

# Intersolar Europe-2023 attracts over 100,000 clean energy enthusiasts from all over world



Group pictures of Pakistani delegation has taken at Inter Solar Europe with host and organizer

**T**he latest Intersolar Europe event 2023, held in Messe Munich attracted more than 100,000 visitors from across the globe highlighting the latest innovations in the solar industry. The event was also attended by a 15-member delegation from Pakistan, comprising energy experts from the government, public and private sectors.

The study tour was organized by the Pakistan German Renewable Energy Forum (PGREF) including the Energy Update magazine. The three-day Intersolar Expo was visited by over 106,000 visitors, while the international event was attended by 2,469 ex-

hibitors from 57 countries. In addition, there were 2,000 attendees at the Smarter E Europe Conferences and side events.

The major theme of the event was geared around the latest trends, innovations and technological advancements for effective and efficient use of solar power particularly for people in underprivileged off-grid areas. Over the years, the Intersolar Expo has emerged as the common global forum for the exchange of ideas, knowledge and matchmaking amongst energy experts.

Intersolar Europe 2023 was a resounding success, attracting a diverse array of stakeholders within the solar industry. The

trade fair served as a perfect B2B platform for innovation within the renewable energy sector. The key product areas of the fair included Photovoltaics, Solar Thermal Technologies, Solar Power Plants, Products and Solutions for the Integration of Renewable Energy. Furthermore, there were various side events such as conferences, seminars and forums.

In addition, the Smarter E Europe, of which Intersolar is a part, took place on a record area covering 180,000 square meters in 17 exhibition halls. The innovation platform holistically showed what is needed for the new energy and mobility world and how renewable energy supply can succeed around the clock.

## Germany's technological advancement could massively help Pakistan in renewable energy sector

**T**he members of the Pakistani delegation that recently attended the Intersolar Europe 2023 in Munich, the leading global solar industry event, said that Germany's technological advancement could help a lot Pakistan's drive to maximally exploit its renewable power sources for overcoming the prevailing energy crisis.

The delegation members also invited prospective foreign investors present at the expo to actively explore the opportunity of investing in the clean energy sector of Pakistan which is rapidly expanding.

The Pakistan Germany Renewable Energy Forum (PGREF) arranged the visit of the Pakistani delegation comprising energy

experts from the government, public, and private sectors. The PGREF sponsored the visit in line with its charter to promote collaboration between Germany and Pakistan for promoting greater use of alternative energy sources in our country. The valuable comments of the Pakistani delegation members after attending the Intersolar Europe 2023 are following: Dr Khaid Umar, who is the Director-General of the Private Power Infrastructure Board and was part of the delegation, said that this exhibition was no doubt beneficial for those who want to promote clean energy in Pakistan.

The delegation members came to know about latest technological advancements

in the field of renewable energy, especially solar power, said Mr Umar. He said that Pakistan had been aggressively pursuing the agenda of solarization. The plan to generate 10,000 MWs on the basis of solar power is going to be a huge renewable energy project, he said. Rana Abbas, CEO of AE Power, who was also part of the Pakistani delegation, said that Germany was way ahead in the field of technology than many developed countries.

He said that once you attended an international expo like Intersolar Europe you came to know about the current direction of the market, about latest technological innovations, and prices of renewable energy equipment. Mr Abbas said that while representing





## Pakistani delegation visiting exhibition hall and watching advance solar technology

The Smarter E Europe combined the four exhibitions Intersolar Europe, ees Europe, Power2Drive Europe, and EM-Power Europe. Europe's largest platform for the energy industry thus covers the entire spectrum of innovative solutions for the sustainable energy world.

After three exhibition days and inspiring conferences and forums, Europe's largest platform for the energy industry published record numbers: 2,469 exhibitors from 57 countries showcased products and solutions across 180,000 square meters in 17 exhibition halls and an outdoor area. More than 106,000 visitors from 166 countries made their way to Munich to be part of the event this year, and with over 2,000 participants from all over the world, the conferences and side events of the 2023 edition were a resounding success.

Both the energy and mobility worlds have been undergoing fundamental change. Whether for electricity, heat or transportation

– the demand for renewable energy to provide a sustainable energy supply around the clock is skyrocketing. The smarter E Europe's integrated approach captured the spirit of the times, and this was reflected in this year's impressive figures: 2,469 exhibitors from 57 countries, more than 106,000 visitors from 166 nations and over 2,000 attendees at the conferences and side events. This made the Smarter E Europe 2023 the largest and most international event in its history to date.

Whether in the exhibition halls, at the conferences or at the forums, the programme focused on innovations, business models and trends in the renewable energy and electromobility industries. The conferences were up to a flying start with a high-calibre line-up, followed by companies presenting their innovative products and solutions for the new energy and mobility world to an international expert audience. The focus was on solutions for the smart connection of the electricity, heat and mobility sectors – for example, through possible combinations of photo-

voltaics, storage and e-mobility – and their integration into a smart power grid.

In 2023, The smarter E Europe proved that solutions, products and business models for a secure, 24/7 renewable energy supply exist across all sectors. "I was impressed by the valuable international exchange, the wealth of inspiration and the tangible dynamism. Stakeholders from all sectors took the opportunity to have a dialogue across industries and sectors in order to accelerate the transformation of the energy and mobility world," said Markus Elsässer, CEO of Solar Promotion GmbH, who organizes The smarter E Europe together with Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG (FWTM).

Hanna Böhme, CEO of FWTM, added: "This year's The smarter E Europe in Munich was a resounding success and increases my excitement for the upcoming The smarter E South America in Sao Paulo. I am proud to be able to follow this dynamic market beyond Europe."

The smarter E Europe 2024, which

the Pakistan Solar Association (PSA), as the PSA's former chairman, at the exhibition he informed the international participants about issues Pakistan had been facing in promoting solar energy Bashir Ahmed Bazai, the Secretary of Balochistan Government's Energy Department, said that after attending the conference he had learned a lot about the latest technological trends in the developed world for the greater usage of renewable energy.

He said that big power companies participating in such expos would be motivated to invest in Balochistan for resolving its energy crisis with maximum reliance on clean electricity sources abundantly available in the province. Dr Naveed Arshad, from LUMS Lahore, said the exhibition provided the opportunity of networking with the right persons having the right expertise in the field of renewable energy.



**A group picture with Ms. Barbel Hohn on the BSW stall, she is former Parliamentarian & and now is working as special representative of BMZ on energy.**





**Group pictures of Pakistani delegation and delegates from different countries**

encompasses four individual exhibitions (Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power), will take place from June 19–21, 2024, at Messe München.

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Dr Khaid Umar, who is the Director-General of the Private Power Infrastructure Board and was part of the delegation, said that this exhibition was no doubt beneficial for those who want to promote clean energy in Pakistan.

He noted that the delegation from Pakistan comprised representatives of both the public and private sectors. The delegation members came to know about latest the technological advancements in the field of renewable energy, especially solar power, said Mr Umar.

He said that Pakistan had been aggres-

sively pursuing the agenda of solarization. The plan to generate 10,000 MWs on the basis of solar power is going to be a huge renewable energy project, he said. Then there is the plan to install solar panels using the rooftops of the public sector buildings in the country.

He said the government had given much attention to the promotion of solar energy in the country. "While attending such international events you get the chance of meeting project developers, prospective investors, and technical experts. This gives you an idea of what is happening around the world as such an opportunity is highly beneficial for Pakistan," he said.

He said the prospective investors from all over the world who attended the exhibition were clearly given the message that there were ideal circumstances in Pakistan for investment in the alternative energy sector because of the most suitable incentives, guarantees, presence of a friendly regime, and assurance by the government about handsome profits. "God willing the interactions we had at the exhibition will go a long way in promoting renewable energy in Pakistan," he added.

Rana Abbas, CEO of AE Power, who was also part of the Pakistani delegation, said that Germany was way ahead in the field of technology than many developed countries. The Germans have also plenty of knowledge. A number of countries from around the world have made progress in the technological fields with German support.

"I try my best to attend all such large international exhibitions related to renewable energy so as to learn about the latest global trends for maximum utilization of green energy sources," he said.

He said that once you attended an international expo like Intersolar Europe you came to know about the current direction of the market, about latest technological innovations, and prices of renewable energy

equipment.

Abbas said that while representing the Pakistan Solar Association (PSA), as the PSA's former chairman, at the exhibition he informed the international participants about issues Pakistan had been facing in promoting solar energy

He said the Pakistani delegation members while interacting with the prospective foreign investors invited them to come to Pakistan to check the possibility to invest in the Pakistani renewable energy sector which is expanding very rapidly. The solar energy option is also being adopted in Pakistan at a fast pace, he said.

The invitations in this connection were extended to the producers of solar panels, batteries, and inverters, with the request to explore the Pakistani market that has ideal conditions if someone wants to invest in the clean energy sector. Bashir Ahmed Bazai, the Secretary of Balochistan Government's Energy Department, said that after attending the conference he had learned a lot about the latest technological trends in the developed world for the greater usage of renewable energy.

He said that exhibition was a big international event on solar energy attended by thousands of companies from 60 countries around the world.

He said that big power companies participating in such expos would be motivated to invest in Balochistan for resolving its energy crisis with maximum reliance on clean electricity sources abundantly available in the province.

Dr Naveed Arshad, from LUMS Lahore, said the exhibition provided the opportunity of networking with the right persons having the right expertise in the field of renewable energy. He said the exhibition in Germany was highly beneficial for Pakistani researchers and startups working in the field of clean energy as they frequently interacted with relevant foreign experts and companies. ■