



# KEY CHOICE

UNLOCK  
THE  
FUTURE  
OF PPA

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Rimini, Palacongressi

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## INTRODUCTION

### KEY CHOICE - UNLOCK THE FUTURE OF PPA

It reaffirms the third meeting as a key requirement to support the growth trend in the formalization of long-term energy contracts structured through PPAs, Green conditionalities linked to sustainability, Energy Release beyond 2.0, as well as physical and virtual on-site solutions.

Through a full day of discussion, the event will bring together all the key players in the energy market: renewable energy producers with their projects, energy-intensive companies as their natural counterparty, traders acting as facilitators of the connection, and institutions within the electricity sector, committed to promoting renewables also through innovative instruments complementary to auctions. During the event, all possible forms of agreement between supply and demand in the electricity market will be thoroughly analyzed, also in light of new tools, giving a voice to analysts, operators, consumers, and institutions.

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In a context marked by strong momentum in the energy transition, for the “demand side” long-term electricity procurement instruments remain a central option for risk management, as well as for decarbonization.

Within this framework, regulatory mechanisms such as Energy Release and Green Conditionalities are helping end consumers become aware of the competitiveness of renewable energy sources, while new tools such as public guarantees—by strengthening the “bankability” of PPAs—will support the matching of supply and demand.

From 10:00 a.m. to 1:00 p.m., the event will focus on interaction among stakeholders through a B2B format, featuring a schedule of private meetings between energy producers, off-takers/traders, and energy-intensive companies.

**1:15–2:10 p.m.** Networking lunch  
**2:30–6:00 p.m.** Conference  
**7:00 p.m.** Networking dinner

Additionally, an exclusive training session for corporate participants will take place from 11:30 to 12:00. More details are provided on the next slide.

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### 11:30 a.m. – 1:00 p.m.: Training Session for Corporate Participants

Understanding renewable energy procurement instruments: off-site PPAs, long-term supply agreements, physical and remote on-site solutions  
Prices and benchmark values, market scenarios  
Risk assessment and management approaches  
Options for managing procurement processes  
Regulatory instruments supporting consumers (Energy Release 2.0, PPA guarantees, and others)  
Bankability and financial aspects

#### Target audience:

- Energy Managers
- CFOs
- Heads of Procurement
- Sustainability Managers

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- PPA – Towards a Market Platform
- Green conditionalities and sustainability strategy
- Renewable energy procurement
- Physical and virtual on-site solutions

# KEY CHOICE

## RENEWABLE ENERGY PRODUCERS

- Enter into energy supply contracts with energy-intensive industries
- Networking opportunities
- Develop new business opportunities and lead generation
- On-site and off-site solutions

## WHY ATTEND

### BUYERS: COMPANIES, INDUSTRIAL CONSUMERS, TRADERS

- Understanding and in-depth insight into how PPAs work and their benefits
- Understanding and in-depth insight into renewable energy procurement
- Meeting companies that have already embarked on this path (case studies)
- Evaluating producers' proposals

### INVESTORS

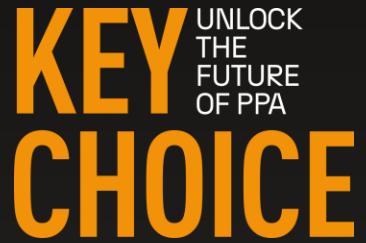
- Identification of projects to invest in
- Analysis of reliable counterparties for the execution of PPA contracts across all segments

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<https://unb.key-expo.com/key-choice/>



## REGISTRATION FEES

### STANDARD ENTRY

370€ +VAT

### ASSOCIATES

280€ +VAT

*(Anev, Elettricità Futura, Italia Solare, Anie, Fire, Aero*

### NETWORKING DINNER\*

80€ +VAT

*\*Limited availability*

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## ITALIAN EXHIBITION GROUP

Italian Exhibition Group S.p.A. has, over the years, developed a domestic leadership in the organization of trade fairs and conferences through its venues in Rimini and Vicenza, while simultaneously expanding its presence in international markets.

I.E.G. includes the Green & Technology division, which organizes numerous industry events, including KEY – The Energy Transition Expo, Ecomondo, IBE – Intermobility & Bus Expo, Tecna, and other exhibitions worldwide.

IN COLLABORATION WITH

## ELEMENS

**SCIENTIFIC PARTNER:** is a consulting company specialized in the energy market, with a focus on electricity market analysis and the energy transition. It supports leading renewable platforms, utilities, traders, and large consumers in their investment decisions, deal structuring, and ongoing analysis of markets and regulations.