



BUILDING
THE GLOBAL
ENERGY FUTURE

27

KEY

THE
ENERGY
TRANSITION
EXPO

10 — 12
MARCH
2027

RIMINI
EXPO
CENTRE
Italy



key-expo.com
#climatefriends

Organized by
**ITALIAN
EXHIBITION
GROUP**
Providing the future

In collaboration with



Simultaneously with



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Scenario

Energy is undergoing one of the most profound transformations of the modern era.

The growing demand for electricity, the acceleration of digital technologies and artificial intelligence, together with an evolving geopolitical landscape, are reshaping the way energy is produced, distributed and consumed.

At the same time, the transition towards cleaner and more integrated energy systems is opening new opportunities for innovation, investment and industrial development. Across Europe, this transformation is entering a decisive phase.

Long-term strategies are increasingly giving way to implementation, as projects, infrastructure and new technologies move from planning to deployment.

The coming years will define the ability to translate this momentum into tangible progress, strengthening the foundations of a more sustainable, interconnected and future-ready energy system.

Mission

In this uncertain and unstable context, in which energy has become a strategic factor for competitiveness, security and autonomy, KEY – The Energy Transition Expo is the leading platform for the energy transition in Europe and the Mediterranean basin.

A unique event of its kind, adopting a cross-sectoral approach, it brings together businesses, institutions, research, finance and innovation, promoting collaboration and helping to shape the development of energy markets and policies globally, whilst strengthening international cooperation and opening up new market opportunities.

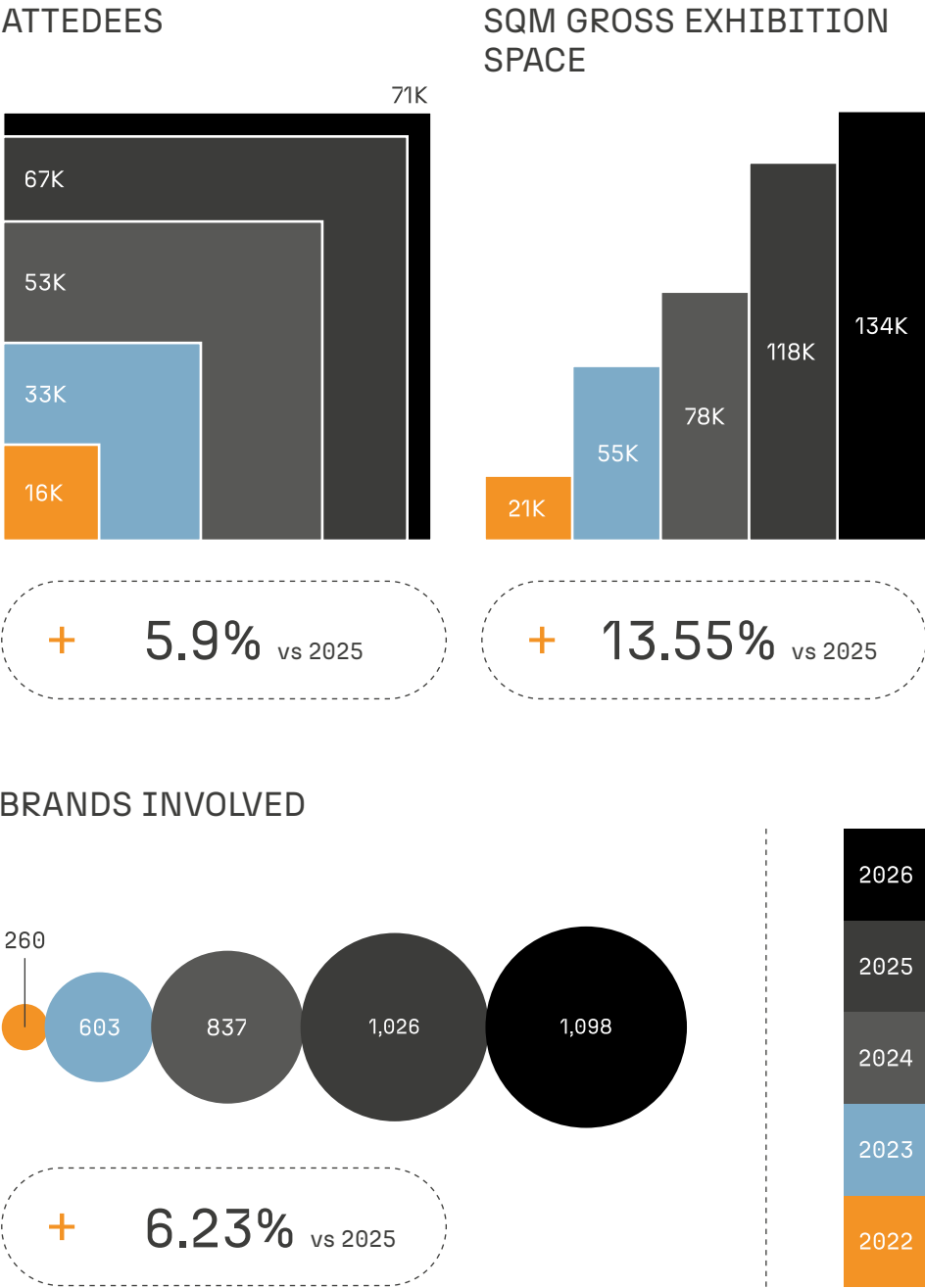
The aim of KEY – The Energy Transition Expo is to help shape a more efficient, resilient, competitive and independent energy future by accelerating electrification and investment, and providing authoritative insights to navigate regulatory changes and emerging trends.

Facts & Figures 2026



A fast-growing community

More impact. More Innovation.
More Connections.



Why visit

For three days, KEY – The Energy Transition Expo transforms the Rimini Exhibition Centre into the beating heart of the energy transition and energy efficiency: the place where the global industry community, through innovative solutions and cutting-edge technologies, shape the future of energy.

EXPLORE the latest market trends, regulations, and growth opportunities

DISCOVER breakthrough technologies and innovative solutions

CONNECT with industry leaders, experts, start-ups and rising green entrepreneurs

EXPAND your network and unlock global business prospects

EXCHANGE ideas, best practices, and visionary projects

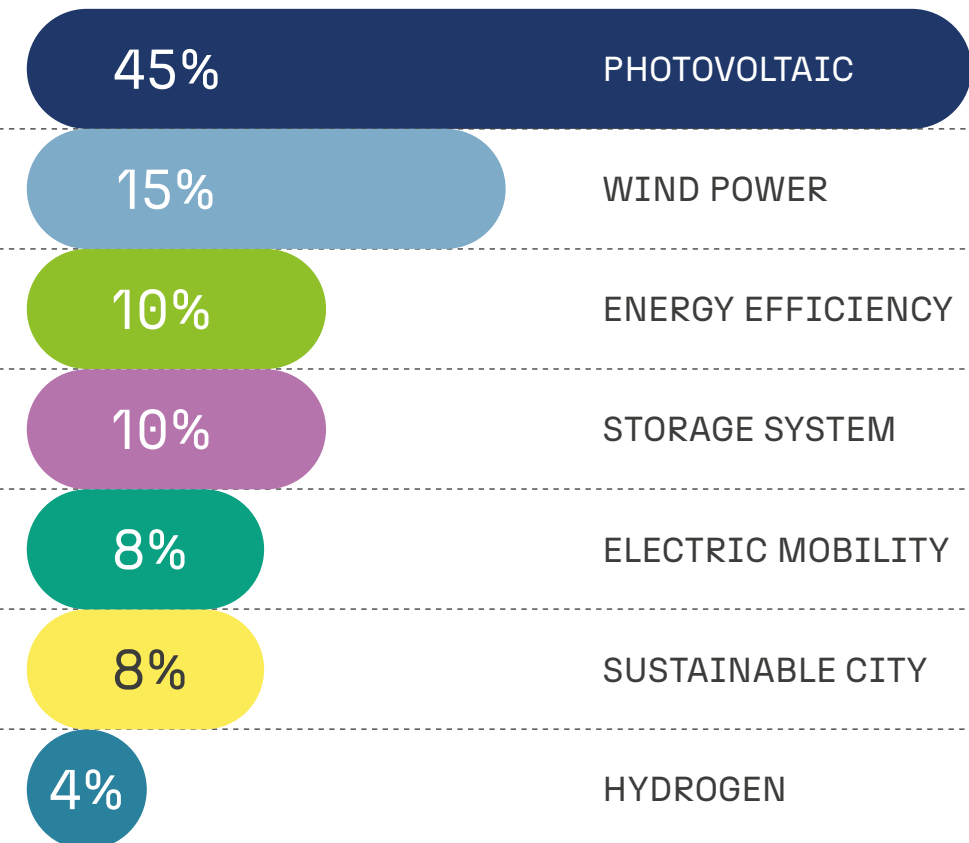
89%

of visitors are satisfied with their participation in KEY – The Energy Transition Expo.

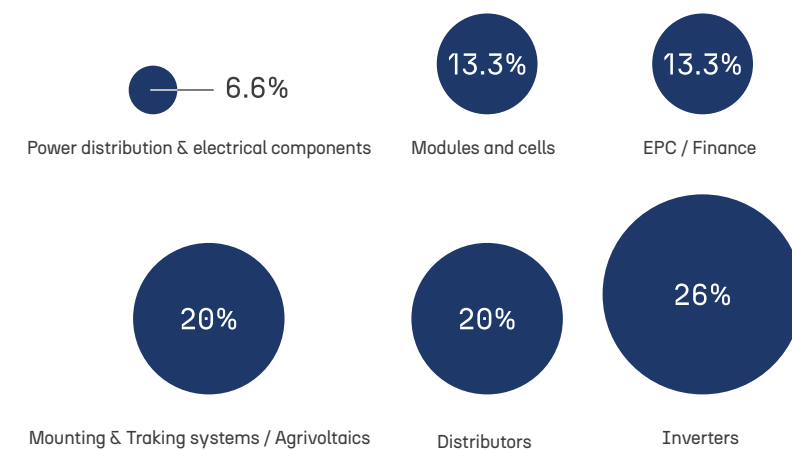
*Data from 2026 Visitors Survey.

Who you will meet

From visionaries to problem-solvers, KEY – The Energy Transition Expo brings together top companies in renewable energy, solutions, and technologies. Walk the halls and meet over 1,000 brands from 20 countries across the value chain:



Photovoltaic



Top foreign exhibiting countries

China
Germany
Netherland
Spain
turkey
France
Belgium
Norway
Austria
Romania

Why exhibit

By exhibiting at KEY – The Energy Transition Expo, your company will take centre stage in a dynamic ecosystem, alongside qualified buyers, decision-makers and global stakeholders. You will gain access to new market opportunities, strategic partnerships and unprecedented visibility in a rapidly growing sector.

- GENERATE** high – quality leads
- SHOWCASE** your brand innovations and projects in a premier international setting
- EXPAND** your global reach by entering new and strategic makets
- CONNECT** with buyers, decision makers, and partners
- STAY AHEAD** with insight into trends, politics and best practises

OVER

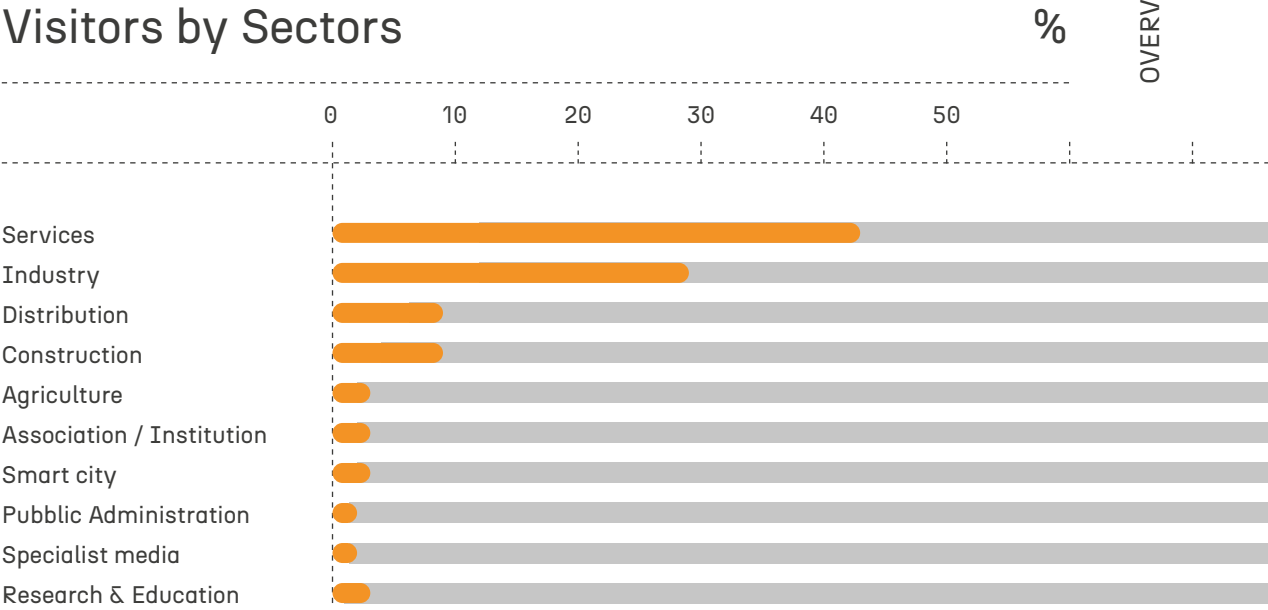
84%

are satisfied with their participation, recognizing KEY – The Energy Transition Expo as a strategic platform to showcase innovation and generate high-value connections.

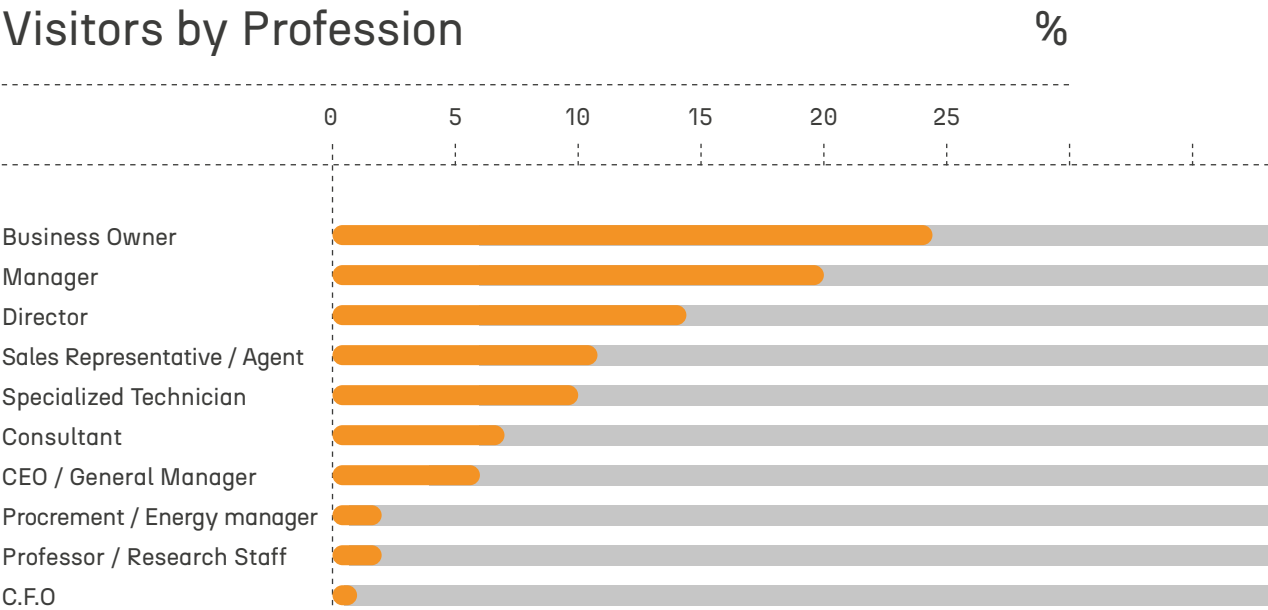
* Data from 2026 Exhibitors Survey.

Who is looking for you

Visitors by Sectors



Visitors by Profession



Top visiting countries

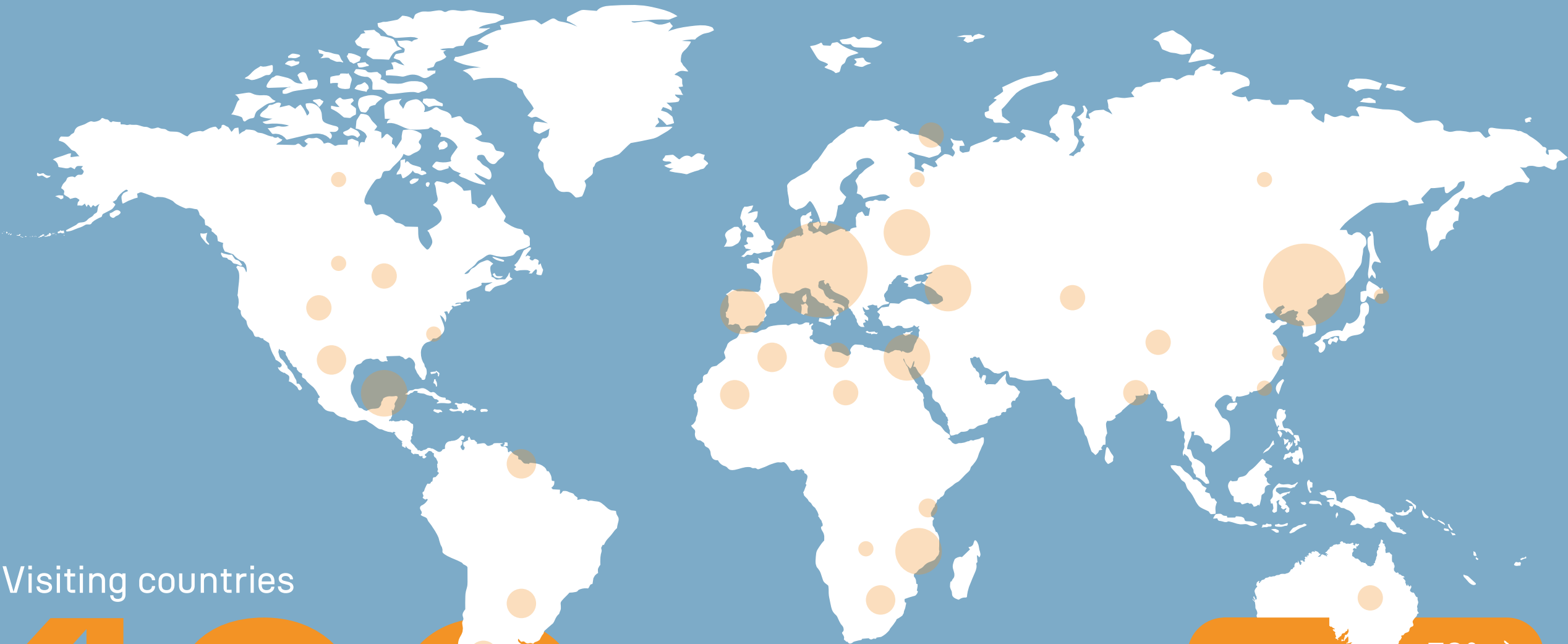


- | | |
|-------------|------------|
| Spain | Turkey |
| Germany | France |
| China | Poland |
| Romania | Netherland |
| Switzerland | UK |

Our global outreach

KEY – The Energy Transition Expo is committed to becoming the leading hub for energy transition in Europe and the Mediterranean basin, with a clear strategy to expand its international reach. The event highlights Italy’s best practices as a model to inspire energy transition across the Mediterranean.

Through strategic partnerships with international associations, KEY – The Energy Transition Expo strengthens its global network and attracts a qualified international audience.

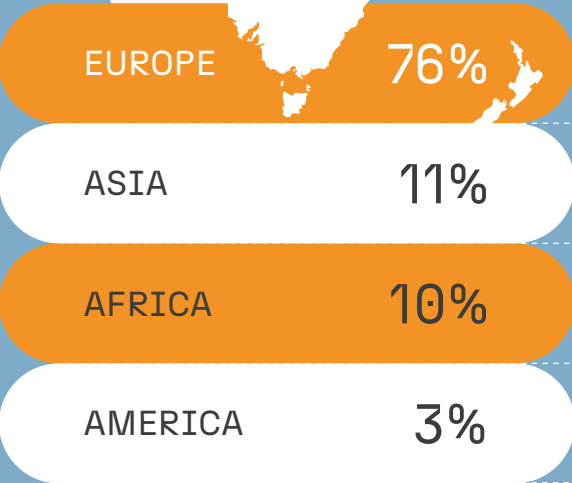


Visiting countries

120

TOP 10

- Spain
- Germany
- China
- Romania
- Switzerland
- Turkey
- France
- Poland
- Netherland
- UK



Hosted buyers program

The Hosted buyers program is a loyalty and development initiative that focuses on connecting top-tier delegates with key players from the ecological transition industry. Developed in collaboration with Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation (MAECI), the program welcomes annually over 200 qualified top buyers from more than 50 Countries.

Participants benefit from exclusive advantages, including free accommodation, logistics support, VIP services at the International Delegations Lounge, and tailored networking opportunities with exhibitors through our matchmaking platform. This platform allows buyers to schedule one-on-one business meetings with exhibitors in advance, ensuring high-value, targeted connections during the event.

2,818

Business
meeting

54

Countries

471

Exhibitors
Involved

The perfect candidate for the KEY – The Energy Transition Expo Hosted Buyers Program is a professional with decisional power in purchasing in the energy transition sectors.

Find out
if you qualify:



International associations

KEY – The Energy Transition Expo collaborates with a wide network of over 69 international associations that actively promote the event and coordinate the participation of their members. Thanks to these partnerships, associated visitors benefit from dedicated logistical support, including tickets, transfers, and personalized assistance during their stay — making their experience smoother and more efficient. Moreover, offers associated visitors exclusive access to technical tours, showcasing some of Italy's most advanced circular economy plants.

KEY – The Energy Transition Expo collaborated with 69 International Associations in 2026

EASTERN EUROPE 33%

EUROPE 22%

CENTRAL AND SUB-SAHARIAN AFRICA 16%

NORTHERN AFRICA 13%

BALCAN REGION 7%

MIDDLE EAST 4%

LATIN AMERICA 4%

Discover
the full list:



Fast track to KEY – The Energy Transition Expo

Strategically located halfway between Northern and Southern Italy, and connected by an extensive network, Rimini is easily accessible from both within Italy and abroad.

Getting to Rimini is easier than you think!

Reaching KEY – The Energy Transition Expo is quick and simple, by car, train, or plane. Once in Rimini, everything is right at your doorstep, with short distances and eco-friendly transportation options.

By Plane

Fly to Bologna “Guglielmo Marconi” Airport, Forlì “Luigi Ridolfi” Airport or Rimini “Federico Fellini” Airport and reach the expo centre quickly. Shuttle services are available from major hubs.

By Train

Reach the Rimini Expo Centre by train, with the station located directly within the venue. High-speed and other trains connect all major Italian cities.

Find your way:



Rimini experience

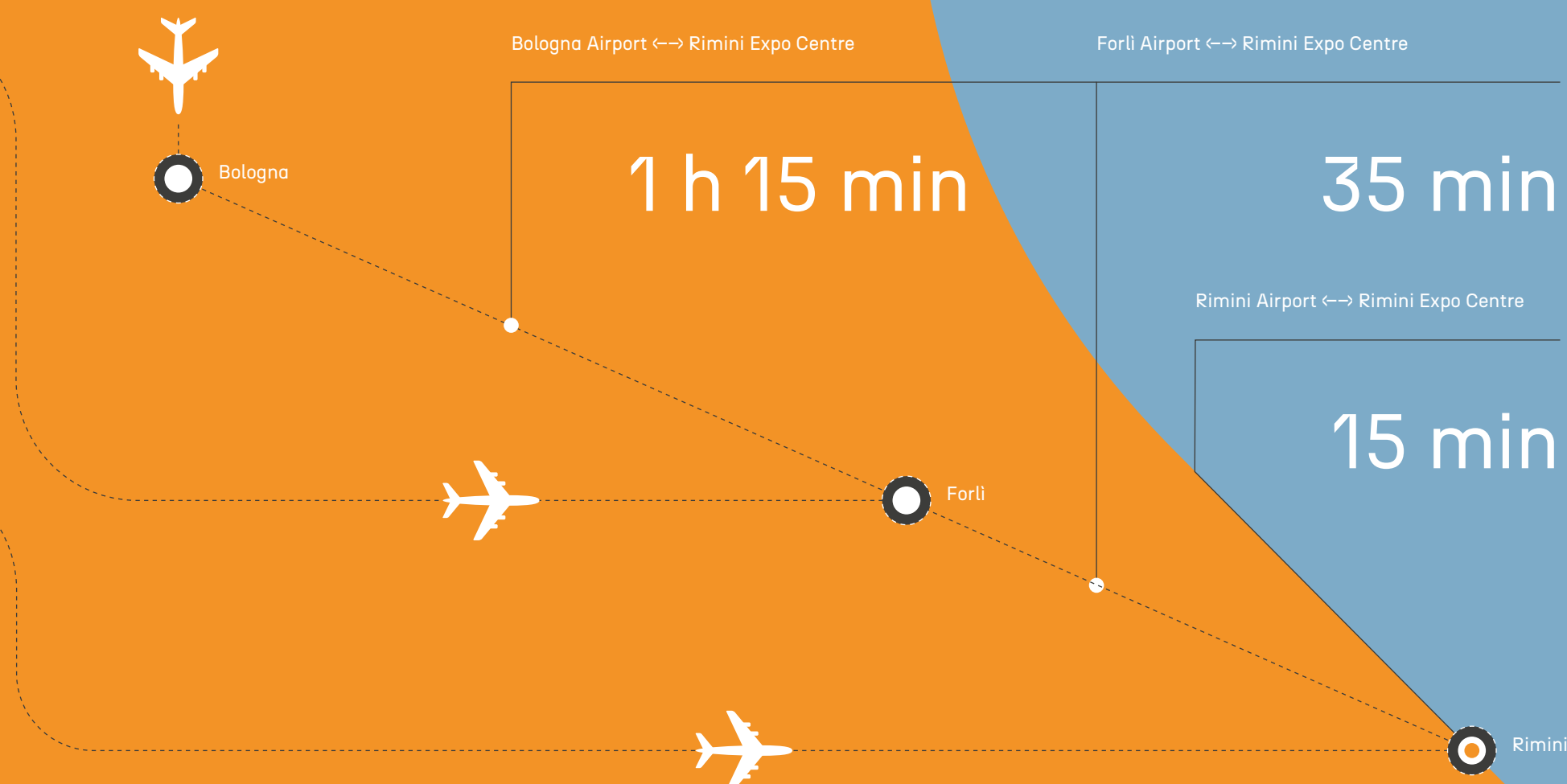


Just a few kilometers from the sea and surrounded by stunning landscapes, Rimini combines over 2,000 years of history with modern vibrancy, making it an ideal destination for business and leisure.

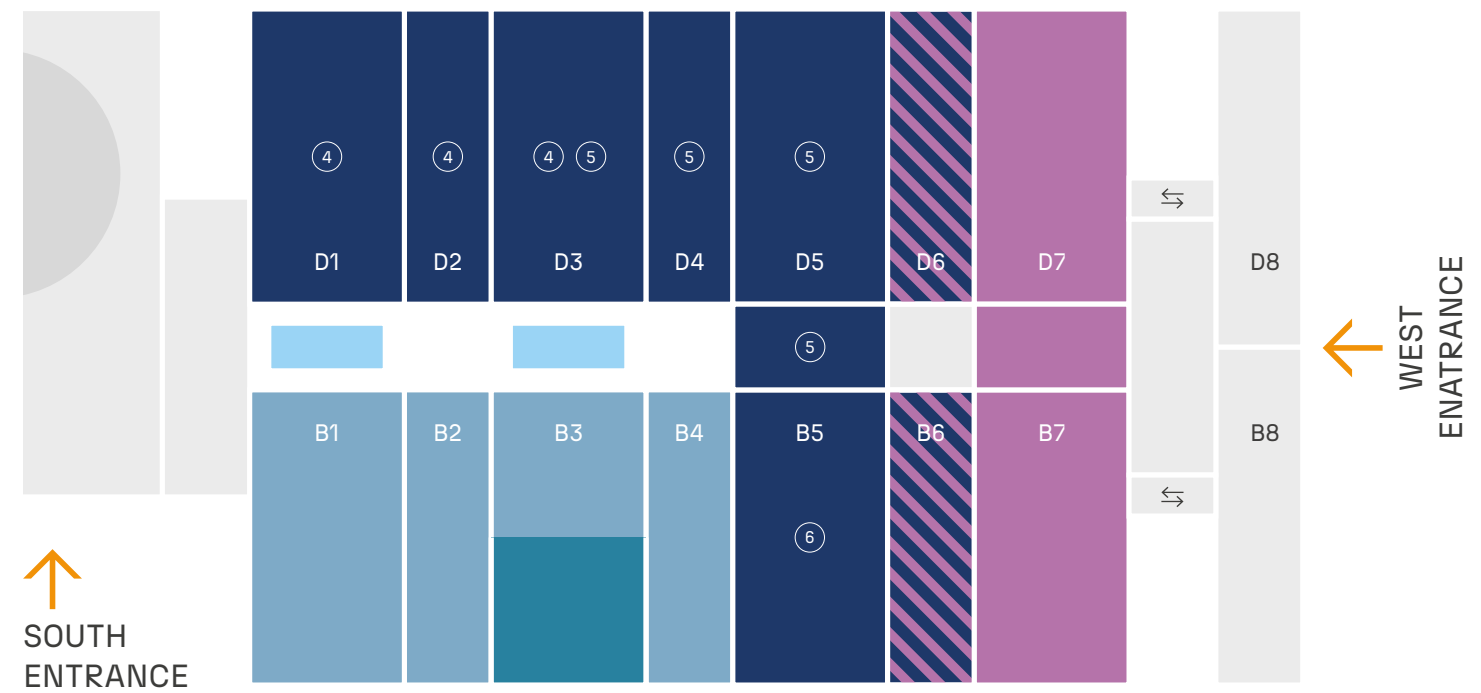
After the trade show, enjoy exclusive shopping, traditional Italian cuisine, cultural landmarks, and wellness experiences.

With excellent transport connections and top business facilities, Rimini offers the perfect setting for networking, relaxation, and inspiration.

Find your perfect hotel:



Floor plan 2027



Sectors



**SEC | SOLAR EXPO
& CONFERENCE**

- ① Modules and cells
- ② Mounting & tracking systems / Agrivoltaics
- ③ EPC / Finance
- ④ Distributors
- ⑤ Inverters
- ⑥ Power distribution & electrical components



**KSE | KEY
STORAGE EXPO**



**EFFI | ENERGY
EFFICIENCY EXPO**



**NETWORKING
AREA**



**WEM | WIND EXPO
FOR MED**



**eME | e-MOBILITY
EXPO**



**NETWORKING
AREA**



**HYPE | HYDROGEN
POWER EXPO**

supported by
Hydrogen & Fuel Cells Europe



**SUSTAINABLE
CITY**

Sectors

SEC | Solar Expo & Conference

Solar energy is the driving force behind the new renewable capacity installed globally. SEC provides a comprehensive overview of the technologies, applications, and solutions shaping the industry's growth, bringing together the entire value chain to turn market expansion into concrete projects. Organized in partnership with Italia Solare, which hosts its annual ForumTech, it serves as a meeting place for manufacturers, distributors, EPC contractors, developers, designers, installers, and investors.

SUSTAINABLE CITY

Cities are where the energy transition becomes a reality. Sustainable City is a think tank where all the solutions that are transforming urban areas come together: smart city services, public lighting, smart grids, renewable energy communities, digitalization, resource management, and services for the cities of the future, which are becoming increasingly sustainable, efficient, and connected.

KSE | Key Storage Expo

Storage is one of the fastest-growing power technology, essential for a flexible and resilient energy system. KSE is dedicated to utility-scale applications and stationary energy storage solutions in residential, commercial and industrial (C&I) sectors, bringing together manufacturers, system integrators, developers, grid operators, and all other stakeholders committed to drive innovation across the energy storage value chain.

eME | e-Mobility Expo

With 6.7 million public charging connectors available worldwide by the end of 2025, electric mobility is becoming an increasingly integral part of the energy system. At eME, the e-mobility value chain connects with the energy sector to advance charging infrastructure, smart charging, the electrification of corporate fleets and the integration with renewable energy sources. It brings together manufacturers of charging solutions, technology providers, CPOs, and companies shaping the future of electric mobility infrastructure.

WEM | Wind Expo For Med

With a new global record for installations set in 2025, wind power is a key technology for accelerating decarbonization and strengthening energy security. WEM brings together key players across the onshore and offshore wind value chain, from technologies and components to engineering services and project developers, to utilities and investors, providing a dedicated platform for innovation and new business opportunities in the wind power market.

EFFI | Energy Efficiency Expo

Energy efficiency is the pillar of the transition, the fastest and most effective way to reduce emissions and costs, as well as one of the main drivers of competitiveness for businesses and public administrations. EFFI showcases technologies, services, solutions and expertise for the implementation of energy efficiency projects across industry, buildings and the public sector, connecting ESCOs, technology providers, designers, system integrators, utilities and energy professionals.

HYPE | Hydrogen Power Expo

Organized in partnership with Hydrogen + Fuel Cells Europe, thanks to the joint venture between Italian Exhibition Group and Hannover Fairs International GmbH (HFI), the Italian subsidiary of Deutsche Messe AG, HYPE is the international hub for manufacturers, research organizations, industry, and institutions committed to developing the hydrogen value chain – a fuel source poised to play a strategic role in the decarbonization of hard-to-abate industries and transportation.

Key Topics



SU.PORT

An exhibition focus on the strategic role of ports as new energy hubs. Ports play a crucial role in the global energy transition, contributing significantly to reducing emissions and promoting renewable energies.

Su.Port reports on the electrification of port docks, which is essential to reduce emissions, promote sustainability in ports and accelerate the development of off-shore wind energy, in particular floating wind farms.

AFRICA INVESTMENT HUB



The Africa Investment Hub, is a strategic space designed to foster dialogue, cooperation and long-term growth between African and international stakeholders. It brings together, in a dedicated collective, the main industry associations from Egypt, Algeria, Morocco, Tunisia, Ivory Coast, Cameroon, Senegal and South Africa, offering a unique reference point for understanding investment opportunities, active projects and financing instruments in different countries.

INNOVATION DISTRICT

The Innovation District is KEY's open innovation hub, designed to accelerate the transition to a circular and sustainable economy. It brings together start-ups, scale-ups, corporates, investors, research centers and institutions, creating a space where innovative solutions meet market needs.

Through collaboration, technology transfer and business matching, it supports the development, testing and scaling of energy transition solutions, fostering concrete partnerships and innovation-driven growth.

H.O.M.E.

Not an abstract concept, but a real, vibrant, educational and cultural space where visitors and professionals can discover how healthy, energy-efficient buildings are designed, built and assessed. An immersive experience that demonstrates in practical terms that green living is not complicated, but a viable, measurable choice that is fully compliant with EU and Italian regulations. HOME represents an advanced model of integration between technology, comfort, health and energy performance.



LORENZO CAGNONI AWARD FOR GREEN INNOVATION

KEY – The Energy Transition Expo celebrates innovation through the *Lorenzo Cagnoni* Award for Green Innovation, recognizing the most advanced technologies across the exhibition sectors both from Italy and abroad.



Events

KEY – The Energy Transition Expo prides itself on its rich program of high-value conferences, seminars and strategic debates dedicated to the complex nature of renewable energy sectors and the energy transition nationally and internationally. Events aimed at exploring innovations, regulations and market developments.

The Technical Scientific Committee chaired by Professor Gianni Silvestrini and composed of a team of technicians, university representatives and managers of national institutions including the Emilia Romagna Region, industrial trade associations, consortia, agencies and institutes, but also European and international institutions, ensure the suitability, quality and innovation of the content offered.

The topics will ranges from agrivoltaics to renewable energy communities, from green residential and industrial redevelopment to electric mobility, from hydrogen to the role of local governments, including discussions on energy cost containment, regulatory aspects and new financial opportunities.



Key Energy Summit

The KEY Energy Summit addresses the key issues of the energy transition through an in-depth analysis that combines geopolitics, finance, European policies and industrial development.

Call for papers

The initiative is aimed at scholars, researchers, professionals and innovators: participants can submit their abstracts on the topics of renewable energy and the energy transition. Selected papers will be published by the new scientific journal *QualEnergia Science* and some of them may also be presented in the conferences organised during the three-day event.

Highlights

Developments in the regulatory framework: FER X and Law 4/2026 on suitable areas

Accelerating the development of renewable energy

Growth and prospects for the wind energy sector

Storage systems, flexibility and the development of electricity grids

Grid connections: challenges and solutions for utility-scale and distributed generation plants

Electrification of consumption as a driver of the energy transition

Finance and new investment models for the energy transition

Artificial intelligence and digitalisation applied to the energy system

Data centres: energy demand, efficiency and integration with renewables

National nuclear strategy and scenarios for the future energy mix

The European ‘Green Homes’ Directive and the refurbishment of the building stock

Electric mobility and charging infrastructure

A global community

KEY – The Energy Transition Expo is more than a trade fair — it is a strategic waypoint on the roadmap to a sustainable global economy.

As a true community catalyst, we have built an international network of events that connects a growing ecosystem of stakeholders, supporting them in working more ethically and responsibly through new digital technologies.

400,193

CONTACTS

311,709

GROSS SQM OF EXHIBITION SPACE

262

ITALIAN AND INTERNATIONAL ASSOCIATIONS

3,428

EXHIBITOR BRANDS

199,866

ATTENDEES

* Update to 2025.

Roadmap to sustainability

Each event represents a key step in this collective journey, focusing on circular economy, clean energy, sustainable mobility, and green innovation — with local roots and a global vision.

Being part of this community means gaining year-round access to international insights, business opportunities, and meaningful connections that extend far beyond the days of the event in Rimini.



Vicenza, 22 — 23 September 2026
ssec-expo.com



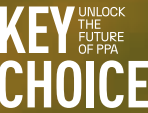
Rimini, 23 — 25 September 2026
bex-expo.space



Rimini, 3 — 6 November 2026
ecomondo.com



Rimini, 24 — 26 November 2026
expoibe.com



Rimini, 9 March 2027
key-expo.com/en/beyond-key/key-choice

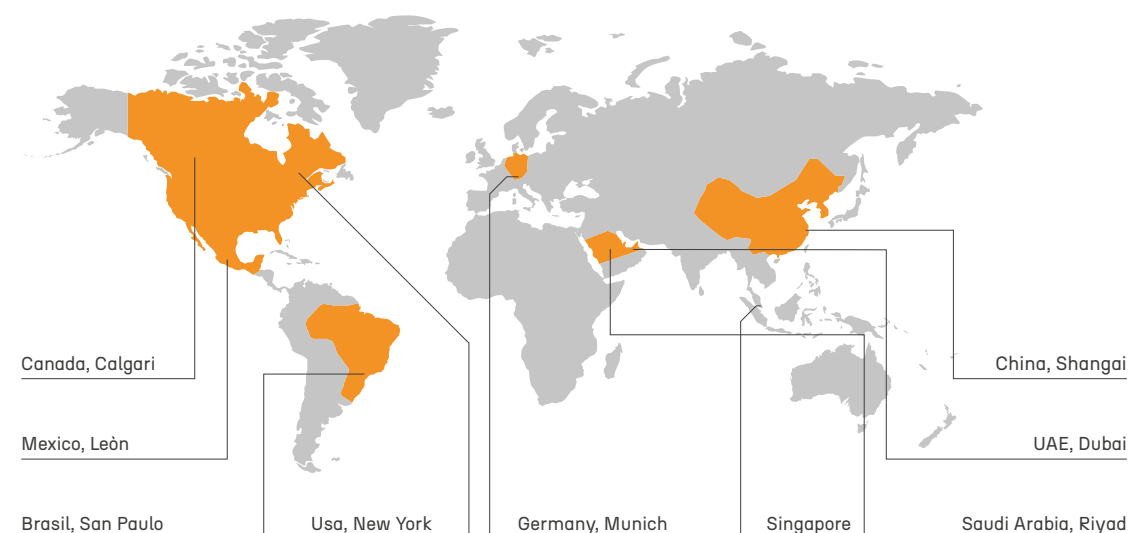


Rimini, 10 — 12 March 2027
key-expo.com



Guadalajara, 20 — 22 April 2027
ecomondomexico.com.mx

Italian Exhibition Group



With its events, subsidiaries, joint ventures, and platforms for incoming buyers and outgoing companies, Italian Exhibition Group has built a global network across 10 countries that attracts, supports, and promotes its key industries:

GREEN & TECHNOLOGY
FOOD & BEVERAGE
JEWELLERY & FASHION
WELLNESS & OUTDOOR
TOURISM & HOSPITALITY
LIFESTYLE & ENTERTAINMENT
INDUSTRIAL

We organize trade shows and conferences in Italy and throughout the world. We bring industries, relationships and experiences together. **We care about the planet.**

IEG ranks among the main players in the exhibition and events sector in the world. For over 70 years, it has been organizing trade shows, events, and conferences in Italy and abroad. Its mission is to provide national and international partners with tangible business opportunities, high-value content and services, and networking occasions. Modern facilities, high-quality operations, innovation, strong networking capabilities, and deep territorial connections are the core assets that drive IEG's activities as a key European player. The result is the creation of value for stakeholders by fostering economic growth in the territories and connecting people, ideas, and experiences.

266,4 MLN € **+6.6%**
Revenues Compared to 2024

70,9 MLN € **+7.9%**
Ebitda Compared to 2024

103 **73**
Congresses and Events Shows

* 2025 Figures.

Let’s connect

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