



# YOUR GATEWAY

## TO THE WORLD OF WIND ENERGY

HAMBURG, 23–26 SEPTEMBER 2014



WELCOME TO WINDENERGY HAMBURG 2014

# This is Where the Future Starts

From September 23–26, 2014, Hamburg will become your gateway to the world of wind energy. The new international trade fair, WindEnergy Hamburg, will provide a comprehensive overview of the current status and future prospects of the sector – along the entire value chain of the international wind industry, onshore and offshore. It will take place on the grounds of the Hamburg Messe exhibition center.

Scheduled to kick off right after SMM, the world's leading trade fair for the maritime industry, WindEnergy Hamburg offers excellent synergy effects for offshore providers.

Hamburg is a thriving business metropolis and major hub for the international wind energy sector. It is home to the leading companies in the sector and pools key competencies in both the onshore, and offshore areas of business. With the European wind industry capital as its venue, WindEnergy Hamburg provides the perfect setting for you to present your company on a professional, and international platform.

As an exhibitor, you will also benefit from Hamburg's international charisma, its easy accessibility, and the modern infrastructure of the trade fair grounds when welcoming your customers and visitors from around the world to your exhibition stand.

Be a part of it from the start!

We look forward to welcoming you.





WINDENERGY HAMBURG

# Your Platform for Onshore and Offshore Success

WindEnergy Hamburg unites major global onshore and offshore players under one roof. And Germany is the perfect host for this event. It is a leading technology nation, the first country in the world to carry out a real energy revolution, and a pioneer in the implementation of renewable energies. With this tradition and background, there couldn't be a better location for a trade fair in this sector.

## **ONSHORE – THE MARKET CONTINUES TO GROW**

The worldwide trend continues. There is an ongoing demand for onshore wind energy plants. At the same time, requirements and regulations for plants are getting stricter, whether in extreme climatic regions or in low-wind-speed areas. The industry is now developing onshore plants that are tailored to their specific situations. Furthermore, repowering – the replacement of old plants by new, more efficient ones – is advancing steadily. Here, the industry is firmly demonstrating its innovative strengths – working to ensure sustainable growth and create added value.

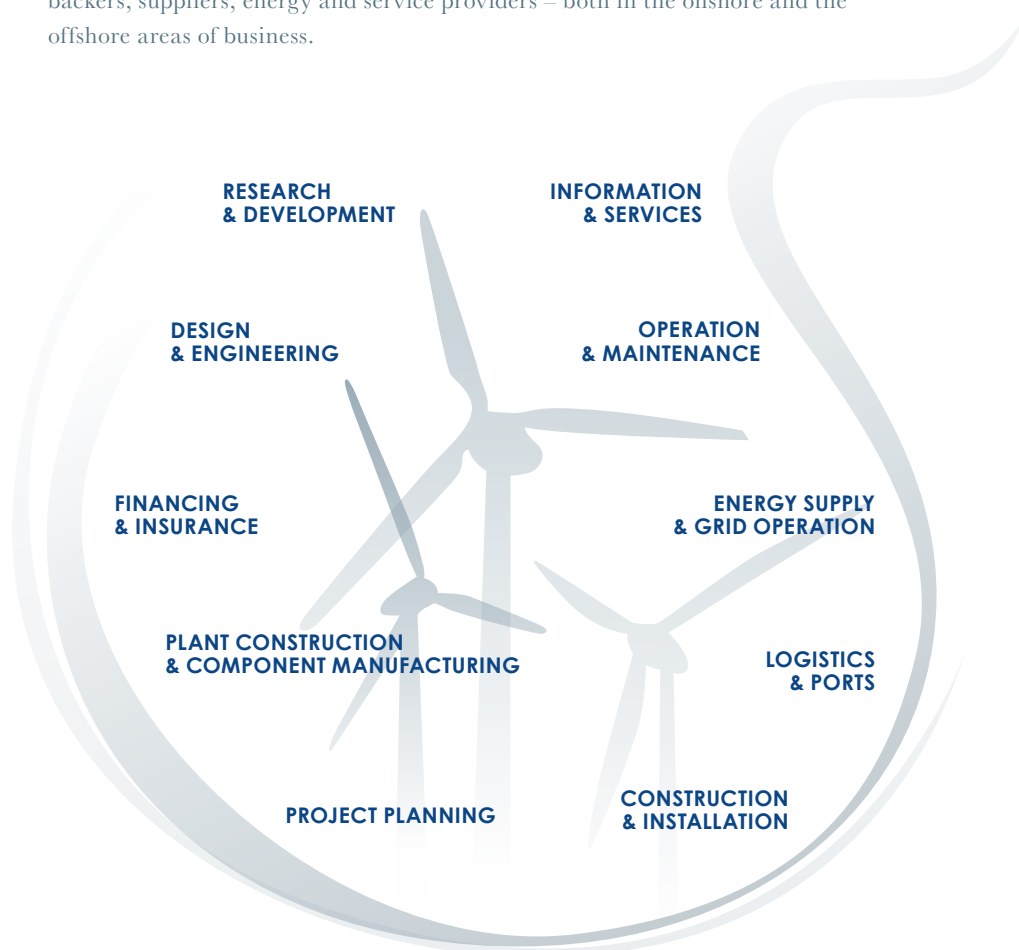
## **OFFSHORE – USING NEW MARKET POTENTIAL**

The exploitation of offshore wind energy offers attractive market opportunities. While the current focus is firmly on Europe, there is potential for growth on a global scale. The areas where the onshore and offshore industries overlap are considerable, but technology, logistics, financing, and the different market players themselves, remain clearly distinct from each another. The success of offshore wind energy exploitation depends, above all, on the effective combination of wind energy sector competencies and those of the maritime industry.



## THE WIND ENERGY VALUE CHAIN

WindEnergy Hamburg reflects the dynamics of the wind industry in the current and future key markets. This is the place where leading companies from all relevant business fields will be presenting their solutions: planners, manufacturers, financial backers, suppliers, energy and service providers – both in the onshore and the offshore areas of business.



WindEnergy Hamburg will act as a unique meeting point and bring together the major players in the wind industry and related sectors – as well as completely new partners in this dynamically evolving market.



WINDENERGY HAMBURG

# Your Initiative – Your Trade Fair

Large sections of the industry have endorsed a new concept for an international trade fair for wind energy in Germany – one that reflects the dynamic development of the sector. As a location with an outstanding international profile, Hamburg provides the perfect location to present the globally growing wind energy industry on the new Hamburg Messe trade fair grounds. This decision, taken in favor of a trade fair venue that offers such great potential, has reset the course for the future of wind energy.

## **COMPETENT PARTNER**

With years of experience, international contacts, and excellent infrastructure, Hamburg Messe provides unrivalled, comprehensive expertise in the concept development and organization of successful trade fairs.

## **POWERFUL CONCEPT**

WindEnergy Hamburg is wholly tailored toward addressing the major issues facing the international wind energy sector. It brings together a high-caliber, professional audience and more than 1,000 exhibitors demonstrating their innovations and solutions from across the entire value chain of the industry. Key players will be in the spotlight in every hall.

Don't miss this opportunity to be part of it from the start – and play a decisive role in shaping your trade fair. If you have any special requests regarding stand location and installations, unusual stand design, special events – or you would like to be integrated into the supporting program – don't hesitate to contact us!



WINDENERGY HAMBURG

# A Perfect Setting for Your Solutions

The state-of-the-art halls at Hamburg Messe offer space for more than 1,000 exhibitors and 40,000 visitors from all over the world. With easy connections to all major transport networks, the trade fair grounds are situated in the heart of Hamburg and provide parking spaces in direct proximity to the exhibition halls. These halls can be reached via three centrally located entrances. And despite its 65,000 sqm of exhibition space, WindEnergy Hamburg ensures that visitors never have to walk far to find what they are looking for, and thus offers an ideal setting for you to present your company.

## SYNERGY EFFECTS FOR SMM EXHIBITORS

Immediately before WindEnergy Hamburg, SMM, the world's leading trade fair for the maritime industry, will be taking place on the grounds of Hamburg Messe from September 9-12. Offshore providers exhibiting at SMM will have the opportunity to keep their stand location when presenting their innovations and solutions at WindEnergy Hamburg. This translates into unique savings in terms of cost and resources.

## PROFESSIONAL INFRASTRUCTURE

- 65,000 sqm exhibition space
- 3 entrances: East, South, Central
- Press Center, VIP Club
- Conference and meeting rooms in each hall
- Centrally connected to the entire traffic infrastructure:
  - airport only 20 minutes away
  - international train station within walking distance
  - subway station connection at the entrances/exits
  - parking spaces directly on the trade fair grounds





You can focus exclusively on your presentation and take advantage of all the benefits of the highly versatile trade fair halls. It goes without saying that Hamburg Messe offers high floor load capacity, high halls, modern air-conditioning technology, sophisticated logistics, plus convenient access to electricity, water, and compressed air.



WINDENERGY HAMBURG

# In Support of Your Success



Power Systems

“Working on the Advisory Board enables us to develop WindEnergy Hamburg together with industry players in the onshore and offshore markets.”

Thorsten Herdan, Managing Director,  
VDMA Power Systems



“Through our work on the Advisory Board, we are able to apply the high industry standards to the professional organization and management of the international trade fair, and help make sure that it becomes an absolutely first-class event in the interests of all visitors and exhibitors.”

Felix Losada, Senior Manager, Deputy Head of  
Corporate Communications, NORDEX SE



“What began as a relatively small market for wind energy has grown into a large-scale, professional industry that needs a correspondingly suitable trade fair venue. As an

internationally recognized trade fair location, Hamburg fulfils all the necessary criteria. We are very happy to be actively involved in the planning of this venture as a member of the Advisory Board.”

Dr. Karin Funke-Rapp, Head of Corporate Communications, GE Energy, Renewable Energy Europe



“The wind energy sector needs a place where all market players can meet. As the wind capital of Europe and the main seat of business of REpower, Hamburg offers the very best environment for this to happen. For this reason, we are actively committed to WindEnergy Hamburg. Together with the City of Hamburg, this trade fair will become the gateway to the world of wind energy from 2014 onwards.”

Stefan Beeg, Head of Corporate Communications,  
REpower Systems SE



“If we had followed our heart when deciding on the location of WindEnergy, we would have stayed in Husum. But we followed our mind, in the knowledge that





WindEnergy Hamburg will offer the perfect platform for an increasingly professional and international wind sector from 2014 on. For this reason, we are delighted to be actively involved in helping shape the change by working on the Advisory Board of WindEnergy Hamburg.”

**Dr. Heiko Dirlenbach, Head of Business Development, winergy AG**



“Hamburg is a very versatile wind energy city with excellent industry connections throughout Germany. International manufacturers, service providers, and project developers feel happy at home here. We are working on turning a strong position into a clear advantage for the entire wind sector in Germany in an increasingly international environment.”

**Jan Rispens, Managing Director, RENEWABLE ENERGY HAMBURG**

## SIEMENS

“As global market leader in the offshore sector, we have recognized the potential of WindEnergy Hamburg as a trendsetting inspiration for the entire wind industry. For this reason, we are actively helping to design this platform for the present and the future of wind energy, also in our capacity as a member of the Advisory Board. Oliver Loenker, Vice President for Communications Wind Power SIEMENS AG

## Rexroth Bosch Group

“We are pleased to be able to welcome our international customers to WindEnergy Hamburg 2014 in the wind energy capital, Hamburg.”

**Christoph Kainzbauer, Vice President Sales, Bosch Rexroth AG**

Denmark

“The German market continues to be highly significant for Denmark’s wind industry. At WindEnergy Hamburg, we have found the perfect setting for establishing business contacts with German and international partners – a trade fair right on our front door.”

**Dorte Burin Møller, Senior Advisor International Pavilion Danish Wind Industry Association**

CESA

“It will only be possible to successfully tap the enormous growth potential of wind energy generation in the open sea if the comprehensive know-how of the maritime industries is applied. Europe is the technology leader in both industries, but cooperation must become much more intensive than it has been to date. Trade fairs such as WindEnergy Hamburg can be a great help for the industry in this respect, because they bring the partners together.”

**Reinhard Lüken, Secretary General CESA Community of European Shipyards Association**

USA

“Hamburg enjoys an excellent reputation throughout the world as a wind energy metropolis. For this reason, we expect a strong participation by North American companies at WindEnergy Hamburg 2014. And the fact that WindEnergy Hamburg takes place right after the leading international trade fair for the shipping industry, SMM – the world’s largest maritime business platform – makes it even more attractive to American companies as a first-rate export platform.”

**Bruce J. Cole, President, McNabb Marketing Resources, Inc.**



WINDENERGY HAMBURG

# Your Gateway to the World – the City of Hamburg

The attractive business capital is both a trade and financial center, and a leading media hub. Most importantly, the Hanseatic city has established itself as Europe's wind capital. Leading wind companies have their headquarters here in Hamburg because it is the center of Europe's onshore and offshore businesses. Sixty percent of the global wind energy know-how is accessible within a 2.5-hour drive.





## **THE TRADE FAIR CITY WITH SHORT PATHS AND FAST CONNECTIONS**

Exhibitors and visitors at WindEnergy Hamburg will find an infrastructure that very few other cities can offer. The trade fair grounds are centrally located in the heart of the city and yet only five miles (8 km) from the major international airport. The wide range of accommodation available in Hamburg is another considerable advantage: within a radius of just three miles (5 km), 150 hotels provide 50,000 beds in all categories.

## **A COSMOPOLITAN CITY WITH VIBRANT CULTURAL LIFE**

Hamburg offers you the very best in entertainment – and the Reeperbahn, with its countless bars and clubs is famous around the world. In addition, the metropolis on the Elbe river offers a wide range of musicals, the state opera, ballet, theater, and many high-caliber museums to discover. This gives you any number of options to spend unforgettable trade fair evenings with your customers.

This diversity makes the cosmopolitan Hanseatic city on the Elbe river the perfect venue for a groundbreaking wind fair – and it will make your stay an experience to remember.





WINDENERGY HAMBURG

# Real Added Value – Much More than a Trade Fair

With its comprehensive supporting program, WindEnergy Hamburg gives all exhibitors and visitors the opportunity to expand their knowledge and intensify contacts. There will be a high-caliber program on offer with specialist forums and conferences, workshops, and lectures – all playing a significant contribution to the development of the wind energy sector.





## **AFTER A LONG DAY AT THE TRADE FAIR**

As an exhibitor at WindEnergy Hamburg, you will be able to continue your discussions with customers and business partners long into the evening. After all, once the trade fair halls have closed, what better than to resume the dialog over a glass of beer in a relaxed atmosphere. You will find many locations in the immediate vicinity of the trade fair – letting you carry on with those interesting conversations.

## **OUR NETWORKING PROGRAM**

- Grand opening: the official trade fair reception
- VIP program with reception given by the Senate of the City of Hamburg
- VIP Guests Club
- Full-service package for official delegations
- Dine & Walk – the great exhibition stand party
- Socializing activities and business matching
- Guided tours of the WindEnergy Hamburg trade fair
- Knowledge Café
- Wind recruiting / job exchange
- Excursions to wind parks in the region, to offshore specialists in the port of Hamburg harbor and to research institutions
- “Beaufort Bar” within walking distance
- Shuttle transfer to various bars, and much more

Over these four days, Hamburg will be devoted to the subject of wind energy. Here is where the global wind community meets!





WINDENERGY HAMBURG

# Your Decision – Your Registration

Be there right from the start and reap the benefits. Register now as an exhibitor for WindEnergy Hamburg 2014 to make sure you get your desired stand location. Participation fees and options are listed in the enclosed registration documents, and online at [windenergyhamburg.com](http://windenergyhamburg.com).

## **FREE ADMISSION TICKET VOUCHERS**

Have an impact on the quality of the 40,000 trade visitors: the business partners and customers you invite get free admission to WindEnergy Hamburg 2014.

## **SPONSORING**

Create a powerful presence for your company well beyond the confines of your exhibition stand! We offer attractive sponsoring options either as package deals or tailored to your individual needs. Feel free to contact us to find out more: [info@windenergyhamburg.com](mailto:info@windenergyhamburg.com)  
We also offer special deals for media partnerships.

## **FOREIGN REPRESENTATIONS**

The foreign representatives of Hamburg Messe are internationally experienced agents and competent points of contact for our guests located abroad. They represent the Hamburg Fair in more than 40 countries, and provide exhibitors with local support in all issues relevant to our trade fairs. For more information please visit <http://hamburg-messe.de/en/exhibitors/foreign-representatives>

The future of wind energy is being created here. Help us shape it!



WINDENERGY HAMBURG

# All Information – Updated Daily

To catch up with the latest and most interesting news about  
WindEnergy Hamburg, please visit [windenergyhamburg.com](http://windenergyhamburg.com)

Here you can register your stand online –  
and register for our newsletter.



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