

DRIVING
THE ENERGY
TRANSITION

26

KEY

THE
ENERGY
TRANSITION
EXPO

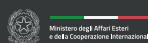
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MARCH
2026

RIMINI
EXPO
CENTRE
ITALY

Organized by

ITALIAN EXHIBITION GROUP
Providing the future

In collaboration with



Simultaneously with



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MISSION

In a global world marked by continuous climatic, economic and geopolitical crises, renewable technologies are the backbone of the energy transition. This has consequently served to strengthen the market in strategic sectors such as photovoltaics, electric mobility, storage systems and wind energy.

KEY – The Energy Transition Expo is the key European event dedicated to technologies, services and integrated solutions for energy efficiency and renewable energies in Italy and the Mediterranean basin.

It is a place to highlight how energy and climate policies are gathering pace and opportunities are opening up in the market. The opportunity to showcase technological innovations and financial challenges in an environment that combines an ever-larger floor space for exhibitors and a range of conferences, with a growing number of international visitors.

DRIVING THE ENERGY TRANSITION

FACTS & FIGURES

The 18th edition of KEY, held from 5 to 7 March 2025, exceeded all expectations. For three days, KEY transformed the Rimini Expo Centre into the beating heart of energy transition and efficiency: the place where, among innovative solutions and cutting-edge technologies, the global industry community created the future of energy.

67,216	attendances, 14% of which were foreign	104	countries and regions involved
118,039	gross sqm exhibition area	1,026	exhibitor brands of which 30% were foreign from 32 countries
195	events & conferences of which 18 were international ones	393	million media contacts
573	top hosted buyers & delegates participated in KEY leading to 2,556 meetings on the digital platform	53	associations involved

WHY EXHIBIT

EXHIBITOR PROFILE

KEY tells the story of the energy and renewable energy sector involving authorities, associations, organisations, utilities, companies and start-ups participating in the energy transition in various fields:

PHOTOVOLTAIC	ENERGY EFFICIENCY FOR INDUSTRY, BUILDINGS AND PUBLIC ADMINISTRATION
WIND POWER	COGENERATION, TRIGENERATION, MICROGENERATION
SOLAR THERMAL	SUSTAINABLE CITY
GEO THERMAL	ELECTRIC MOBILITY
HYDROELECTRIC	CONSULTING, SERVICES, DIGITALISATION
HYDROGEN	MANAGEMENT, MAINTENANCE, SAFETY
STORAGE SYSTEMS	MEDIA AND TRAINING

Over 90% of exhibitors consider participating in KEY to be important for their brand*

*source survey 2024



BUSINESS

Achieve economic and development goals by strengthening new national and international markets.



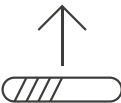
BRAND VALUE

Ensure international visibility, present innovative projects to the market.



COMMUNITY

Become part of an active and relevant community, expanding training opportunities.



UPDATE

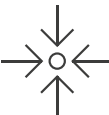
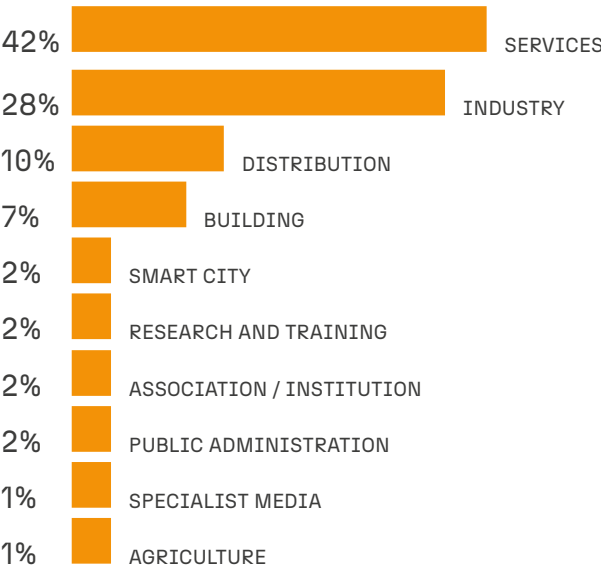
Discover trends, projects, technologies, regulations and best practices to contribute to the energy transition with an international perspective.

VISITOR PROFILE

TOP COUNTRIES OF ORIGIN

1. SPAIN	6. GREAT BRITAIN
2. CHINA	7. CROATIA
3. GERMANY	8. TURKEY
4. SWITZERLAND	9. BULGARIA
5. FRANCE	10. NETHERLANDS

BUSINESS SECTOR



Meet

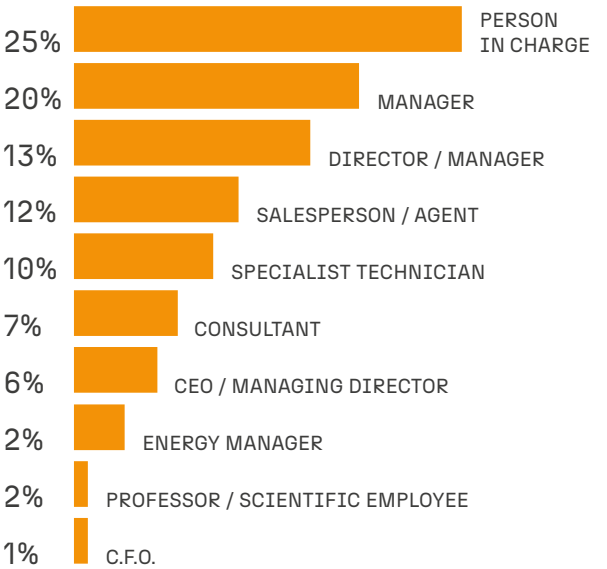
stakeholders and professionals operating in the energy transition and renewable energy sectors.



Forge

new partnerships and business relationships for the growth of your business.

PROFESSION



Learn about

the latest news in the sector, about regulatory standards and about possibilities for development.



Share

ideas, projects, technologies, news and good practices supporting the energy transition.

SECTORS

HYPE

HYDROGEN POWER EXPO

supported by **Hydrogen & Fuel Cells Europe**

Italian Exhibition Group and Hannover Fairs International GmbH (HFI), the Italian subsidiary of Deutsche Messe AG, are promoting **HYPE – Hydrogen Power Expo** supported by Hydrogen & Fuel Cells within **KEY – The Energy Transition Expo**: a place dedicated to the discussion of **hydrogen** issues and **its importance** for the energy transition.

SUSTAINABLE CITY

The workshop on the transformation of cities according to the **smart city** model in which developments are described from the perspective of mobility, digitisation and urban regeneration.

EFFI

ENERGY EFFICIENCY EXPO

Cutting across all sectors involved in the energy transition, EFFI is interested in products and services that enable the **efficient use of resources**, namely less use and more energy savings by involving **stakeholders** from the **industrial and residential sectors**.

eME

e–MOBILITY EXPO

The area dedicated to **electric and sustainable mobility**, from the latest technologies for charging infrastructures and the electrification of **company fleets** to **interconnection services**.

SEC

SOLAR EXPO & CONFERENCE

Products and technologies from **residential** to **utility scale**, from **agrivoltaics** for industry to solar energy and energy communities along with topics such as **batteries**, **recovery and recycling of critical materials** and **ecodesign**.

WEM

WIND EXPO FOR MED

On-shore wind, **off-shore wind**, mini-wind and renewable energy community projects starting from wind energy. **WEM** welcomes **manufacturers**, **developers**, **utilities**, wind farm operators, operators and investors.

KSE

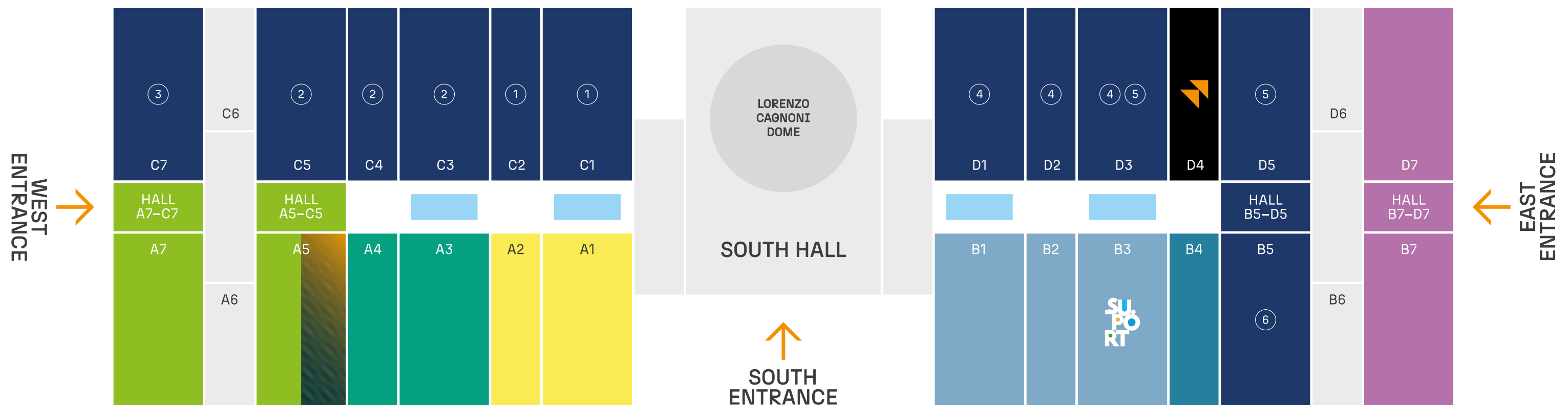
KEY STORAGE EXPO

The exhibition project dedicated to technologies and innovations for **static energy storage** with applications in the residential, commercial industrial (C&I), centralised storage and grid scale sectors.

FLOOR PLAN 2026

The energy transition relies on integrated solutions, cross-sector skills and complementary technologies. That's why KEY has developed a unique format that brings together seven exhibition sectors, each focused on a strategic area for the future of energy: from photovoltaics to storage, from hydrogen to energy efficiency, and from electric mobility to wind power and the transformation of cities.

A complete ecosystem that fosters synergies among companies, innovators and institutional stakeholders. Within the areas dedicated to solar, storage, and wind, an entire pavilion will be reserved for EPC (Engineering, Procurement and Construction) and finance, which will play an increasingly strategic role in the development of new renewable plants and utility-scale storage.



SEC
SOLAR EXPO & CONFERENCE

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



WEM
WIND EXPO FOR MED



HYPE supported by **Hydrogen Fuel Cells Europe**
HYDROGEN POWER EXPO



EFFI
ENERGY EFFICIENCY EXPO



eMe
e-MOBILITY EXPO



SUSTAINABLE CITY



DPE
INTERNATIONAL
ELECTRICITY EXPO

KEY TOPICS



Su.Port
Sustainable Ports
for the Energy Transition



Innovation District

Get a Quote



HYPE HYDROGEN POWER EXPO

HYPE
HYDROGEN POWER EXPO

A project by

KEY THE
ENERGY
TRANSITION
EXPO

Supported by

**HYDROGEN
FUEL CELLS
EUROPE**

Hydrogen is one of the ways to accelerate **decarbonisation**, particularly in strategic sectors for the economy such as energy-intensive industries and transport. In this dynamic and evolving context, Italian Exhibition Group and Hannover Fairs International GmbH (HFI), the Italian subsidiary of Deutsche Messe AG, are promoting **HYPE – Hydrogen Power Expo** supported

by Hydrogen & Fuel Cells Europe within **KEY - The Energy Transition Expo**: a place fully dedicated to the discussion of hydrogen issues and its importance for the energy transition, but also a privileged opportunity for key players in the sector to interact with each other and support the establishment of new projects.

Who exhibits:

HYDROGEN GENERATION AND PRODUCTION

HYDROGEN INFRASTRUCTURE, DEVICES AND EQUIPMENT

COMPRESSION, STORAGE, DISTRIBUTION AND TRANSPORT OF HYDROGEN

MATERIALS AND COMPONENTS FOR FUEL CELLS AND POWER TECHNOLOGIES

FUEL CELL SYSTEMS AND APPLICATIONS

HYDROGEN MOBILITY

HYDROGEN BOILERS

MEASUREMENT, ANALYSIS AND TESTING

ENGINEERING, CERTIFICATION AND FINANCE COMPANY

SU.PORT SUSTAINABLE PORTS FOR THE ENERGY TRANSITION

**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.

This process represents a challenge, but also an opportunity for ports to establish themselves as key players in building a low-emission economy, while ensuring the competitiveness and efficiency of global logistics chains.

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.

SUSTAINABLE BUILDING DISTRICT

EE
FI ENERGY
EFFICIENCY
EXPO

The Sustainable Building District is located within Energy Efficiency, thanks to the partnership with Green Building Council Italia.

A thematic path to showcase products, services and solutions for **sustainable construction**, which aims to raise public awareness and spread the culture of the circular economy applied to the **construction sector**.

This represents an opportunity for the key players in the sector to meet, discuss and stay updated on the latest news, increasing their know-how within the **green entrepreneurship network**.

 **Green
Building
Council
Italia**

INNOVATION DISTRICT

The open innovation ecosystem where great ideas become business.

The Innovation District at KEY – The Energy Transition Expo is the exhibition area dedicated to emerging technologies, the most promising start-ups, and cutting-edge solutions designed to accelerate the energy transition.

An open innovation ecosystem created to connect companies, start-ups, research centers, institutions, and investors—fostering technology transfer, the birth of new collaborations, and cross-disciplinary exchange.

Discover More



Here, ideas and projects turn into real business opportunities.



START-UP & SCALE-UP

KEY reconfirms and enhances the **Start-Up & Scale-Up** area by giving companies and investors a bigger and more dynamic dialogue **platform** to promote the **growth** of the new generation of innovative companies.

Selected start-ups and innovative SMEs may participate upon payment of an administrative fee of €889 + VAT.

The initiative is organized by Italian Exhibition Group, in collaboration with ICE – Italian Trade Agency, ART-ER (a consortium company from Emilia-Romagna supporting innovation and entrepreneurship), Fondazione MAI (part of the Confindustria system), ANGI (National Association of Young Innovators), and Plug and Play Tech Center, the world's largest platform for open innovation and venture capital.



LORENZO CAGNONI AWARD

Since the KEY 2024 edition, KEY has been organising the **Lorenzo Cagnoni Innovation Award**, dedicated to the memory of IEG's president.

The award is given to the **seven most innovative projects among the exhibitors**, one for each product sector present at KEY and to the **three Start-Ups** that stand out for their innovative potential.

GREEN JOBS & SKILLS

GREEN JOBS & SKILLS

KEY hosts the Green Jobs & Skills initiative to help match job supply and demand and bridge the green skills gap that is still widespread within companies.

The project represents a valuable opportunity for training and career counselling for students and young workers, but also an opportunity for companies to **meet potential applicants and anticipate the most promising talent**.

CONFERENCE PROGRAM

KEY 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 schedule of meetings will feature a rich selection of international events, ensuring it provides a unique opportunity for training, **communication** and **professional development**, even on topics not yet tackled by the event, such as nuclear power and artificial intelligence.

The topics will range 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.



CALL FOR PAPERS

The initiative is aimed at scholars, researchers, professionals and innovators: participants will be able to submit their abstracts on the topics of renewable energy and the energy transition.

Selected papers will be published by the new scientific journal QualEnergia Scienze and some of them may also be presented in the conferences organised during the three-day event.

HIGH LIGHTS

SOLAR ENERGY	
WIND ENERGY	
STORAGE	
BUILDING ENERGY RETROFIT	
E-MOBILITY	
HYDROGEN SOLUTIONS	
EFFICIENCY	
AI	
ECONOMIC DEVELOPMENT	

EVENTS & NUMBERS

195

EVENTS AND CONFERENCES

900

SPEAKERS

107

EXHIBITOR-ORGANIZED EVENTS

18

INTERNATIONAL EVENTS

HOSTED BUYER PROGRAM

KEY offers international visitors exclusive access to its **Hosted Buyer Program**, designed to connect top buyers with leading players in the energy transition sector.

The initiative fosters high-value business relationships, strategic partnerships, and knowledge exchange with international industry leaders and decision-makers.

Developed in collaboration with the **Italian Trade Agency** and the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, the program welcomes **over 300 qualified international buyers each year** (2025 data).



INTERNATIONAL ASSOCIATIONS

KEY collaborates with a wide network of over **53 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.

KEY collaborated with 53 International Associations in 2025:

EASTERN EUROPE	32%
MIDDLE EAST / ASIA	17%
NORTH AFRICA	17%
EUROPE	15%
SUB-SAHARAN AFRICA	8%
BALKANS	8%
LATIN AMERICA	4%



HOW TO PARTICIPATE

STAND OPTIONS

KEY and its entire team supports the exhibitor in choosing the **most suitable area** to promote their brand. The exhibitor can request a custom empty floor space and draw on the know-how of **Prostand**, an IEG group company, to design the stand or choose from the available pre-fitted stand models.

CATERING SERVICES

Summertrade, an IEG group company active in the food & beverage sector, develops catering services and customised solutions for companies and events.

EMPTY FLOOR SPACES

1 Front	€ 214
2 Fronts	€ 225

BASIC LEVEL

Pre-fitted stands starting from 16 sqm	€ 5,801
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LARGE AREAS

Starting from 96 sqm	€ 207
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DIGITAL PROFILES

Not just physical space. KEY offers exhibitors **multiple phygital and full digital participation formats**. Through this hybrid form of event, the experience doesn't end with the trade fair event but continues throughout the year, allowing companies to reach a wider international audience and increase their pool of potential leads, generating impacts on revenues and opening up more and more networking and business matching opportunities.

BASIC

It allows each exhibitor to access the **Digital Hub** and increase their visibility over time and in the area through the network, opening up more and more networking and business opportunities.

GOLD & PLATINUM (ENTRY FEE)

They enable visitor interaction, increased visibility and customisation of the display profile.

BASIC	Cost included in participation
GOLD	€ 2,500
PLATINUM	€ 6,500

KEY CHOICE

UNLOCK
THE
FUTURE
OF PPA

3 MARCH 2026
PALACONGRESSI
DI RIMINI
10 am — 6 pm

Organized by



ITALIAN EXHIBITION GROUP
Providing the future

KEY CHOICE – Unlock the future of PPA

is organized by KEY in collaboration with Elemens and is an important networking moment between supply and demand for:

RENEWABLE ENERGY PRODUCERS

ENERGY-INTENSIVE COMPANIES

TRADERS AS FACILITATORS

INSTITUTIONS OF THE ELECTRICITY SECTOR

FINANCIAL INSTITUTIONS









Discover More



GREEN&TECH COMMUNITY

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 technologies.

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.

 <div>THE ENERGY TRANSITION EXPO</div>	Rimini, Italy 4 — 6 March 2026	key-expo.com
 <div>INTERNATIONAL ELECTRICITY EXPO</div>	Rimini, Italy 4 — 6 March 2026	dpeurope.it
	Guadalajara, Mexico 14 — 16 April 2026	ecomondomexico.com.mx
 <div>EXPO-SYMPOSIUM</div>	Naples, Italy 28 — 30 May 2026	greenmedsymposium.it
 <div>BEYOND EXPLORATION EXPO</div>	Rimini, Italy 23 — 25 September 2026	bex-expo.space
 <div>The green technology expo.</div>	Rimini, Italy 3 — 6 November 2026	ecomondo.com
 <div>INTERMOBILITY AND BUS EXPO</div>  <div>future ways</div>	Rimini, Italy 24 — 26 November 2026	expoibe.com

FACTS & FIGURES

180,288 | Attendances

3,188 | Exhibitors

300,423 | Gross sqm of exhibition area

156,212 | Contacts

262 | Italian and international associations

ITALIAN EXHIBITION GROUP

WE ORGANISE FAIRS AND CONFERENCES, IN ITALY AND AROUND THE WORLD. WE CREATE A NETWORK BETWEEN INDUSTRIES, FOSTER RELATIONSHIPS AND CREATE EXPERIENCES. WE CARE ABOUT THE PLANET.

For over 70 years, Italian Exhibition Group has been organising trade fairs, events and conferences in Italy and around the world.

It offers national and international partners practical business opportunities, high value-added contents and services, and meeting opportunities. Modern facilities, a highly professional approach, innovation and networking skills are the assets that drive its activities. It creates value for stakeholders by facilitating the territory's economic growth, creating a network of relationships and experiences. IEG is a company with shares listed on Euronext Milan, a regulated market organised and managed

by Borsa Italiana S.p.A., has used its facilities in Rimini and Vicenza over the years to develop a leadership role in the organisation of trade fair and conference events and has also developed foreign activities, including through joint ventures with global or local organisers, such as in the United States, United Arab Emirates, China, Mexico, Germany, Singapore and Brazil. These have positioned it among the main European operators in the sector.

COMMUNITY CATALYST

WHERE WE OPERATE

Italy	Rimini – Milan Vicenza – Arezzo
World	Chicago – Dubai – Munich New York – Oakland San Paolo – Singapore

VENUES

Rimini Expo Centre

Rimini Conference Centre

Vicenza Expo Centre

Vicenza Convention Centre

GREEN AT THE CORE

ITALIAN EXHIBITION GROUP IS AMONG THE TOP, MOST IMPORTANT PLAYERS IN EUROPE TO OBTAIN ISO 20121 CERTIFICATION FOR ITS LOCATIONS, THE RIMINI AND VICENZA EXHIBITION DISTRICTS AND THE RIMINI CONFERENCE CENTRE, BUT ALSO FOR ORGANISING ECOMONDO.

An ambitious path which commits the company to a mission ranging from separate waste collection to industrial material recycling processes and which, in the long run, requires prevention and the adoption of circular economy models, but also a heavy reduction in the use of materials and energy.

30,000sqm
of green space

1,500
plants

+ 8,5 milion kWh
of clean energy produced by photovoltaic systems

12
charging stations, a total of 24 sockets

23,000.000
litres of water saved thanks to a recycling system

144,000sqm
of solar panels

120t
of CO₂ saved thanks to lighting with 850 LED projectors

20%
of visitors use the internal train station

-50%
of energy used for cooling thanks to an "Ice Bank"

CERTIFICATIONS

ISO 14001
Environment

GBAC STARTM
Global Biorisk Advisory Council

ISO 45001
Health and Safety at Work

ISO 20121
Sustainable event management systems

Discover More



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.

Discover More



FAST TRACK TO KEY

Getting to Rimini
is **easier**
than you think!

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

Find your way



BY PLANE

The most convenient airports (though not the only ones):
Rimini «Federico Fellini» International Airport
Bologna «Guglielmo Marconi» International Airport

A Shuttle Service connects both airports directly to Rimini Expo Centre.

BY TRAIN

Stop at Riminifera station, at 50 meters from the entrance.

COMING TO RIMINI
IS EASIER
THAN YOU THINK

LET'S CONNECT

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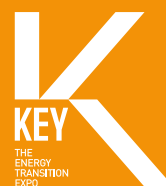
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key-expo.com
#climatefriends

