

KEY ENERGY - PHOTOVOLTAIC TAKES OFF AGAIN

Presented in Milan Key Storage and Key Solar, the new expo sectors of Ecomondo-Key Energy, the Italian Exhibition Group event being held at Rimini expo centre from November 7th to 10th

Rimini, 5th April 2017 – The photovoltaic energy sector has finally begun to grow again in Italy and will continue to do so in coming years. Several scenarios foresee an increase in the realization of solar plants; the energy storage sector also has important development potential. All this emerged yesterday in Milan at the crowded meeting dedicated to the prospects of photovoltaic energy and energy storage in Italy and presenting **Key Solar, the new expo sector dedicated to photovoltaic energy**, and **Key Storage, dedicated to the storage of energy obtained from renewable sources**. The event was organized by **Italian Exhibition Group**, the trade expo company founded by the merger between Rimini Fiera and Fiera di Vicenza.

The two new expo spaces will complete the products and solutions offered by **Key Energy** (Rimini expo centre, 7-10 November 2017), the only Italian event dedicated to renewable energy, which also hosts **Key Efficiency**, dedicated to technology, systems and solutions for intelligent use of resources, and **Key Wind**, focused on wind energy and organized with the support of ANEV, Italy's National Wind Energy Association, which for the 2017 edition will be full of new features, with European partners and the sector's big players. All this will be held simultaneously with **Ecomondo, the huge green economy showcase**.

IEG's Italian Shows Director commented, *"It is a new sector, which highlights the great interest for photovoltaic energy and accumulators. "Since we talk about circular economy, we just had to open a window on such an important sector for business, meetings and in-depth discussions. The new opportunities presented today show great opportunities for development: As always, Ecomondo integrates them in its concept of circular economy."*

At the meeting it emerged that in 2016, in Italy, renewable energy sources covered approximately a third of total electricity consumption and the GSE foresees that the photovoltaic trend will become more established in the future, leading to the installation of approximately 1.5 GW by 2020. According to the Anie Rinnovabili Observatory, photovoltaic installations maintained good performance last year too: a total of 369 MW was reached, with an increase of 22% on 2015. There was also an increase (9%) in the number of generation units connected. The majority of the installations are reported as being of a residential nature (less than 20 kW power) and service/SME (up to 100 kW).

Gianni Silvestrini, chairman of the Key Energy Scientific Committee, stressed, *"The success of today's initiative outlines the development situation in the solar energy and storage sector shown by the figures but, above all, by the prospects existing in the various sectors; for example, the upgrading of existing plants opens up very interesting prospects. Storage, combined with photovoltaic energy, will play an increasingly important role: in Germany, approximately half of the photovoltaic plants installed last year were combined with a storage system."* He added, *"It is necessary to overcome some limits that hinder the possibility of putting into practice solutions that are already being explored in other countries. I think this technology will be of key importance for achieving the 2030 target and there will be renewed interest already in 2017, with figures based on economics, not incentives."*

It was also mentioned that a turnover of 150 million euros is estimated on the storage market from now until 2025. For 2016, a record figure of 1.2 GW of global capacity installed should be reported, with an increase of 500 MW compared to the previous year. The market currently has a value of 6 billion euros, but should exceed 15 billion by 2020. Europe has 45 GW installed out of a world total of 170 (60 in Asia and 21 in the USA) and Italy is one of the world's top countries with 7 GW.

The proceedings ended with a round table at which participants included **Alberto Pinori** (Chairman, Anie Rinnovabili), **Fabio Zanellini** (Chairman of the Technical Commission of ANIE Energia's Gruppo Accumuli) **Paolo Rocco Viscontini** (Chairman, Italia Solare) and **Massimo Venturelli** (Chairman of ATER, Italy's Association of Renewable Energy Technicians).

FOCUS ON ECOMONDO AND KEY ENERGY 2017:

Category: International expos; **Organizer:** IEG SpA; **frequency:** annual; **edition:** 21st Ecomondo and 11th Key Energy; **admittance:** trade members and general public; **tickets:** full-price 25 euros; info on special rates and season tickets: <http://bit.ly/2nUAW8u>; **hours:** 9 am – 6 pm, last day 9 am – 5 pm; **Italian exhibitions director:** Patrizia Cecchi; **group brand manager:** Alessandra Astolfi; **Ecomondo and Key Energy brand manager:** Mauro Delle Fratte; **exhibitor info:** tel. +39 0541 744111; **e-mail:** ecomondo@iegexpo.it; **websites:** www.ecomondo.com; www.keyenergy.it **Facebook:** www.facebook.com/EcomondoRimini; **Twitter:** <http://twitter.com/Ecomondo>; **official hashtag:** #ecomondo

IEG PRESS CONTACTS

head of national Media & corporate communication: Elisabetta Vitali;

head of international media & corporate communication: Patrizia Rovaris;

Rimini office:

press office manager: Marco Forcellini;

communication specialists: Alessandro Caprio, Nicoletta Evangelisti Mancini and Jacopo Frenquellucci

+39 0541 744510 mediarimini@iegexpo.it