the event program reveals that the scope and variety of what is being offered can easily compete with an on-site tradeshow – with the added benefit that you can watch it all from a relaxed home setting.

Virtual visitors can start their digital tradeshow experience either from WindEnergy website ([www.windenergyhamburg.com](http://www.windenergyhamburg.com)) or from the custom app developed for this event.

**An interview with Claus Ulrich Selbach, Business Unit Director, Maritime and Technology Fairs & Exhibitions at Hamburg Messe und Congress.**

The person in charge of WindEnergy Hamburg, among other events.

**PES: Mr. Selbach, WindEnergy Hamburg will take place as a digital event this year because of the COVID-19 pandemic. Will the program be as varied and fascinating as the on-site tradeshows in recent years?**

**Claus Ulrich Selbach:** Yes, WindEnergy Hamburg will be just as multifaceted and fascinating and provide a similarly rich learning experience as the on-site events on the Hamburg exhibition campus that exhibitors and visitors are familiar with. The difference is that this time people won't be able to interact physically. These face-to-face on-site meetings, a key element of any tradeshow, are unfortunately impossible this year. But: We want to substitute that by providing the exhibitors' digital profile pages. What used to be exhibitor booths in the exhibition halls will now be exhibitor profiles on [windenergyhamburg.com](http://windenergyhamburg.com). We chose not to try to present 3D booths or virtual booth imitations. That would not be helpful in a huge tradeshow like ours.

What we do offer through our app is, for instance, a matchmaking tool with chat functionality that will link visitors with exhibitors. In times of a pandemic, the digital format also offers a number of additional benefits: You can enjoy the entire tradeshow visit from the comfortable ambience of your office or home. All information will be available around the clock since the digital tradeshow will be open 24 hours per day.

**PES: Will all relevant industry topics be reflected? What topics will be featured this time?**

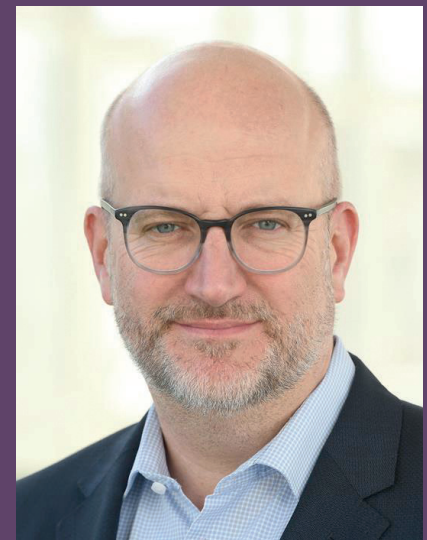
**CUS:** The spectrum of topics will be as comprehensive as in a physical tradeshow. And it will be just as up-to-date. We

highlight all the topics that are of major interest and relevance to industry players. Everybody will find what they're looking for, I am sure of that.

One of the highlights will be the WindTV channel developed jointly by Hamburg Messe and WindEurope. Its two streams will deliver exclusive live and on-demand content – the no-cost WindTV Open Stream and the pay TV format WindTV Premium. Both streams will address current key topics of the wind industry. There will be programs about the global wind markets as well as permitting, community engagement, electrification, renewable hydrogen, technology and innovation, the wind energy supply chain, and much more. Business leaders, policymakers and leading experts from the wind industry and beyond will join these programs. Everybody in the industry wants to know where new markets are developing. So 'Emerging Markets' is another major theme we are highlighting jointly with GWEC. We will be looking at markets in Southeast Asia, Latin American and Africa in particular. Offshore wind power is steadily gaining in importance. We will be addressing that, of course. There will be sessions discussing finance, investment, and cooperation partnerships. Another focus will be on Power-to-X and Green Hydrogen. We would have given plenty of space to this topic at the physical event if it had taken place. We are dedicating the amount of attention to this topic that it deserves – by the way, not just at WindEnergy Hamburg but also at our shipbuilding trade fair SMM which will follow two months later. After all, hydrogen is of interest not only to the wind energy industry but also to many other industries that have a role to play in a hydrogen economy.

**PES: What are your expectations regarding general interest in the digital tradeshow?**

**CUS:** WindEnergy Hamburg DIGITAL is the only opportunity to bring the international wind energy industry together this year and give the global importance of wind power the visibility and the platform it needs. I am convinced that curiosity alone – people wanting to see how the world's leading wind



Claus Ulrich Selbach

industry expo positions itself digitally – will generate a great deal of interest. Our conference program will be at least as attractive as it has been in recent years. And since a visit of the tradeshow is now so easy and comfortable because it can happen on screen, there are probably going to be many first-time visitors who are eager to check it out.

This way WindEnergy Hamburg will not only remain the world's leading wind energy event but even be able to strengthen its position to some extent. I'm sure that people will be excited to return to the next WindEnergy Hamburg in 2022 to meet face-to-face in the city of Hamburg.

Nevertheless, a digital platform will be maintained as an intriguing extra supplementing the traditional tradeshow on our campus. That would have happened in the long run anyway; the pandemic has simply accelerated this development, which I welcome especially. The platform concept, along with the fact that we are THE digital marketplace for the wind energy industry, available online year-round with periodical physical gatherings and that is going to be the future.