

# TradeFairs<sup>International</sup>

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



**Focus** Imex/Kongresse: Immer am Puls der Zeit  
**International** Russland: Jetzt macht der Mittelstand mobil  
**Praxis** Messebau-Zulieferer: Stoff aus dem die Stände sind

**Focus** Imex/Congresses: Finger always on the pulse  
**International** Russia: Mobilising mid-tier business  
**Practice** Stand construction suppliers: Fabrics on trend

ASIEN / ASIA

## New energy conference in Nuremberg

**N**ürnbergMesse is launching a new conference: the Integration of Sustainable Energy Conference (Isenec), which will be taking place at the city's trade fair centre on 11 and 12 July 2016. "The metropolitan region of Nuremberg is continuing to build on its position as a centre of energy research in Germany," say Roland Fleck and Peter Ottmann, joint CEOs of NürnbergMesse, who point out that there are 110,000 jobs in the energy industry. "Up to now, an event focusing on the integration of different forms of renewable energy has been missing from the German trade fair landscape," argue Fleck and Ottmann. The new conference is the only event in Germany to comprehensively cover renewable energy supply, they maintain. Isenec encourages developers, decision-makers and strategic thinkers in research, industry, business and politics to come together. Because energy systems around the world are becoming increasingly decentralised and complex, and renewable energy is accounting for an increasing share of the energy mix. The challenge is to develop new technologies and bring them to market quickly, while at the same time maintaining stability of supply. This requires close co-operation between researchers, business people and politicians. All components of the energy supply chain have to be taken into account – from generation to distribution, storage and efficient usage. Isenec adopts this interdisciplinary approach. It brings together experts, speakers and exhibitors from the various sectors of the renewable energy industry. The focus is on fostering an informed exchange revolving around current developments, research results and trends in the field of renewable energy. The accompanying exhibition will present the state of the art in the industry ([www.nuernbergmesse.de](http://www.nuernbergmesse.de)).



sponsibility. The IFES World Summit slogan, "Bridge to the Future", thus has many different facets. "Our federation is an open-minded community," affirms IFES president Voicu Sferdianu. "So an open exchange involving different cultures is something that inspires us." That alone is a reason to come to the IFES World Summit in Istanbul ([www.ifesnet.com](http://www.ifesnet.com)). **PB** ■

IFES World Summit 2015 in Wien.

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