


Press calendar The smarter E Europe 2025


Exhibitor	Room / Booth number	Contact	Date	Title of the event	Language	Further information
May 7th						
Solar Promotion	Restaurant "Käfer am See", Room "Seeblick", Entrance West of Messe München, 1st floor	Peggy Härter-Zilay (Haerter- Zilay@solarpromotion.com) , Roberto Freiburger (freiberger@ressourcenman- gel.de)	May 7, 9:00 am	Press breakfast at the opening of The smarter E Europe 2025	German & English (incl. simultaneous translation & headsets)	The opening by Markus Elsässer (Founder and Managing Director of Solar Promotion) will be followed by a keynote speech and a panel discussion with leading experts. These include Walburga Hemetsberger (CEO SolarPower Europe), Chris Heron (Secretary General at E-Mobility Europe, Julian Jansen (Vice President at EASE) and Michael Villa (Executive Director at smartEn).
Bundesverband Solarwirtschaft	Restaurant "Käfer am See", Room "Seeblick", Entrance West of Messe München, 1st floor	Nike Marquardt (marquardt@bsw-solar.de, presse@bsw-solar.de)	May 7, 11:00 am	Press conference of the German Solar Industry Association: Solar economic engine and climate protection booster	German	Following the press breakfast, the BSW - Bundesverband Solarwirtschaft e. V. will present compact and up-to-date data on the development of solar technology in Germany in its own hybrid press conference. It will also provide an assessment of further developments in the sector after the general election and comment on the results of the coalition negotiations, if these are available before the press conference.


smartEn	Conference room of the press center west, Entrance West of Messe München, 1st floor	Anna Sylikou (anna.sylikou@smarten.eu)	May 7, 13:00 am	Presseconference of smartEN	English	On the first day of the fair, smartEn will hold a press conference to present the 'Implementing EU Laws: A Guide to Activate Demand-Side Flexibility in the EU27 Member States' - an important tool for the activation of demand-side flexibility across the EU27. Michael Villa, Executive Director at smartEn, will give an overview of the importance of implementing demand-side flexibility. After an insight into the German-speaking market, there will also be time to put your own questions to the speakers.
CH.Wismar Sonnenstromfabrik mit Ubbink	A1.580	Michaela Waldecker (waldecker@waldecker-pr.de) and Jochen Schwarz (jochen.schwarz@mage-roof.com)	May 7, 2025, 9:00 am – 7:00 pm	Smart modern energy management/system innovations	German/English	
PHOENIX CONTACT Deutschland GmbH	B5.110	Moritz Schneider, moritz.schneider@phoenixcontact.de	May 7, 11:00 am	Megawatt charging with CCS charging cables from Phoenix Contact – followed by a press tour and the opportunity for personal discussions with top management and product experts	German	Product Launch HPC 2.0

reev GmbH	C6.540	Martin Beck, martin.beck@reev.com	May 7, 11:30 am	Energy and charging management cleverly combined: press tour at the booth + exclusive presentation of the new charGER association	German	
Munich Electrification GmbH	C2.590	Gesa Brahm, E-Mail: g.brahm@munichelectrification.com	May 7, 11 am	A battery is only as good as its brain. Battery Management Systems of Munich Electrification	English	
Volkswagen Group Charging GmbH	C6.339	Julia Pirlich, julia.pirlich@elli.eco	May 7, 2025, 12:15pm and 2:15pm	Elli Media Talk & Premiere Flexpole Plus	German	
KOSTAL Industrie Elektrik GmbH & Co. KG	B3.130	Dennis Mühlfort, d.muehlfort@kostal.com	May 7, 2025, 1 – 2 pm	Presstour of the booth	German	
Enerparc AG	A4.280	Anke Dissel, a.dissel@enerparc.com	May 7, 2025, 1.30 pm	Start-up scene: What is happening on the market for new ideas in the field of renewable energies? With Felix Krause, Dr Ilan Momber, Katharina Beitz, Stefan Müller, Moderation: Dr Holger ...	English	
Faber Solartechnik GmbH	C5.210	Jonas Kothy, kothy@faber-solartechnik.de	May 7, 2025, 2:00pm	New all-in-one EPC solutions from Faber Solartechnik	German/English	

Envision Energy	C1.450	Yang Stratton, yang.stratton@envision-energy.com	May 7, 2025, 2:30pm	New Product Launch - DC, PCS	English	
Euronergy Europe OSNATECH	A1.490	Malte Sulkiewicz, malte.sulkiewicz@osnatech.de	May 7, 2025, 4:00 pm	Next-generation lightweight photovoltaic modules: less risk of hotspots, more efficiency thanks to innovative U-IBC (Ultimate Interdigitated Back Contact) technology, moderation: Dr. Martin Green	German / English	
Enerparc AG	A4.280	Anke Dissel, a.dissel@enerparc.com	May 7, 2025, 4:15 pm	The new coalition is in place. The solar industry's demands on politicians. With Dr Simone Peter, Robert Busch, Walburga Hemetsberger, Dr Fokke Peters, Moderation: Fabian Zuber	German	

May 8th						
Enerparc AG	A4.280	Anke Dissel, a.dissel@enerparc.com	May 8, 2025, 10 am	Social hurdles: How do we reach the masses for change? With Prof Dr Volker Quaschnig, Prof Dr Christian Stöcker, Stefan Müller, Moderation: Anna Gauto	German	
Munich Electrification GmbH	C2.590	Gesa Brahm, E-Mail: g.brahm@munichelectrification.com	May 8, 11 am	A battery is only as good as its brain. Battery Management Systems of Munich Electrification	English	
Envision Energy	C1.450	Yang Stratton, yang.stratton@envision-energy.com	May 8, 2025, 2:00pm	Net Zero Action Report 2025 Release	English	
Faber Solartechnik GmbH	C5.210	Jonas Kothy, kothy@faber-solartechnik.de	May 8, 2025, 2:00pm	The importance of expanding the medium-voltage infrastructure for the success of the energy turnaround and economic transformation of transportation	German/English	

Enerparc AG	A4.280	Anke Dissel, a.dissel@enerparc.com	May 8, 2025, 4:15 pm	Electricity market design 2.0: What do we need for a sensible energy economy? With Prof Dr Thorsten Müller, Dr Tim Meyer, Dr Wolf-Peter Schill, Arved von Harpe, moderated by Sandra Enkhardt	German	
CE+T Power	C2.139	Claire Kinet (c.kinet@cet-power.com)	May 8, 4:30 pm	Launch of our new Power Conversion System	English	

May 9th						
Enerparc AG	A4.280	Anke Dissel, a.dissel@enerparc.com	May 9, 2025, 10 am	Start-up scene: What is happening on the market for new ideas in the field of renewable energies? With Felix Krause, Dr Ilan Momber, Katharina Beitz, Stefan Müller, Moderation: Dr Holger Klärner	German	
Munich Electrification GmbH	C2.590	Gesa Brahm, E-Mail: g.brahm@munichelectrification.com	May 9, 11 am	A battery is only as good as its brain. Battery Management Systems of Munich Electrification	English	
ECO GREEN ENERGY LIMITED	Conference room of the press center west, Entrance West of Messe München, 1st floor	Ina Almpanti, marketing5@eco-greenenergy.com	May 9, 2025, 1:00pm	Eco Green Energy Reveals Scalable PV + Storage Infrastructure at Intersolar, With Plans for EU-Based Manufacturing	English	