

## The next level of the energy transition: WindEnergy Hamburg points the way

**The signal is unmistakable: The wind energy industry stands ready to tackle the challenges of the energy transition. For four days, the Who's Who of the international wind industry gathered in Hamburg to exchange insights at WindEnergy Hamburg, the global flagship fair, and showcase the latest technologies for onshore and offshore wind energy. An unprecedented variety of exhibiting companies delivered proof that the world's leading wind industry trade fair is not only a marketplace and networking platform for current developments but also an indispensable innovation driver for the energy transition.**

**Hamburg, 27-09-2024** – Whether on land or at high sea, the ability to accelerate the development of technology and its implementation in specific projects will decide about the success of the global energy transition. From 24 to 27 September, Hamburg's exhibition campus was once again the central meeting place of the global wind industry, which joined forces to drive the green transformation forward. At the same time, WindEnergy Hamburg 2024 set new standards, underpinning its status as the foremost platform for innovation and international collaboration. With more than 1,600 exhibitors and over 43,000 participants from around 100 nations all gathered in Hamburg, we have brought together all the stakeholders that are essential for the success of the energy transition, which is so important for us," said **Claus Ulrich Selbach**, Business Unit Director Maritime & Technology Fairs. "The mood in the halls was extremely positive on all days, and there was great enthusiasm." Focal topics at the four-day event included next-generation high-output wind turbines, hybrid energy storage systems, and digital monitoring solutions.

German Vice-Chancellor **Dr Robert Habeck**, who participated in the opening ceremony remotely, called wind energy the backbone of the energy transition in Germany, saying: "Wind is already the most important energy source today, but we want to make greater strides towards expanding it further. The very high numbers of permits granted for onshore projects and of contracts awarded in recent calls for tenders prove that our political initiatives are effective, while laying down the foundation for dynamic expansion. Let us keep up the momentum!"

### Open conference format provides plenty of food for discussion

On five stages that were freely accessible to all participants, more than 300 speakers provided fascinating insights into the future of wind energy. In over 220 sessions and at numerous other networking opportunities, experts from politics, business and science explored global trends, presented new technologies, and discussed the role of wind power in the fight against climate change. This wide spectrum of topics was owed in part to the close cooperation between the organisers of the fair and national and international partners, such as the Global Wind Energy Council (GWEC), the European industry association WindEurope, the federal organisation

Bundesverband WindEnergie e.V. (BWE), and the German engineering industry association, VDMA Power Systems. “The trade fair is an excellent opportunity to meet customers and interested parties, discuss new projects and cooperations and network with other stakeholders,” concluded **Udo Bauer**, CEO of Enercon and VDMA representative.

### **Looking ahead: AI CENTER, Young Innovators and Recruiting Forum inspire interaction**

Digitalisation was just one of the forward-looking topics at the top of WindEnergy Hamburg’s agenda this year. This was especially evident at the AI CENTER where innovative newcomers presented smart solutions for applications such as Virtual Asset Management, AI-driven generation forecasting, or AI-powered trading, demonstrating how Artificial Intelligence can help optimise processes. Similarly, the solutions showcased by young enterprises in the Startup Area for Young Innovators addressed a wide range of applications in the wind energy industry.

To tackle future challenges and continue growing, the sector urgently needs personnel. Therefore there was a strong focus on recruiting during the two final days of the fair. The Recruiting Days provided a platform for employers to attract qualified career changers, university students and young professionals.

### **Successful anniversary celebration: WindEnergy Hamburg turned 10**

It was ten years ago that the world’s leading wind industry fair celebrated its inauguration. It has since developed steadily to become a cornerstone of the global energy transition. “This year’s anniversary edition of WindEnergy Hamburg demonstrated in impressive ways how innovative and powerful this sector is. Insightful panel discussions of top-flight experts, but also face-to-face conversations at the exhibition stands have shown once more why the wind energy industry gathers in Hamburg at regular intervals for this exhibition,” said **Bärbel Heidebroek**, Managing Director of Landwind Group and BWE President.

International cooperation is a key aspect of the fair, as evident in the 3xRenewables campaign which endeavours to triple the global renewable energy capacity to at least 11,000 GW by 2030. “WindEnergy Hamburg is the most important trade fair for the industry. The topics discussed here set the stage for how we can make the 3xRenewables vision a reality across the world,” said **Girish Tanti**, Vice-Chairman of Suzlon Group and GWEC Vice-Chair. “Being part of it is a must,” concluded **Heiko M. Stutzinger**, CEO of Hamburg Messe und Congress, after four lively and busy trade fair days. “WindEnergy Hamburg is not only marketplace but also the global pulse generator of the energy transition. What is shown here in these exhibition halls serves as an example for the whole world.”

The next WindEnergy Hamburg will take place from 22 to 25 September 2026.

The numbers mentioned are preliminary estimates based on statistics from the last day of the event, 12 o'clock noon. For further statements from WindEnergy Hamburg 2024 participants please go here.

For more information as well as photos and press releases for downloading, please visit the fair [Website](#), [LinkedIn](#) or [Instagram](#)

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