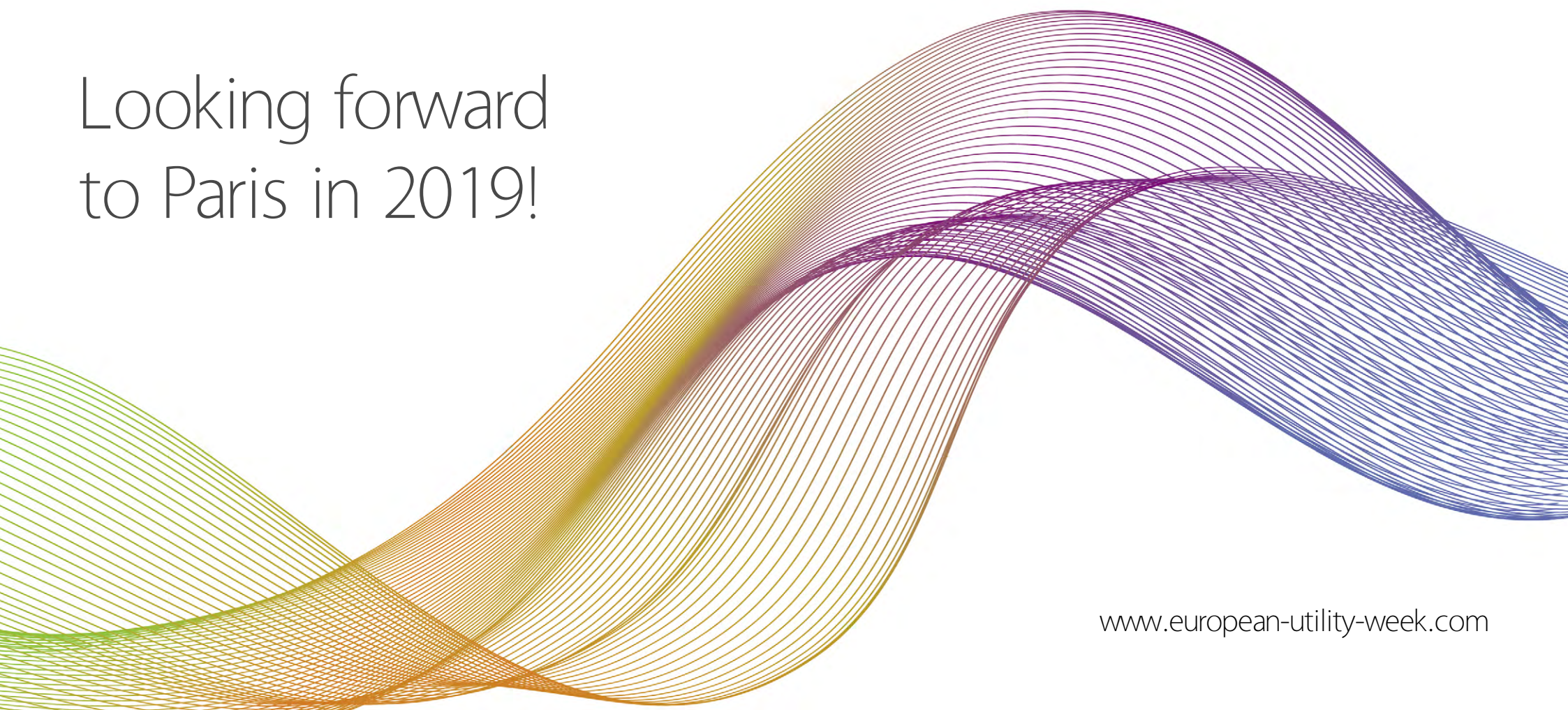


# European Utility Week



Looking forward  
to Paris in 2019!



[www.european-utility-week.com](http://www.european-utility-week.com)



# Accompanying the industry through Europe's energy transition

European  
Utility Week



## There was a 'getting-down-to-business' feel about European Utility Week 2018!

While many of the 450 speakers at the event in Vienna tackled how to navigate Europe's electricity evolution, the exhibition floor, packed with 650 exhibitors, saw companies buying-in, metaphorically and literally, to the opportunities offered by the energy transition.

With that transition still in its infancy according to many speakers, there is still untapped – and in some cases, unknown – potential waiting to be unlocked. That's why we are certainly looking forward to what EUW 2019, Paris will bring!



"We are very happy with the level of primary market involvement – the way that utilities embraced this year's event is very rewarding. We also have more involvement from gas grid operators, and that reflects the way that the market is moving."

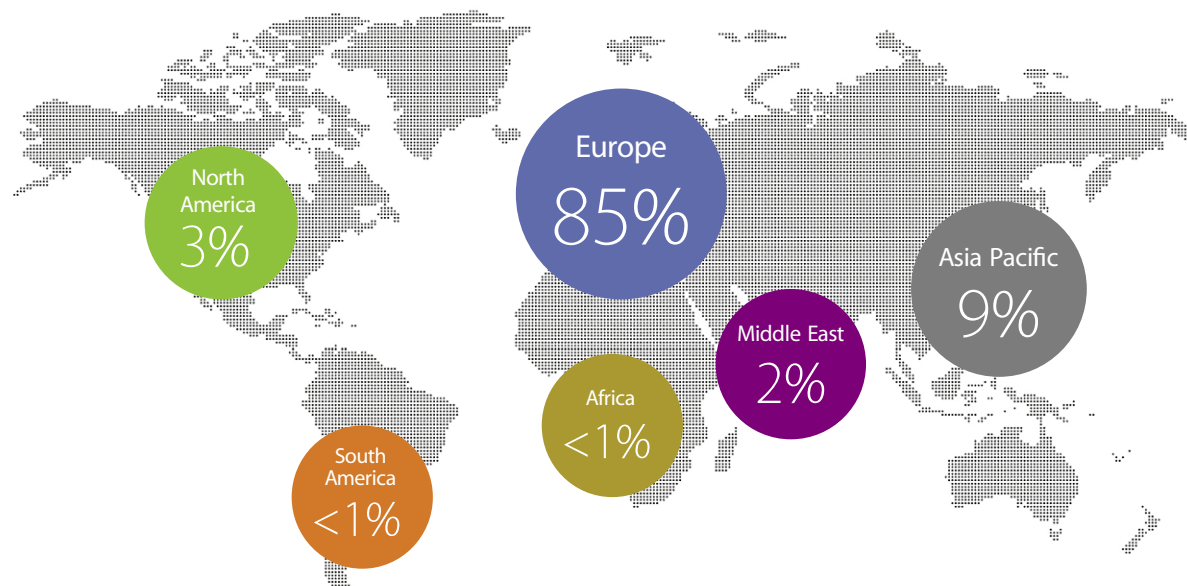
Paddy Young, Group Director, European Utility Week

# Looking back to move Forward

## 2018 quick facts:



## 2018 saw new markets, new regions and new opportunities!



### SPOTLIGHT ON EUROPE:

We have seen a steady growth of attendees year on year. European attendees came from:

Attendee breakdown from Europe	EUW Vienna 2015	EUW Barcelona 2016	EUW Amsterdam 2017	EUW Vienna 2018
Benelux	9%	8%	29%	7%
Germany, Austria, Switzerland	26%	7%	12%	23%
UK, Ireland	8%	8%	9%	8%
Central and Eastern Europe	17%	8%	10%	20%
France	9%	9%	8%	8%
Spain, Portugal, Italy	9%	34%	9%	9%
Scandinavia	6%	6%	6%	5%
Turkey, Greece, Cyprus	3%	3%	4%	4%





Primary market % increase:  
**15%** from Amsterdam in 2017

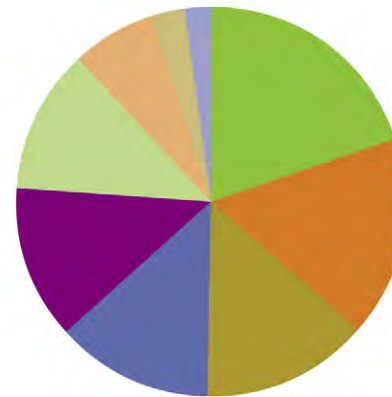
## Increased presence from the following stakeholders:

European Utility Week is the region's premier event for utility industry professionals. But it's not just representatives of utilities who attend. EUW is welcoming more and more energy traders, regulators, policymakers, and commercial and industrial energy consumers to the event.

- Industrial and Commercial energy consumers
- Independent Power Producers
- Small & Medium Utilities
- Energy trading/ Wholesale energy market
- Investors
- EV solutions
- Energy Retailers

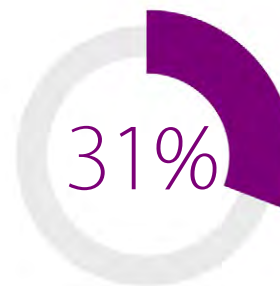


## Seniority

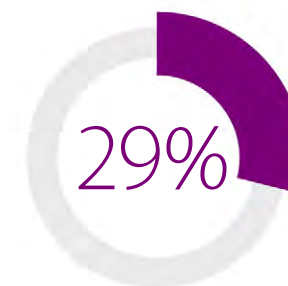


Director or Head of Business Unit	20%
Manager of Business Unit	17%
Project Manager	14%
C-Level/Board Member	13%
Employee	13%
Specialist	12%
Team Leader	7%
Other	3%
Junior Management	2%

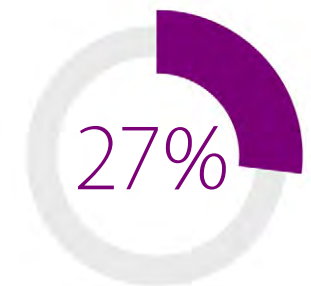
## Purpose of attendance



Networking



Gain knowledge on industry  
and business challenges



Find new business  
partners

**51%**

of our audience indicated they have a  
primary role in purchase decisions

## 650 exhibitors showcasing key solutions such as:

- AI
- Blockchain
- Cyber Security
- Energy Trading
- EV Infrastructure/Charging
- Intelligent Buildings
- IoT
- Smart Cities
- Smart Grids
- Smart Metering
- Storage



## 12 Country pavilions

Together with our network of associations and trade bodies, the country pavilions hosted exhibitors clustered under one flag showcasing innovative solutions and the latest technologies being developed in their region!



Basque  
Country



Canada



Czech  
Republic



France



Flanders



Greece



Italy



Portugal



South  
Korea



Spain



The  
Netherlands



USA

## What our exhibitors said about EUW 2018



82%

of exhibitors rebooked for EUW19



87%

of exhibitors said EUW was THE meeting place for the smart energy community



89%

of exhibitors used the event as a platform for contacts with potential new clients



"Here at Delta Energy & Environment we were very pleased with the experience. Few other events throughout the year can synthesise all the different themes of our research like European Utility Week. It is not only a great opportunity to catch up with or meet new clients, but it also gives you and your colleagues a fresh perspective on your own work."

Alexander Lewis-Jones, Product Manager & Analyst,  
EVs & Electricity Research Service, Delta EE

With changing utility business models comes the need for utilities and grid operators to meet with and do business with new players in the market who can help them with the implementation of new technologies and services.

For example, Enedis was strongly represented at EUW18 in Vienna, with a presence in multiple sessions, involvement on the French Pavilion and showcasing solutions for the development and connection of EV at their stand on the exhibition floor.



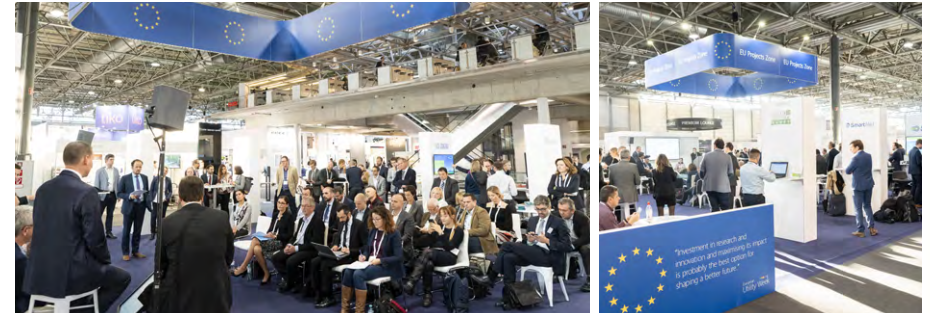
"As a Distribution System Operator serving 35 million customers, Enedis is embracing the smart grids revolution, with a massive roll-out of cutting-edge digital technologies across the entire value chain, including the Linky smart meters. Together with local authorities and all stakeholders involved, we are also powering the development of electric mobility, contributing to the rise of smart and connected territories. We are truly looking forward to welcoming all our European partners "at home", in Paris, during EUW 2019, and to showcasing our achievements as a modern, future-oriented electricity public service."

Philippe Monloubou, CEO, Enedis, France

This year we saw the following innovative utilities and grid operators exhibiting their solutions at EUW:



## EU Project zone



Via Horizon 2020, the **European Commission** supported the biggest EU Research and Innovation program ever including 24 projects showcased at EUW. Projects included:

- BestRes
- EcoSwing
- ELSE
- FutureFlow
- Invade H2020
- Reserve Dominoes
- SOGNO
- The SmartNet Project

[CLICK HERE TO VIEW ALL THE PROJECTS](#)

The EU Project Zone also housed a 3-day free-to-attend Hub Session programme. For more information [CLICK HERE](#)



"Investment in research and innovation and maximising its impact is probably the best option for shaping a better future."

Mercè Grierà i Fisa, DG Communication Networks, Content and Technology, European Commission



# The Strategic Summit breakdown

We work closely with all the major European governing bodies, regulators, lobby groups, utilities and suppliers to squeeze the maximum content value into our three-day programme. Our extensive Summit programme offered 3 exciting components:

## THE LOW CARBON ENERGY PROGRAMME

Offering a detailed roadmap on transitioning towards a low-carbon future.

- Managing a high renewable system
- Regulations for green growth
- The local paradigm
- Commercial viability of storage

## ENERGY MARKETS

Showcasing the future of energy trading, price drivers and the market design.

- Retail markets
- Flexibility markets
- The future of trading
- Creating new revenue streams
- New market design

## DIGITALISATION

Bringing into focus key technologies underpinning the smart energy transition.

- Artificial intelligence
- Cyber security
- Augmented reality
- Blockchain
- The digital citizen

## Daily Opening Keynote Sessions

**CLICK HERE TO VIEW THE RECORDING OF THE OPENING KEYNOTE SESSION FROM DAY 1**



450  
Forward-thinking speakers



3  
Summit tracks



1,500  
High-level delegates

## Delegate profile includes

- Director
- Head of Business Unit/ Innovation
- C-level/ Senior Management
- Leading Market Analysts & Consultants

## Key conclusions from the Keynote Opening Session

"There is huge potential for further electrification! Demand is going to need to follow generation more and more and the grid has to become more intelligent – and that requires innovation." **Ralf Christian, CEO, Energy Management Division, Siemens** and keynote speaker at EUW also added: "Prosumers will play an increasingly important role, and this will lead to a prosumer-centric energy world"

The importance of the customer was also stressed by **Chris Peeters, CEO, ELIA Group** stated that the success of the 21st energy sector hinged on "putting the consumer at the centre of the market". He warned that the role of the consumer in Europe's energy transition "is still underestimated by many players in the market at the moment" and added: "It is not something that we can wait for – it is something that we must anticipate."

**Frauke Thies, Executive Director, smartEn** said: "You can't picture a decentralised energy system working without digitalisation – it is needed to enable decentralisation. Digitalisation and decentralisation inherently go together in a decarbonising system."



## What to look forward to in 2019:

Summit Sessions including:

- The New Energy Mix
- Focus on Gas
- Focus on Commercial & Industrial Energy Users

# The Hub Sessions breakdown

We are proud of the part we have played in facilitating an environment where fomenting of new relations, driving new projects and educating the industry is key throughout the free-to-attend Hub Session Programmes.

## Our Hub Session programme offered 6 exciting components:

1. Digitalisation
2. Energy Revolution
3. Energy Markets
4. Consumer Centricity
5. Initiate!
6. Commercial & Industrial Energy Users



TO VIEW THE HUB SESSION PRESENTATIONS [CLICK HERE](#)

## Key conclusions from the Hub Sessions

Unlocking the digital potential is about more than just technology. “We need to change our assumptions and challenge our mindset,”

“The value chain is changing. The development of the sector in the past was linear. Now we see deep decentralization and other developments that we were not planning for. We have to move to a logic mindset of exponential development. And we have to set data free – data is the key.” said **Signe Horn Rosted VP, ENERGINET, Denmark.**

And in the Energy Markets Hub on the show floor, visitors heard how digital solutions could revolutionise trading if they were adopted more widely across the market. Marius Buchmann, research associate at Jacobs University, said that the rate of utilities investing in digital energy trading solutions was still low – and significantly lower than the spend of digital technologies for assets.



## What to look forward to in 2019:

Hub Sessions including:

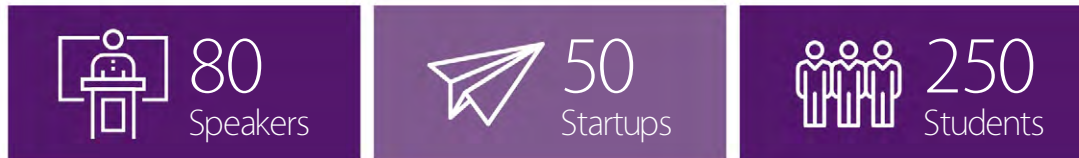
- Hydrogen & Synthetic Gas
- Cyber Security
- Microgrids
- E-Mobility
- Innovative & Enabling technologies such as AI, XR, VR
- Gas and LNG
- Energy Markets



# Initiate! Hub breakdown

# Initiate!

Initiate!, our very own innovator platform, in which we invite start-ups, students, young energy professionals, investors and those at the forefront of the smart energy revolution to share latest ideas and inventions.



## Key Initiate! highlights:

- Startup Programme
- Young Talent Programme
- Investor drinks reception
- Closing Keynote Summit Session held on the Initiate! Hub



"The well organised Accelerate 2 Initiate! Pitch competition was an excellent way to present ourselves to Europe's leading Utilities. Being selected by Wien Energie made it an even more successful event. Would highly recommend any scale-up to join!"

Paul Mignot, Founder & CEO, Within The Grid

[TO VIEW THE INITIATE! HUB SESSION PRESENTATIONS CLICK HERE](#)

## The Initiate! Manifesto "A New Energy Economy"

2018 Discussed the following topics:



### Decentralised Power

Goodbye gatekeepers - Hello internet of energy



### Transition to Fair Energy

Goodbye oligarchy, hello democracy



### Decentralised Intelligence

Goodbye bureaucracy, hello autonomy

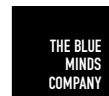
[CLICK HERE TO READ THE MANIFESTO](#)

## Thanks to all our Initiate! sponsors and endorsers for your support

### Initiate! Lead Partners



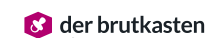
### Initiate! Partners



### Ambassador University



### Initiate! Endorsers



# What we are Looking Forward to in 2019



There is a sector that consumes 26% of Europe's energy each year! The commercial and industrial energy users.



"We are seeing that the industrial and commercial companies are taking more responsibility for their energy. There is also a growing involvement of these companies in EUW, and that is very gratifying as we grow our programme to cater to this group."

Paddy Young, Group Director, European Utility Week

With Europe targeting a 40% cut in carbon emissions by 2030 and 60% by 2040, it is vital that the power consumed by these companies is as low carbon as possible. For the commercial and industrial sector, the much-talked-about energy trilemma of Security, Affordability, Sustainability has never been so important. Energy is a significant component of their production costs and a key factor of their competitiveness.

The commercial and industrial energy users programme was a key attraction at this year's event for associations such as IFIEC (The Industrial Federation of Industrial Energy Users), and will be expanded further when the event moves to Paris in November 2019.

## CIED Partners



## What's next?



## EUW will travel to Paris next year!

Save the date: 12-14 November 2019

"Paris is an ideal location as it is not only on the doorstep of French industry, it is also easily accessible for the increasing number of power and utility companies from across Europe who are speaking, exhibiting and visiting EUW in increasing numbers every year," says **Paddy Young, Group Director, European Utility Week**.

### WHAT TO EXPECT:

- 25 % of EUW visitors will be French
- Paris was named as the European Capital of Innovation last year by the EU, and will showcase cutting-edge technologies and thought-leadership.
- Great support from the French smart energy sector
- Growing and evolving role of gas
- The impact on data and digitalisation processes with the rollout of 5G networks
- A dedicated CIED programme in the Summit
- EUW will co-locate with POWERGEN Europe, the flagship power generation show



# Multiple Business Opportunities

Gain maximum exposure from the energy sector and enhance your business profile. Why not exhibit your services at European Utility Week and POWERGEN 2019?



**European Utility Week and POWERGEN Europe** will combine to offer an end-to-end European energy experience for the whole energy supply chain, under one roof.

The union of these events comes about with the knowledge that in an increasingly busy and digital world, people will connect if there's strong content, the right audience, planned networking, great business opportunities, and an outstanding experience.

Whoever you are looking to meet, we have the right platform to help you do this.



"By co-locating POWERGEN Europe and European Utility Week, we will be able to offer a truly end-to-end power event for the whole electricity value chain. The co-location will facilitate an unparalleled meeting place for the entire power & energy sector in Europe and one which will help to facilitate the acceleration of the clean energy transition."

Rick Wall, Managing Director, Clarion Energy

European Utility Week and POWERGEN Europe will offer a 3-day platform to reach your target audience and beyond. These events offer an array of opportunities available for every budget to ensure a high level of exposure.

Leverage your participation by choosing to be present across both event offerings or within your segment. It's up to you. Mix and match your speaking slots and your presence to best suit your business strategy and audience.

We offer many packages designed to accommodate your business objectives:

**Maximum year-round partnerships:**

- Platinum Partner
- Gold Partner
- Silver Partner
- Utility Partner
- Sponsor
- Exhibitor

**Included in the packages:**

If you choose to use European Utility Week, POWERGEN Europe or both events as your promotional platform, you will raise your profile to the end-to-end smart utility community.



**CLICK HERE FOR MORE INFORMATION ABOUT OUR PACKAGES**



# Utility Programme offers Utilities More, for Less!

During EUW18 we saw a record-breaking amount of utilities and grid operators, showcasing their services and solutions on the exhibition floor in various forms such as participating in country pavilions, in project zones or as stand-alone exhibitors.

We also saw an increase department representatives from utilities and grid operators. Represented departments included:

- Asset management
- Business development
- Commercial development
- Capital investment department
- Consumer & Markets
- Customer service
- Gas & Power
- Hydrogen & Storage
- Innovation & partnerships
- International regulation
- International relations
- Metering and installation
- Network technology
- Power network company
- Purchasing
- R&D
- Settlement & metering
- Strategy & development
- Trading
- Urban solutions

We have so many options for utilities and grid operators wanting to participate or visit the event at discounted rates.

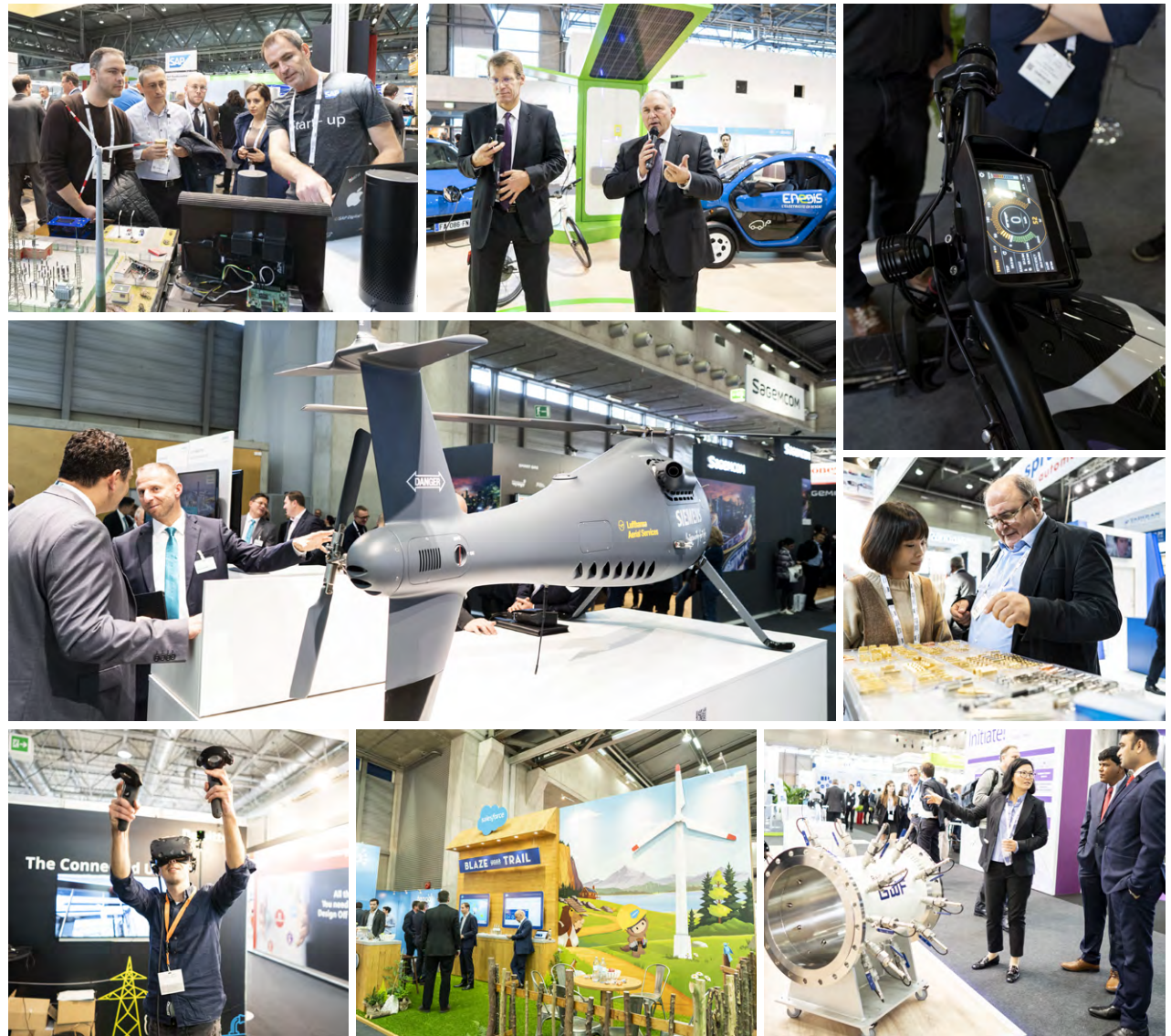
The Smart Utility Plan offers utilities and grid operators the possibility to attend the event for special rates and includes the option to bring up to 8 colleagues from different departments for free!

Interested in exhibiting at European Utility Week at a discounted rate? Or interested in attending with more colleagues at a special rate?



CONTACT ME:

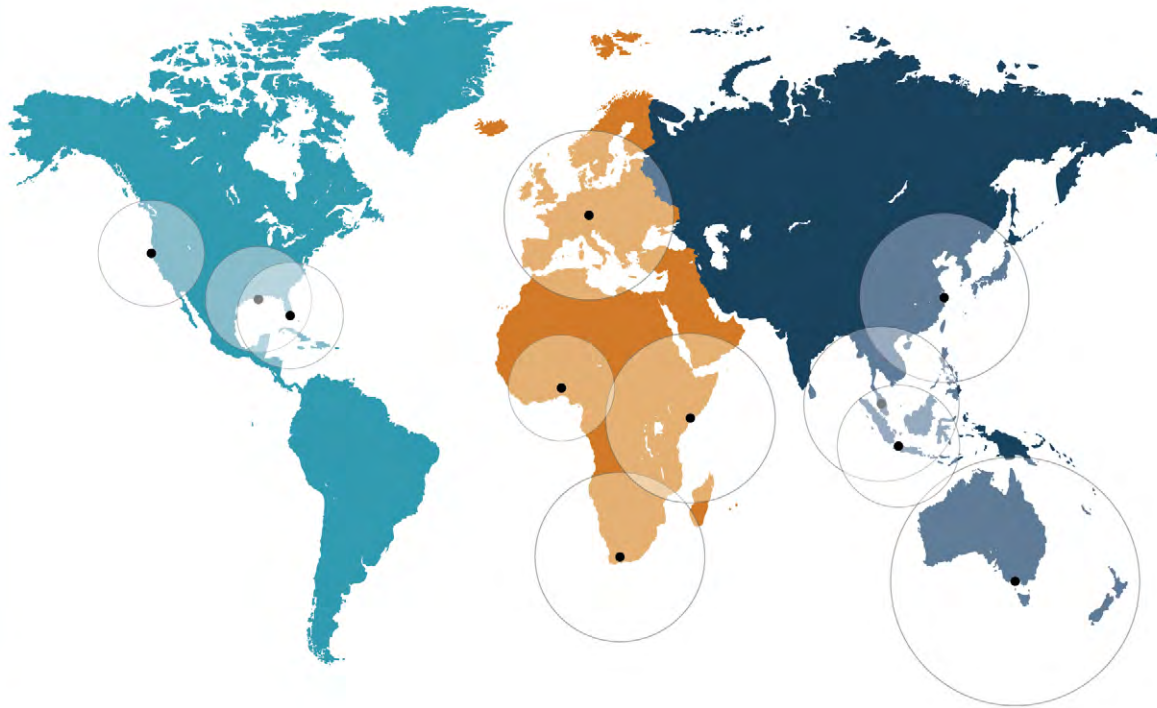
**Rogier Kuttischreuter**  
Utility & Partner Liaison  
[Rogier.kuttischreuter@clarionevents.com](mailto:Rogier.kuttischreuter@clarionevents.com)





# A TRULY GLOBAL PRESENCE

In early 2018 Clarion Events acquired PennWell. As part of the integration, a number of PennWell's leading events including DistribuTECH, POWERGEN and HydroVision have been added to leading Utility Week and Future Energy events portfolio to form the Power & Energy Series from Clarion Energy, a World Leading Portfolio of Events.



The Power & Energy Series attracts an international audience of decision-makers, buyers, operators, suppliers, government officials, and investors. Our global events facilitate the meeting place for these international stakeholders to connect, learn from each other and source solutions to move their business forward. Whoever you are looking to target and wherever they are based you can now do this easily with events in the Americas, EMEA, and Asia-Pacific.

Interested in this global programme?

[CLICK HERE TO CONTACT US!](#)

## ● The Americas



## ● EMEA



## ● Asia-Pacific



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Global Knowledge Partner



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