



Hamburg generates wind for the future

From 24th to 27th September 2024, WindEnergy Hamburg will bring together the global wind energy community. Over 1,500 companies from more than 40 countries will showcase innovations and forward looking solutions. The focus will be on the energy transition, the use of AI, and the recruitment of young talent. Networking formats such as the daily wine o'clocks provide the perfect setting for global exchange.



The wind energy sector has recently delivered impressive numbers. In 2023, it grew by a spectacular 117 GW. However, to meet the 1.5 degree target, this growth must triple to at least 320 GW annually by 2030. The key to success: teamwork. 'Enhanced global cooperation is essential to fostering the conducive business environments and efficient supply chains,' says Ben Backwell, CEO of the Global Wind Energy Council (GWEC).

This makes WindEnergy Hamburg in September the ideal networking hub. 'WindEnergy Hamburg is the heart of the international wind energy sector. It's where the brightest minds and leading innovators gather to shape the future of sustainable energy,' says Andreas Arnheim, the event's Director.

Up to 40,000 participants from 100 nations will gain a comprehensive overview of the latest developments and trends in the industry, both onshore and offshore.

On an impressive 75,000 m², equipment manufacturers and suppliers will showcase the entire wind energy value chain. Exhibitors specializing in planning and project development, installation, operation and maintenance, marketing, certification, and financing will offer their expertise. In 27 national pavilions, companies from various countries will pool their knowledge.

Maximum exchange and knowledge transfer

The world's leading trade fair for wind energy is complemented by a high caliber conference program, co-developed by renowned partners such as GWEC, WindEurope, the national associations VDMA and BWE, as well as leading media and companies in the industry.

There are four Open Stages in total: the Speakers Corner (Hall A3), the Global Markets Theatre (Hall B1), the Energy Transition Stage (B6), and the Offshore Stage (Hall B5). The stages have been significantly enlarged compared to 2022. A special highlight: the

conferences are accessible to all participants free of charge. Additionally, getting to the centrally located exhibition grounds is easier this year, as visitors' tickets also serve as public transport passes for the entire public transport network.

AI CENTER: artificial intelligence as a game changer

WindEnergy Hamburg is giving even more space to Artificial Intelligence (AI) this year. In the AI CENTER, developed in collaboration with the team from AI.HAMBURG, professionals can learn about the possibilities AI based solutions offer the wind energy sector. 'The ability to capture and manage data will become a crucial success factor in improving the operation of turbines, wind farms, and the overall management of the energy grid,' says Ragnar Kruse, cofounder and managing director of AI.HAMBURG. 'The digital transformation, even in wind energy, is nothing today without the application of AI.'

Networking: advancing the energy transition together

Daily networking events round off the program, making Hamburg the place to be for the wind energy sector from 24th to 27th September. The wine o'clocks on the stages are particularly popular. From 5:30pm to 7pm, participants can connect and have background conversations over free drinks and DJ music. The new Networking Platform, accessible both via desktop and an app during the fair, also allows attendees to search for new contacts and business partners, network before, during, and after the event, and create their own agenda with appointments and side events.

'WindEnergy Hamburg is not just a trade fair; it's an interactive experience for all visitors. The awareness that we are collectively advancing the energy transition adds a bit of magic to this event; it's something you shouldn't miss,' says Claus Ulrich Selbach, Business Unit Director Maritime & Technology Fairs.

In an interview with PES, WindEnergy Hamburg Director Andreas Arnheim gives a preview of this important industry event.

PES: What are you most looking forward to at WindEnergy Hamburg?

Andreas Arnheim: I'm looking forward to seeing how our enlarged stages this year will better showcase the diversity and depth of discussions. WindEnergy Hamburg 2024 offers more space for ideas and innovations than ever before. A particular highlight is the Speakers Corner, where companies will present pioneering approaches that have the potential to shape the future of wind energy. I'm very excited about the many creative solutions that will be presented there.



PES: What are the biggest challenges for the wind energy sector in the near future?

AA: We've made great strides in generating wind energy, but efficiently storing this energy remains one of the biggest hurdles. Additionally, slow auctions are hindering expansion. This needs to become easier!

Another pressing issue is the shortage of skilled workers. It's clear that the energy transition can only succeed with enough well trained professionals. That's why we are placing a special focus on recruitment at WindEnergy Hamburg this year. Our Recruiting Days, taking place on September 26th and 27th, are an important meeting point for young talents who want to learn about career opportunities in the wind sector. Students have free admission to the event.

PES: How can international cooperation in the wind energy sector be improved? How does the sector deal with competition from China?

AA: International cooperation is essential to meet the global challenges of the energy transition. The wind industry is already highly globally interconnected, but there is always room for improvement. In working with China, it's important to find a balance between competition and cooperation. China is a major player in the global wind energy market, and there are certainly areas where we can learn from each other and move forward together.

At WindEnergy Hamburg, we will offer several panels this year that specifically address relations with China. These discussions aim to reduce misunderstandings and find ways for constructive collaboration.

PES: When is WindEnergy Hamburg a success for you?

AA: When the exhibiting companies and visitors go home with new ideas, partnerships, and inspirations. If we manage to take the industry a step further, whether through the exchange of knowledge, making valuable contacts, or closing concrete business deals.

Success is also seen in the small things: for example, when I see young talents being inspired by the Wind Energy Recruiting Forum or when experts passionately discuss the future of energy supply in the panels. Then I know we've made a difference!

www.windenergyhamburg.de

