

Power2Drive Europe**Munich, June 19–21, 2024****FLEET, FOOD AND FORUM: POWER2DRIVE EUROPE 2024 PRESENTS ACCOMPANYING PROGRAM**

Munich/Pforzheim, June 5, 2024 – Around the world, e-mobility is in the fast lane. This is also reflected in the number of exhibitors and their activities in and around the international exhibition Power2Drive Europe: More than 400 exhibitors will participate, representing a growth of more than 50 percent over the last year. In total, one in five of the approximately 3,000 exhibitors at The smarter E Europe will be showcasing innovations in the mobility industry. In addition to the latest technical developments for charging electric vehicles, visitors can look forward to a comprehensive accompanying program – from compact Morning Briefings at the exhibition forum and the Women in Mobility Breakfast for networking to the exhibition workshop for fleet managers and e-mobility consulting at the Test Drive. Power2Drive Europe is part of The smarter E Europe, Europe’s largest alliance of exhibitions for the energy industry, and will take place in Munich from June 19–21, 2024, alongside Intersolar Europe, ees Europe and EM-Power Europe.

Under the motto “Charging the future of mobility”, the leading minds of the industry meet up to learn more about the state of the art, current trends and innovations, as well as new products, services and business models. This makes Power2Drive Europe the ideal place for both formal and informal networking and for keeping in touch, for example at the Women in Mobility Breakfast. Visitors will also have the opportunity to update their knowledge through a variety of formats embedded in the exhibition.

Power2Drive Forum & Power2Drive Europe Conference – Discussions and the latest insights

On all three exhibition days, the Power2Drive Forum (C6, booth C6.450) will offer a varied, top-class stage program from morning to evening. Among other things, visitors can expect to see pitches from the finalists of The smarter E AWARD, a journey through the diverse world of charging and practical insights into the planning and implementation of charging parks. A number of additional presentation and discussion events complete the forum program for planners, installers, fleet managers and strategic decision makers in companies and municipalities. The full program for the Power2Drive Forum is available online at <https://www.powertodrive.de/messeprogramm>.

From bidirectional charging and the impact of e-mobility on power grids to the development of e-batteries – one day before the exhibition, the [Power2Drive Europe Conference](#) will provide an informative opening at the International Congress Center Messe München (ICM). Experts will be shedding light on future topics and the potentials of the mobility industry. As part of this, The smarter E AWARD will be presented to the most innovative companies in five categories, including E-Mobility, on June 18 at 6:15pm in room 1.

Morning Briefings – Breakfast for the mind

They say the human brain is most receptive in the morning. Even in 2024, there are still many myths surrounding e-mobility. Both of these circumstances are brought together at the Power2Drive Europe to create an informative, compact and inspiring format: the Morning Briefing. From 10:15am on all three exhibition days, experts will have 30 minutes at the Power2Drive Forum to inform and entertain the audience by debunking myths. The topic on Wednesday, June 19, will be: "E-fleets have a high energy demand! True or false?", on Thursday, June 20, it will be: "Bidirectional charging remains impossible! True or false?" and on Friday, June 21: "Anybody can install charging stations! True or false?"

Test Drive – Bring your driver's license!

"All theory, dear friend, is gray" Mephistopheles taught his student in Goethe's Faust. The reality of e-mobility, one could add, can be found on the streets. This year, Power2Drive Europe offers its exhibition visitors the opportunity to experience e-mobility first hand. Various vehicles from renowned manufacturers including BYD, NIO or Black Tea Motorbikes are waiting for you in the Outdoor Area to be taken for a spin in the city traffic of Munich or on the nearby federal highway. But first you need to register with a valid driver's license! E-mobility expert and editor-in-chief of the trade magazine Elektroautomobil Marcus Zacher will also be at the Test Drive to provide individual advice, in particular on battery electric commercial vehicles. In addition, there will be workshops for questions surrounding the electrification of vehicle fleets on Wednesday and Friday.

Webinar – Find out what's where

Power2Drive Europe will offer its visitors a multitude of insights and inspiration, presentations, panels and workshops. It's not easy to keep track of everything, especially for people attending the event for the first time – and having access to the parallel exhibitions Intersolar Europe, ees Europe and EM-Power Europe and their accompanying programs can make it even harder. To provide some guidance and navigate the information jungle, Joel Wenske, project manager at Power2Drive Europe, is offering 30-minute webinars the week before the exhibition. They will be held on Monday, June 10, from 10:30–11:00am CET in German and from 4:00–4:30pm CET in English. If you are interested, you can register for free at the following link: <https://www.powertodrive.de/webinars/power2drive-europe-2024-exhibition-program>

Power2Drive Europe and the parallel events Intersolar Europe, ees Europe and EM-Power Europe will take place from June 19–21, 2024 as part of the innovation hub The smarter E Europe, Europe's largest alliance of exhibitions for the energy industry, at Messe München.

For further information, please visit the following websites:

www.PowerToDrive.de.

www.TheSmarterE.de

Power2Drive Europe

Power2Drive Europe is the international exhibition for charging infrastructure and e-mobility. Under the motto "Charging the future of mobility", it is the ideal industry meeting point for manufacturers, suppliers, installers, distributors, fleet and energy managers, charge point operators, e-mobility service providers and start-ups. The exhibition focuses on the latest technologies, solutions and business models for a sustainable mobility world. Particular emphasis is placed on the integration of e-vehicles, smart charging infrastructure and renewable sources of energy.

Power2Drive Europe will take place from June 19–21, 2024 as part of the innovation hub The smarter E Europe, Europe's largest alliance of exhibitions for the energy industry, at Messe München. The smarter E Europe brings together a total of four exhibitions:

- Intersolar Europe – The world's leading exhibition for the solar industry
- ees Europe – The continent's largest and most international exhibition for batteries and energy storage systems
- EM-Power Europe – The international exhibition for energy management and integrated energy solutions
- Power2Drive Europe – The international exhibition for charging infrastructure and e-mobility

The Power2Drive Europe Conference, where renowned experts discuss electrifying markets, trends and technological developments, will be held at the same time. To cover all aspects of a future-oriented mobility world with renewable energies, it is accompanied by three other specialist conferences.

With Power2Drive India in Gandhinagar and Power2Drive South America in São Paulo, Brazil, the global exhibition series is represented on three continents.

Power2Drive Europe is organized by Solar Promotion GmbH and Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG (FWTM).

For more information on Power2Drive Europe, please visit: www.PowerToDrive.de

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