

KEY

THE
ENERGY
TRANSITION
EXPO

27

DRIVING THE ENERGY TRANSITION

10 → 12
MARCH
2027

RIMINI
EXPO
CENTRE
ITALY

key-expo.com
#climatefriends

Organized by

**ITALIAN
EXHIBITION
GROUP**
Providing the future

In collaboration with



Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITA[®]
ITALIAN TRADE AGENCY



Simultaneously with

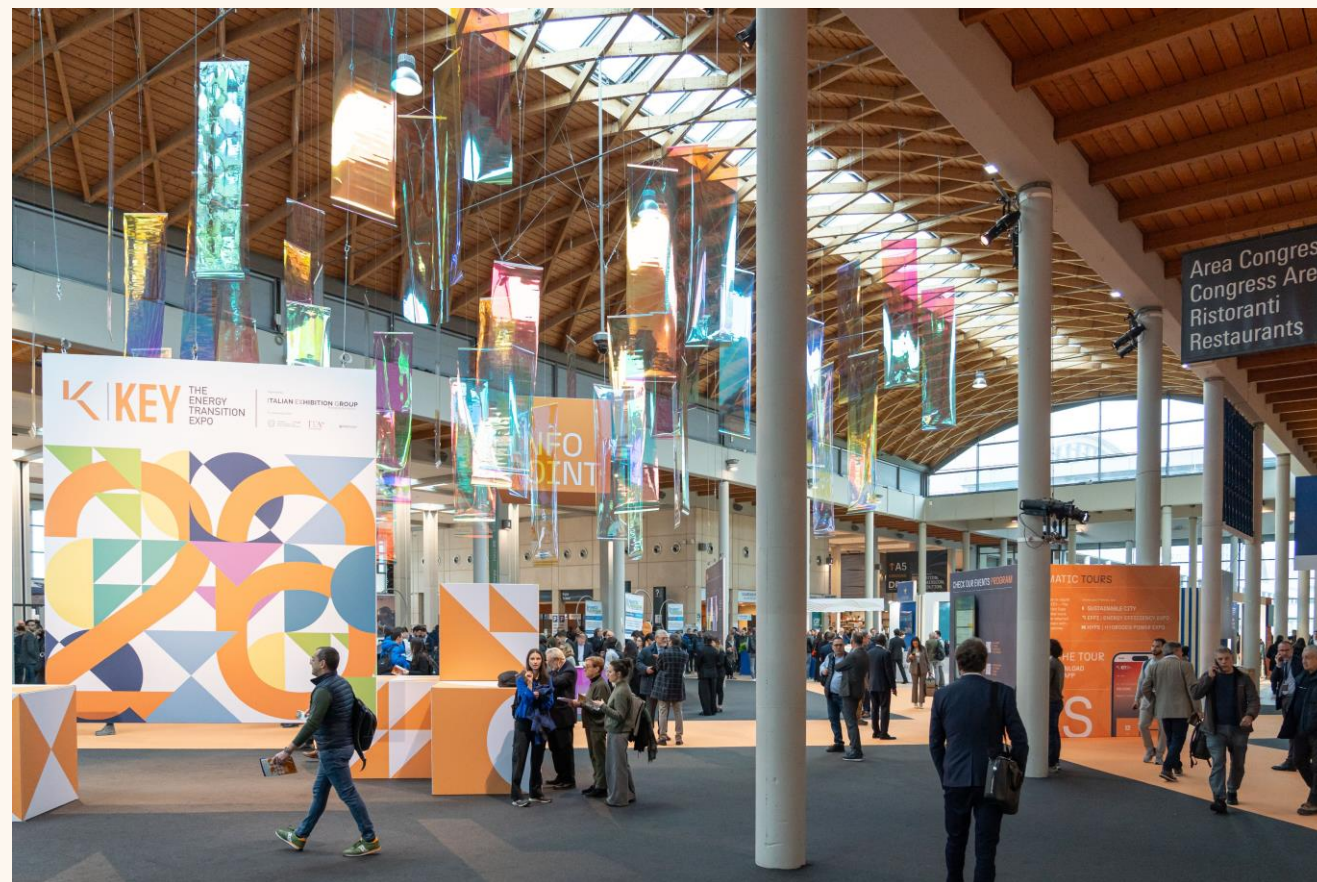


MISSION

KEY – The Energy Transition Expo, is Europe's leading show dedicated to technologies, services, **integrated solutions for energy efficiency and renewable energies in Italy and the Mediterranean basin**, which puts the spotlight on the acceleration of energy and climate policies and the opportunities opening up in the market.

The event **reflects the strong energy** and ferment that is characterising the renewable energy market at international level, with the participation of qualified players from all over the world.

It is an opportunity to present **technological innovations** and **financial challenges** in a setting that will combine a **growing area for exhibitors** and a **range of events with a growing international presence**.



FACTS & FIGURES

71,105

ATTENDEES
15% international

1,098

EXHIBITOR BRANDS
30% international

134,721

SQM gross
exhibition space

120

COUNTRIES
and regions involved

170+

WORKSHOPS AND
SEMINARS

69

INTERNATIONAL
ASSOCIATIONS

521

TOP HOSTED BUYERS
AND DELEGATES

2,800+

BUSINESS MATCHINGS
top buyers - exhibitors

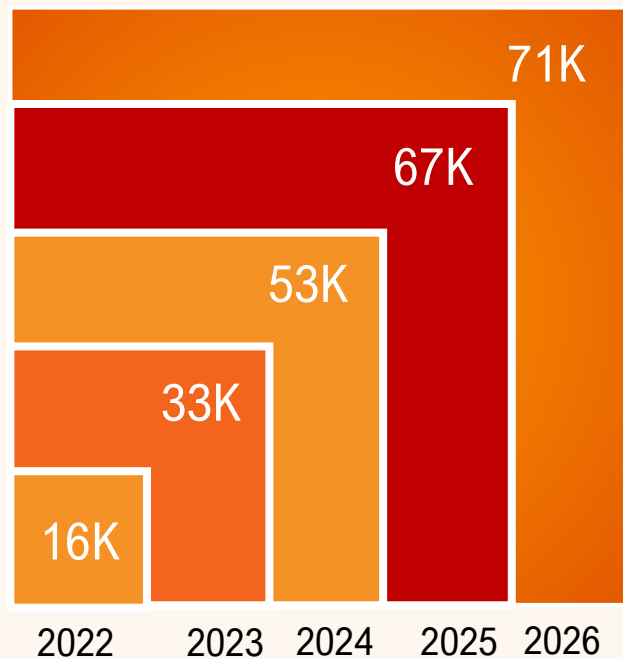
412

JOURNALISTS
from all over the world

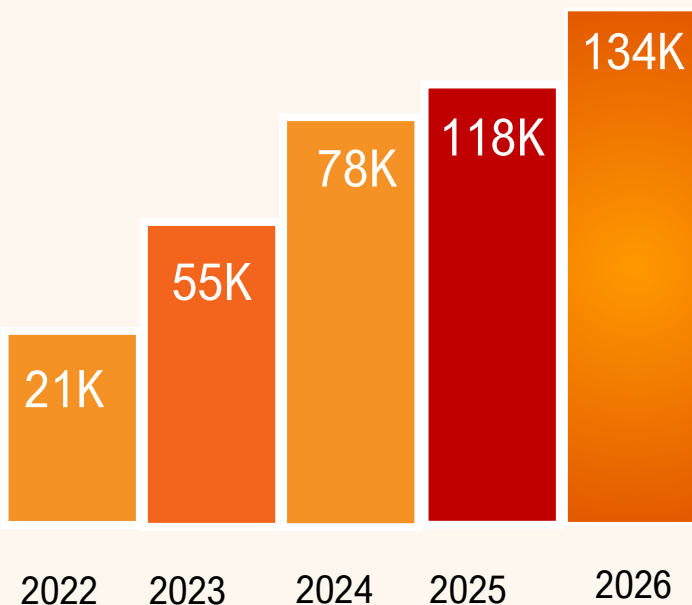
230+

EVENT
HOURS

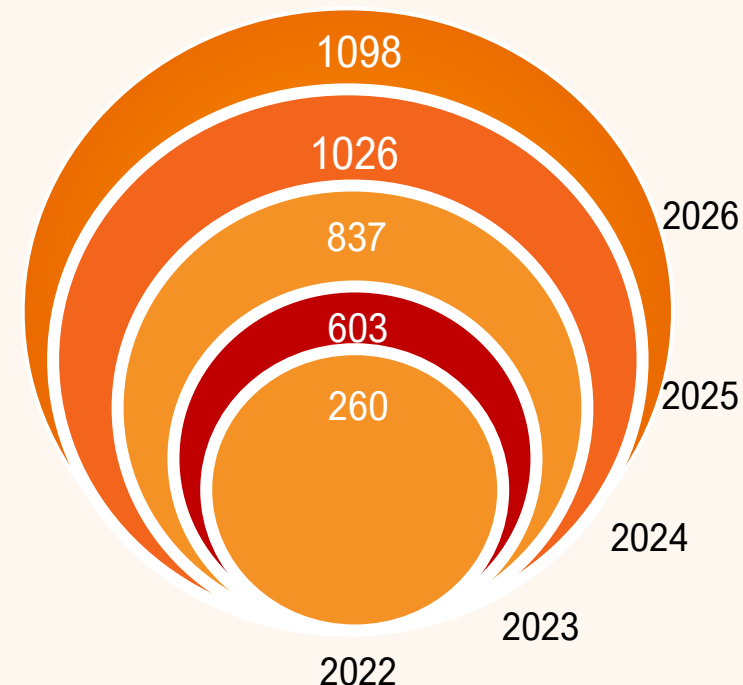
GROWTH



ATTENDANCE



SQM GROSS
exhibition area



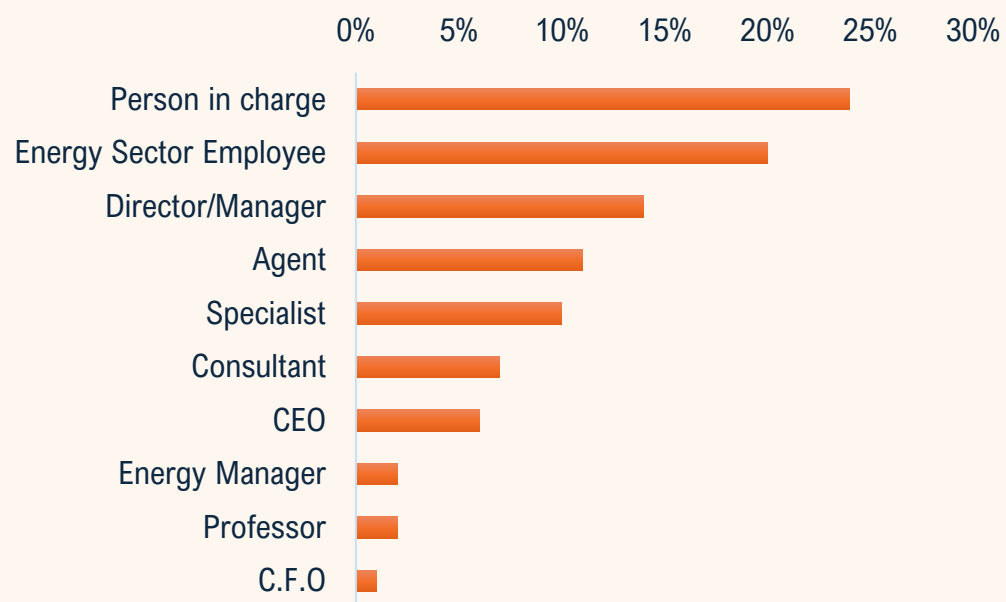
BRANDS INVOLVED

KEY2027

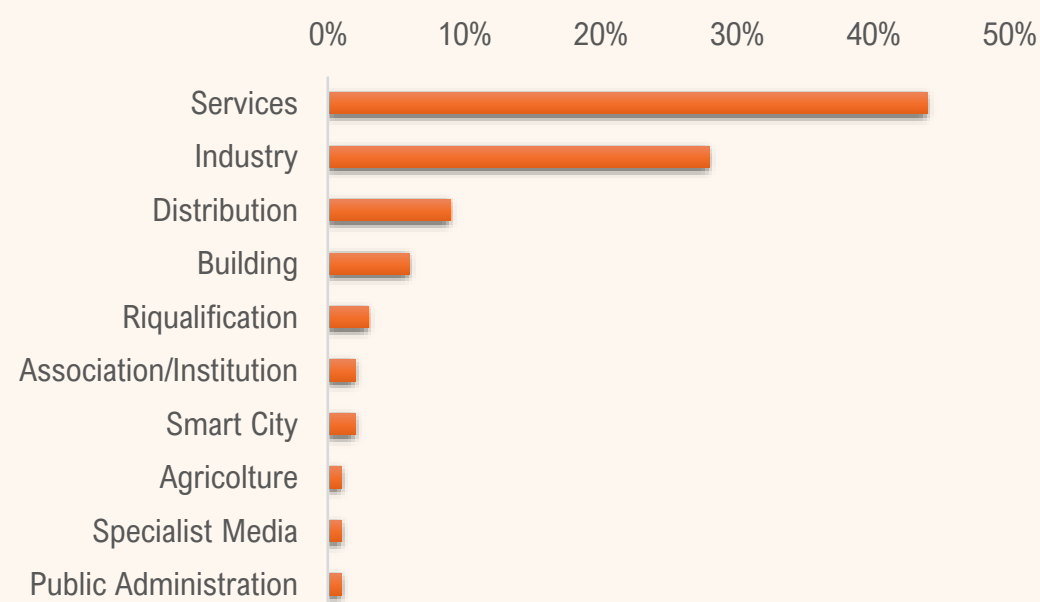
GET TO KNOW OUR ASSETS

QUALIFIED VISITORS

SECTOR OF ACTIVITY



PROFESSIONAL PROFILE



2026 Figures

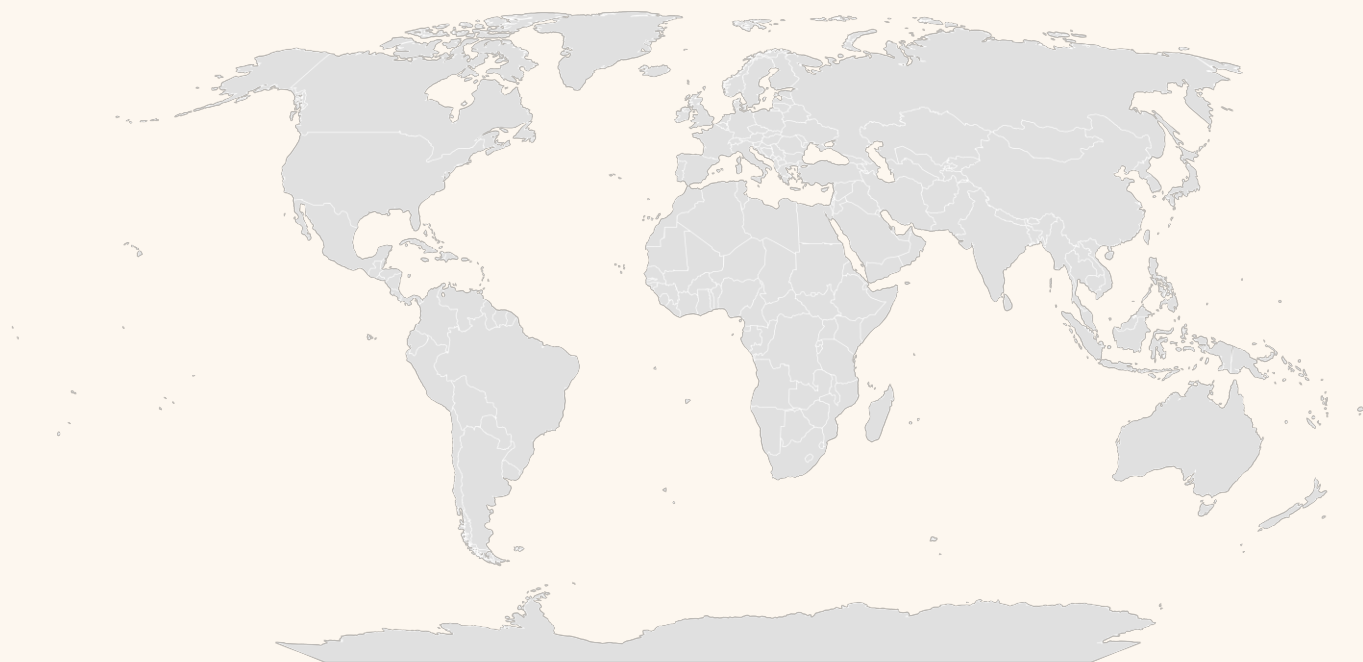
QUALIFIED VISITORS

4,5%
ROMANIA

8,6%
CHINA

9,5%
GERMANY

13%
SPAIN



TOP VISITING COUNTRIES

Spain
Germany
China
Romania
France
Great Britain
Switzerland
Turkey
Poland

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Con tecnologia Bing

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

PROGRAM FIGURES

521	HOSTED BUYERS AND DELEGATES
69	INTERNATIONAL ASSOCIATION
25	DELEGATIONS FROM 20 COUNTRIES
54	COUNTRIES AND REGION

TOP VISITING COUNTRIES

BULGARY

ALGERIA

SPAIN

POLAND

INTERNATIONAL ASSOCIATIONS

KEY collaborated with **69**
International Associations from

EASTERN EUROPE	33%
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EUROPE	22%
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CENTRAL / SUB-SAHARAN	16%
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NORTHERN AFRICA	13%
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BALKAN REGION	7%
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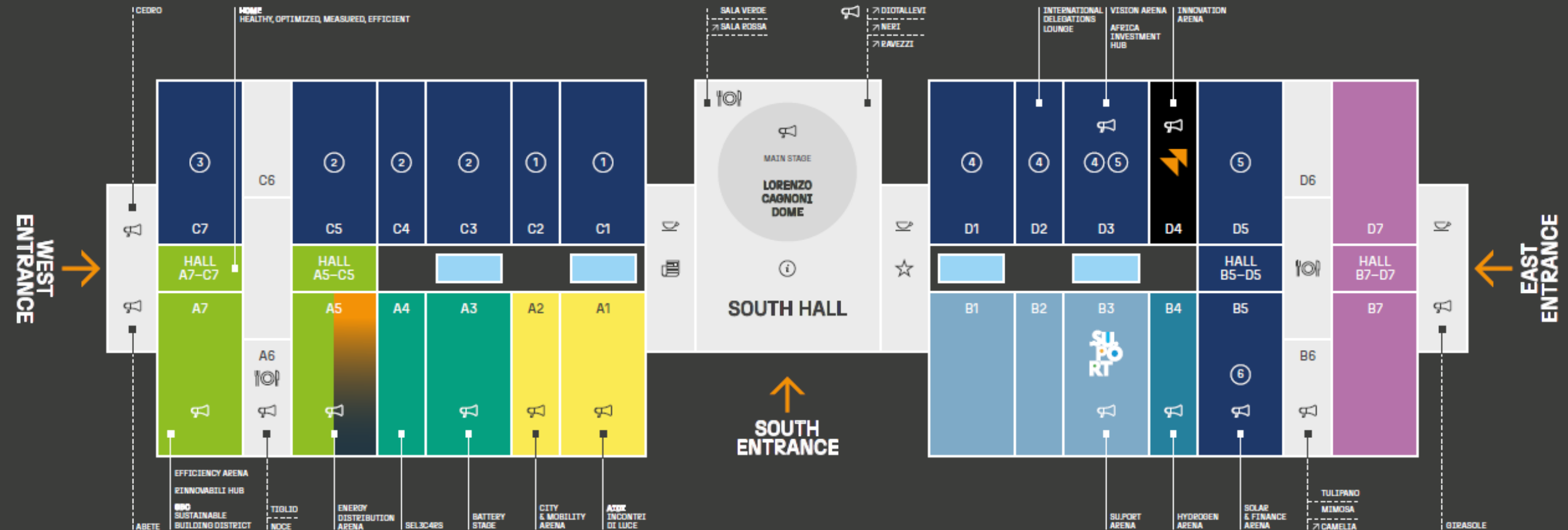
MIDDLE EAST	4%
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LATIN AMERICA	4%
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KEY2027

THE EXHIBITION PROJECT



SECTORS



KEY TOPICS

INTERNATIONAL DELEGATIONS LOUNGE

AFRICA INVESTMENT HUB

HOME | HEALTHY, OPTIMIZED, MEASURED, EFFICIENT

SUPPORT | SUSTAINABLE PORTS FOR THE ENERGY TRANSITION

AI&E | INCONTRI DI LUCE

RINNOVABILI HUB

OBC | SUSTAINABLE BUILDING DISTRICT

INFO

 CONFERENCE ROOM

 1ST FLOOR

 INFO POINT

 PREMIUM LOUNGE | STAND REBOOKING

 PRESS CORNER

 RESTAURANT

 THEMATIC TOUR STARTING POINT

 RAILWAY STATION PICKUP POINT

 BAR&CAFÉ

SECTORS

HYPE | HYDROGEN POWER EXPO

supported by Hydrogen & Fuel Cells Europe

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

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

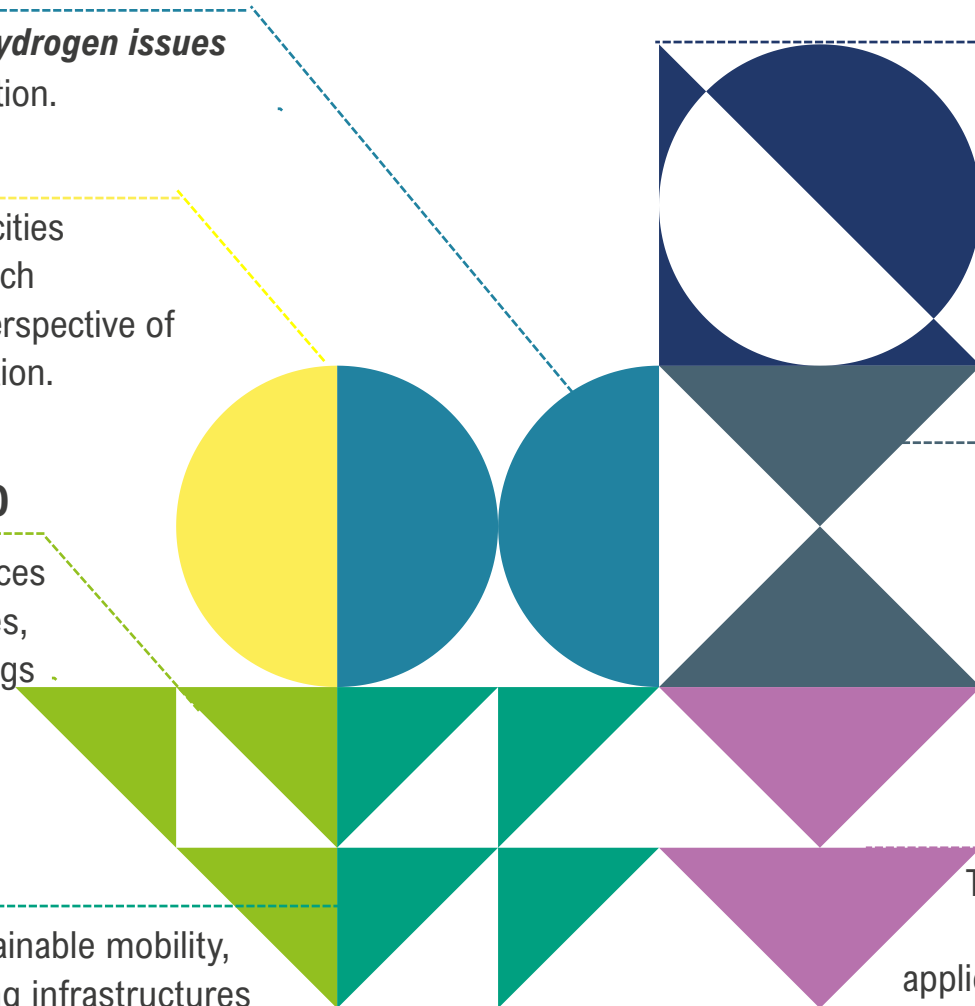
Products and technologies from residential to utility scale, from agrivoltaics for industry to solar energy and energy communities along with topics such as batteries, recovery and recycling of critical materials and ecodesign.

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.



CONFERENCES & CONTENT

169

EVENTS AND CONFERENCES
of which 19 INTERNATIONAL

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.

82

EVENTS ORGANIZED BY
PARTNER AND EXHIBITORS

234

EVENTS
TOTAL HOURS

24

CONGRESS ROOMS
INVOLVED

736

TOTAL
SPEAKERS

THEMATIC HIGHLIGHTS

- **Solar Energy:** technological innovations in the Photovoltaic Industry and new opportunities for sustainable agri-voltaics
- **Wind Energy:** from retrofit of old wind farms to the birth of first offshore projects
- The increasing role of small- and large-scale **storages**
- **Buildings energy retrofit:** possible new evolutions considering the ambitious EU targets
- Chances for an **EU green industrial growth** in light of China and US stances
- Overview of the opportunities emerging from the significant transformations in the **electric mobility sector**
- **Hydrogen solutions:** investments in Italy and EU and strategies on the import front
- Reflections on energy cost containment, regulatory aspects and **new financial opportunities**
- Review of the large opportunities and implications of **AI in the energy transition**
- Accelerating **sustainable electrification:** the key to economic and social development on the **African continent**

DIGITAL ACTIVITIES

WEBSITE

- WEBSITE
- BLOG

80,000

ACTIVE USERS

SOCIAL MEDIA

- LINKEDIN
- FACEBOOK
- INSTAGRAM
- YOU TUBE

30,326

SOCIAL COMMUNITY

NEWSLETTER

- SECTOR-BASED
- EVENTS

124,839

SOCIAL COMMUNITY

ECOMONDO AND KEY APP

- CONTACTS
- EXHIBITORS
- MEETINGS
- REGISTRATION

163,800

CONTACT OPERATIONS

DIGITAL ACTIVITIES

SPONSORSHIPS

Customizable kits are available featuring a combination of various tools, tailored to the needs and goals of the exhibitor, to make the most of the presence at the fair. The kit aim to amplify the visibility before, during, and after the fair and allowing exhibitors and visitors to better plan their meetings at the trade fair.

COSTUMIZABLE DIGITAL PROFILES

- BASIC PROFILE
- SILVER PROFILE
- GOLD PROFILE
- PLATINUM PROFILE

DIGITAL TOOLS

- SPLASH PAGE ON ROTATION
- LOGO IN HOME PAGE
- BANNER
- TOP 20
- WI-FI ACTIVATION PAGE SPONSORSHIP
- LOGO IN DIGITAL GUIDE PLAN
- ...

PUSH NOTIFICATION

- PUSH NOTIFICATION
- NEWSLETTER
 - Monobrand
 - Multi-brand
 - Banner and News
- SOCIAL MEDIA POST

>> ASK FOR MORE INFORMATION

KEY2027

DISCOVER OUR ECOSYSTEM

GREEN&TECH COMMUNITY



Rimini, Italy
27-29 May 2026

greenmedsymposium.it



Rimini, Italy
23-25 Septmber 2026

bex-expo.space



Vicenza, Italy
22-23 September 2026

ssec-expo.com



Rimini, Italy
3-6 November 2026

ecomondo.com



Rimini, Italy
24 — 26 November 2026

expoibe.com



Rimini, Italy
10-12 March, 2027

key-expo.com

203,774 attendances

3,509 exhibitors

327,351 gross sqm
of exhibition area

137,673 contacts

262 italian and international
associations

ITALIAN EXHIBITION GROUP

***WE ORGANIZE TRADE SHOWS AND CONFERENCES IN ITALY AND THROUGHOUT THE WORLD.
WE BRING INDUSTRIES, RELATIONSHIPS AND EXPERIENCES TOGETHER.
WE CARE ABOUT THE PLANET.***

Italian Exhibition Group is a **company listed on the stock exchange**. It has achieved a domestic leadership position in the organization of trade shows and congresses.

It has also **developed foreign activities** that have positioned it among **the leading European operators in the sector**.

250 MLN € REVENUES

+17,7% compared to 2023

65.9 MLN € EBITDA

+33,1% compared to 2023

59 EVENTS

organized and hosted

119 CONGRESSES

ITALIAN EXHIBITION GROUP



GEOCLONING: 4X4 STRATEGY

With its own events, incoming buyers and outgoing company platforms, subsidiaries and joint ventures, IEG has developed a global network that attracts, supports and promotes the Group's core industries with implementations such as:



New corporate culture



Different approach to the customer



Appropriate organizational structure



Teamwork

CONTACTS

Alessandra Astolfi

Global Exhibition Director Green & Technology Division

Giorgia Caprioli | Project Manager

giorgia.caprioli@iegexpo.it

SALES ACCOUNTS

Claudia Costella

claudia.costella@iegexpo.it

Giulia Bersani

giulia.bersani@iegexpo.it

Erik Mainardo Bernardelli

erik.benardelli@iegexpo.it

Giulia Nicolato

giulia.nicolato@iegexpo.it

Giulia Ottavi

giulia.ottavi@iegexpo.it

INTERNATIONAL

SALES ACCOUNTS

Caterina Giolitto

caterina.giolitto@iegexpo.it

Fabio Matteo Rocco

fabiomatteo.rocco@iegexpo.it

Michela Girardi

michela.girardi@iegexpo.it

INTERNATIONAL

BUYER COORDINATOR

Ilaria Messori

ilaria.messori@iegexpo.it

CONFERENCE PROGRAM

Giulia Bellettato

giulia.bellettato@iegexpo.it

MARKETING MANAGER

Eleonora Fraternali

eleonora.fraternali@iegexpo.it