

The smarter E South America

The smarter E South America postponed to October 18-20, 2021

São Paulo, February 1, 2021: In response to the continued high number of persons infected with the coronavirus (COVID-19) in Brazil and worldwide and the associated restrictions, the organizers of The smarter E South America – Solar Promotion International GmbH (SPI), Freiburg Management and Marketing International GmbH (FMMI) and Aranda Eventos & Congressos Ltda. (ARANDA) – have decided to postpone the event, which had originally been set to take place from August 24-26, 2021.

The health of the exhibitors, partners, visitors, and employees as well as the population are of the highest priority for us. Under the given circumstances, we do not consider it advisable for all parties involved to organize and stage such an international exhibition in August without critical complications as well as health risks for exhibitors and visitors. In addition to these risks, the decision was also made taking into consideration that in the period up to October the vaccination activities that are currently starting, have a stronger effect on participation and travel opportunities.

The smarter E South America 2021 is now set to take place in Expo Center Norte from October 18-20, 2021. The exhibition venue, booth number as well as area of exhibitors will remain unchanged.

Furthermore the Intersolar Summit Brasil Nordeste, initially scheduled to take place in Fortaleza, Brazil, March 24-25 will be postponed to June 9-10, 2021.

„Health, safety and reliability is our top priority. The current situation requires clarity, courage and vision. Announcing this new date today will allow exhibitors, visitors and the media to make reliable plans. Our partners can trust us to act responsibly and cool-headed even in difficult times" Dr. Florian Wessendorf, Managing Director of Solar Promotion International and Daniel Strowitzki, CEO at Freiburg Management and Marketing International, jointly state.

For more information on The smarter E South America, please visit: www.ThesmarkerE.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 October 18-20, 2021, 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.thesmarkere.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 2021

Date: October 18-20, 2021

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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