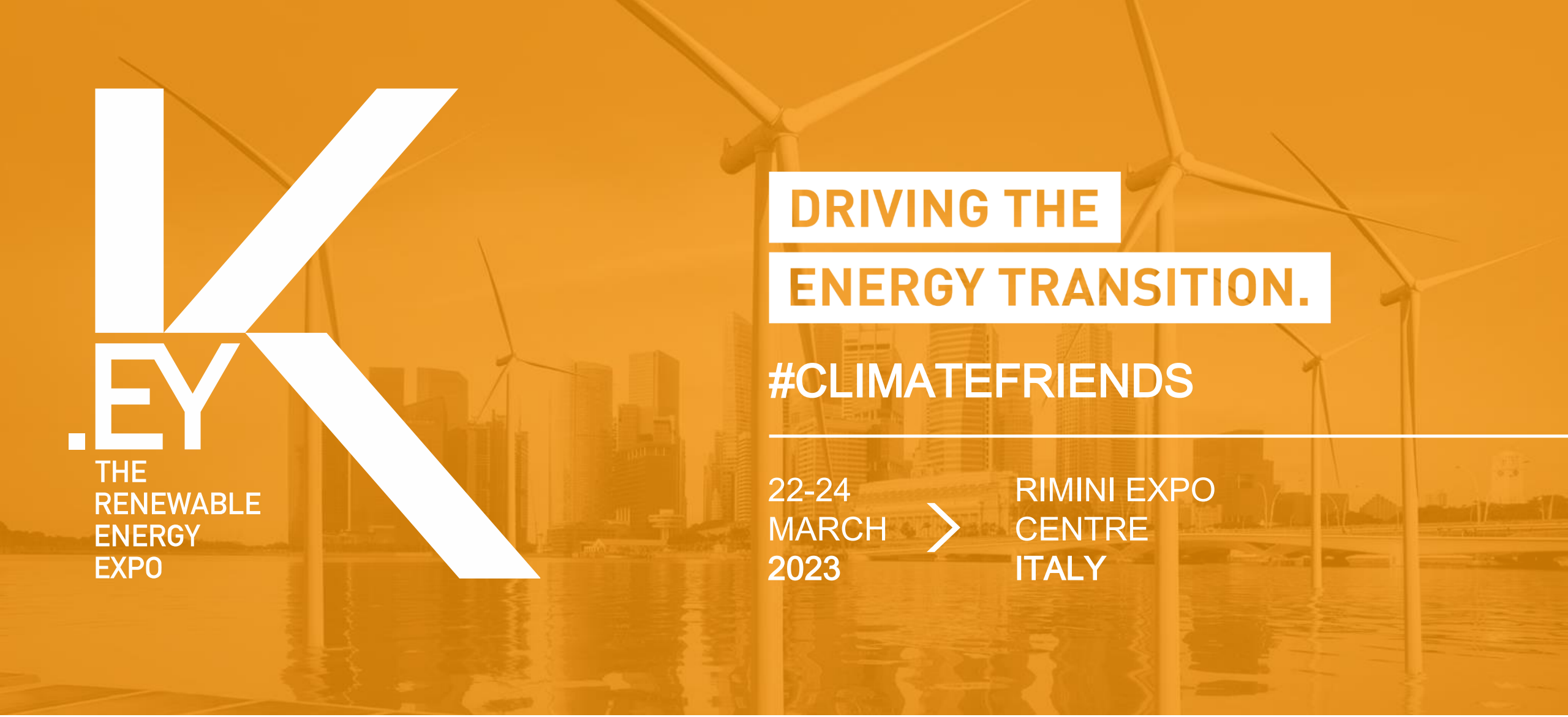


.EY

THE RENEWABLE ENERGY EXPO

DRIVING THE ENERGY TRANSITION.

#CLIMATEFRIENDS

22-24 MARCH 2023

RIMINI EXPO CENTRE ITALY

organized by

ITALIAN EXHIBITION GROUP
Providing the future

in collaboration with

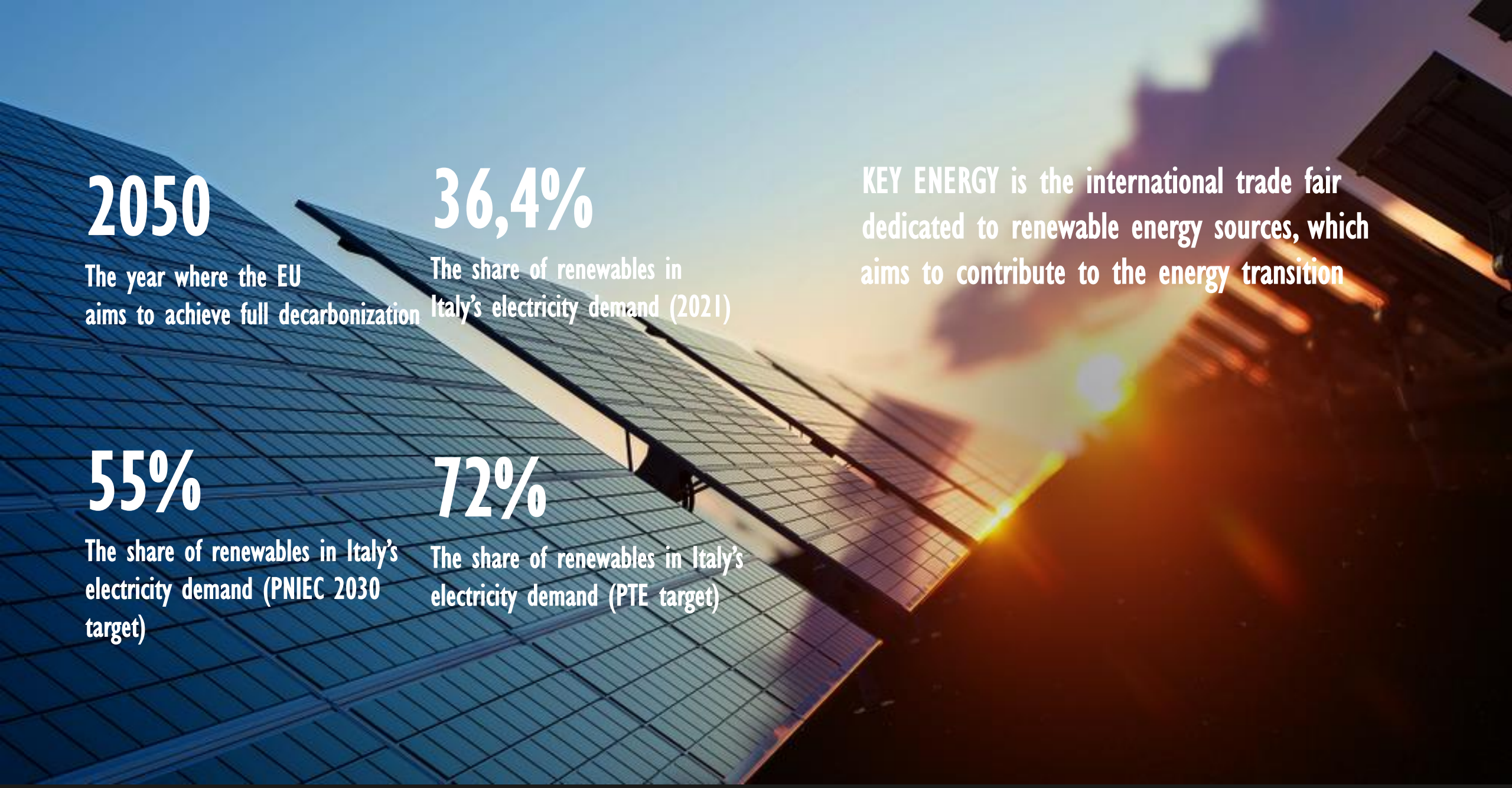
be IT

Ministry of Foreign Affairs and International Cooperation

ITA
ITALIAN TRADE AGENCY

.EY
THE RENEWABLE ENERGY EXPO

2050
EU COMPLETE
DECARBONIZATION GOAL



2050

The year where the EU aims to achieve full decarbonization

36,4%

The share of renewables in Italy's electricity demand (2021)

55%

The share of renewables in Italy's electricity demand (PNIEC 2030 target)

72%

The share of renewables in Italy's electricity demand (PTE target)

KEY ENERGY is the international trade fair dedicated to renewable energy sources, which aims to contribute to the energy transition

KEY ENERGY

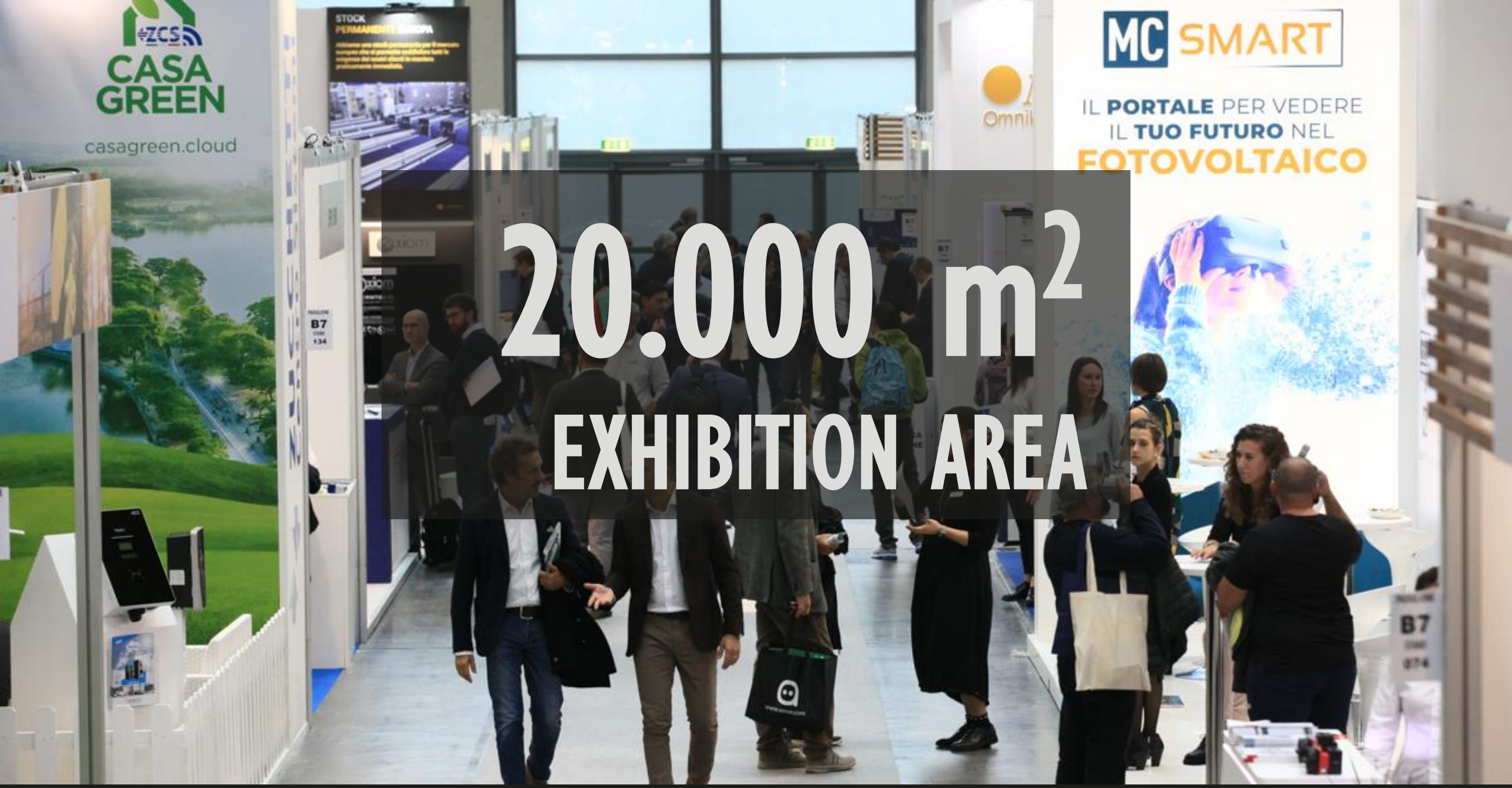
THE RENEWABLE ENERGY EXPO

FACTS AND FIGURES 2021

9000+
ATTENDANCE

90

FOREIGN COUNTRIES



20.000 m^2
EXHIBITION AREA

AGORÀ
ENERGY1
KEY ENERGY
253
BRANDS

VISITOR PROFILE

GEOGRAPHICAL ORIGIN

84%

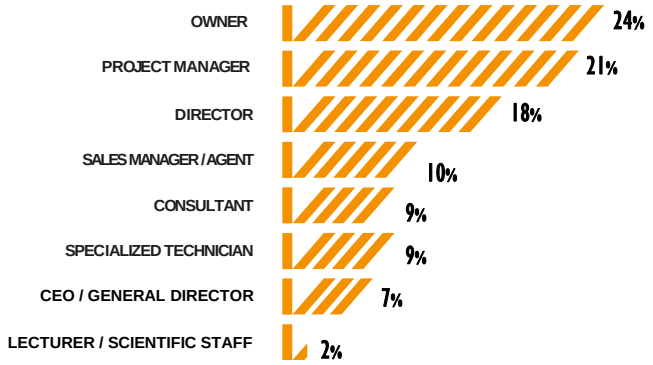
EUROPE

16%

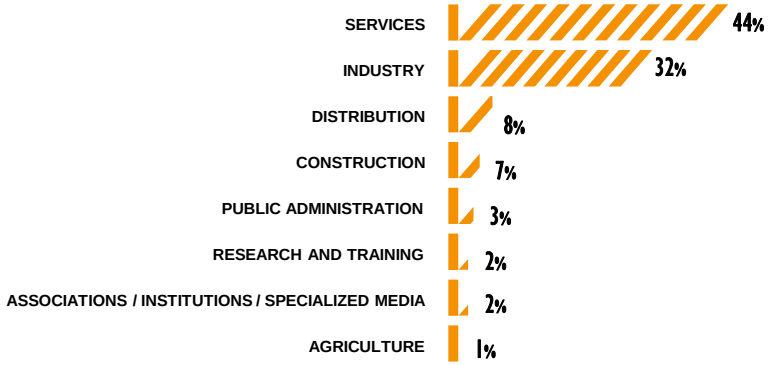
EXTRA-EUROPE

TOP 10 FOREIGN COUNTRIES

JOB PROFILE



AREA OF ACTIVITY



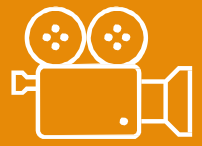
EVOLUTION

FROM KEY ENERGY TO K.EY

KEY ENERGY
THE RENEWABLE ENERGY EXPO

K.EY IS

A European renewable energy exposition



A hub that creates and delivers qualified content for its community

An accelerator for the energy transition

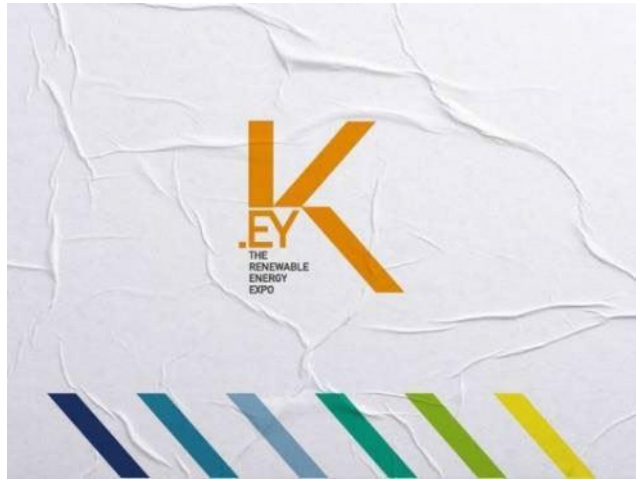
A platform for networking and sharing

A laboratory of ideas, training, and information

A physical and digital space to showcase the best of the world's **green technology**

NEW BRAND IDENTITY

K.EY's new brand identity is designed to strengthen and extend the role of all industrial communities participating in the energy transition, enhancing each sector's unique characteristics and needs within a process that must lead to the achievement of community goals.



EXPECTATIONS

The new dates for K.EY collocate the event to early spring, **March 22-24, 2023**, an ideal time for the industry, at the Rimini Expo Centre: an increasingly European format, with three days of business and networking.

3
Business and networking days

20.000
Expected attendance (10% from abroad)

28.000+m^2
Exhibit area

350
Exhibitors

50
Startups

6
Thematic areas

100+
Expected conferences, workshops, and networking events

THEMATIC AREAS

SOLAR
SEC - Solar Exhibition and Conference, the exhibition area dedicated to **Photovoltaics and Storage**. In conjunction with **ForumTech**, by ITALIASOLARE.

HYDROGEN
Technologies and projects for the production and storage of **hydrogen**.

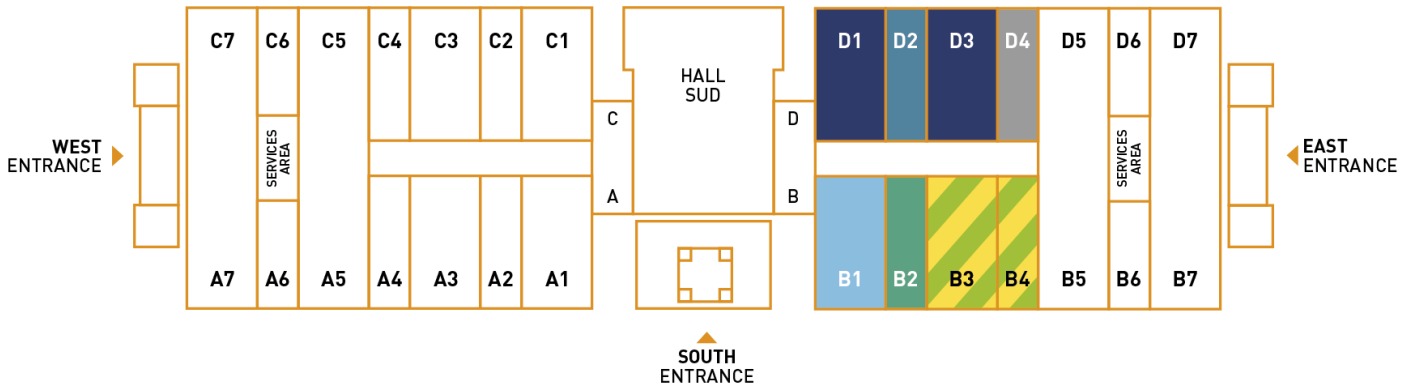
WIND
Technologies and services for the construction and operation of onshore and offshore **wind** power plants.

MOBILITY
Electric and sustainable mobility, from charging infrastructure to interconnected mobility services.

EFFICIENCY
Energy efficiency and storage in industry and building, with technologies and services available to companies to optimize their energy consumption and reduce their carbon footprint.

CITY
Sustainable city, the special project dedicated to the transformation of cities according to the smart city model.

LAYOUT



AREA

- SOLAR
- HYDROGEN
- WIND
- MOBILITY
- EFFICENCY
- CITY

ROADMAP

November 8-11
2022

KEY ENERGY 2022
The Renewable Energy Expo

November 26
2022

STOP
Early Booking
K.EY

December 15
2022

K.EY
Area Allocation
Kick-off

March 22-24
2023

K.EY
The Renewable Energy Expo

K.EY'S ADVANTAGES

Rimini and the Emilia-Romagna region a bridge **to the Mediterranean**

Geographical **barycentric position** along major communication routes

Emilia-Romagna recognized "**culture of hospitality**»

Established leadership as **capital of green economy**, sustainability and renewable energy

A rich ecosystem of **collaborative institutions** and businesses modelled after the "Motor Valley", an area of great attractiveness for international investors

EMILIA-ROMAGNA, A LABORATORY OF SUSTAINABLE INNOVATION

105.000+

Photovoltaic systems installed in Emilia-Romagna, the third region in Italy after Lombardy and Veneto*

19.886

The number of affidavits filed following the 110% Superbonus**

8,5+ bn €

Investments in the 2022-2024 Three-Year Implementation Plan of the 2030 Regional Energy Plan designed to support the green transition by increasing energy efficiency and energy production from renewable sources

3,6+ mld di €

Gli investimenti per la mobilità sostenibile regionale, declinati su tre assi: trasporto pubblico, mobilità pulita e ciclopedonale, logistica e merci su ferro

*Data as of 12/31/2022, source GSE
**Data as of 08/31/2022, source ENEA

IEG'S GREEN UNIVERSE

IEG'S GREEN UNIVERSE (IN PILLS)

26
outlets for free electric charging of cars and motorcycles

20%
of visitors use the train station within the fairgrounds

-50%
of energy used for cooling, thanks to an underground plant that produces cold at night and returns it during the day

1.500
plants

3
modular condensing boilers of the latest generation, with a heating capacity equal to that of 50 apartments

EVERY YEAR WE SAVE...

23.000.000
litres of water

400.000
kWh of energy

680
tons of CO2

1.800
tons of waste

K.EY also picks up the baton from Key Energy in terms of logistics, since it takes place in the modern Rimini exhibition centre, which was built under the banner of sustainability, with large green areas and water recycling fountains.

The facility has LED projectors and a **114,000-square meters photovoltaic system**. Starting from 2022, the Vicenza office is also equipped with solar panels.

IEG's systems have an installed capacity of **7525 kWp** and an annual production of **8.5 million kWh**, making all company locations in Italy self-sufficient.

In addition, IEG is **ISO 14001 Environment** and ISO 45001 Occupational Health and Safety certified.

IEG'S GREEN AND TECHNOLOGY EXHIBITION DISTRICT

K.EY, together with Ecomondo, IBE Intermobility Bus Expo, Tecna and Progetto SAFTE, is part of **GreenTechInsights** (GTI), **a Network that unites** the district's trade show communities.

It supports companies, start-ups, organizations and administrations, guiding them toward adopting increasingly ethical and responsible working models.

GTI produces multimedia and information available to communities and organizes digital events related to in-person trade shows.

.KEY

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