

## GENERA displayed the progress made by the energy sector in efficiency and sustainability

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The 18th Edition of GENERA, the International Energy and Environment Exhibition was held between the 24 and 2 of February. 10,406 professional visitors from 45 countries attended the Fair to discover the latest breakthroughs in efficient, sustainable technology and energy solutions, presented by 256 exhibitors.

Organised by IFEMA with the support of the Institute for Energy Diversification and Saving (IDAE), the Exhibition presented an especially diverse range of content that focused on various energy sources -solar thermal, solar photovoltaic and solar thermal, hydraulic, biomass, wave and mini-wave energy, hydrogen and battery, geothermal. There were also a series of solutions oriented towards energy savings. The exhibits showed interesting technical progress applied to fields such as lighting, home automation, cogeneration and micro-cogeneration, insulation, storage, energy control and management, among others.

### Professionalism

One of the most valued characteristics was the professionalism of the visitors. Statistics show that 14.9% of visitors were from the installation and maintenance sector and the same proportion, 14.9%, were consultants, designers, and project developers. Energy production and distribution professionals were in attendance and accounted for 7.1% of visitors. Other profiles, from the fields of architecture, Public Administration, construction, real estate promotion and energy service companies also attended.

Regarding geographical scope, it is noteworthy that half the visitors were from outside Madrid, mostly from Andalus Castilla y León and Valencia. 5% of this edition's visitors were from outside Spain and hailed from 45 countries; Portugal led the field with 42% of foreign visitors.

### Information and debate on the sector

GENERA also hosted an interesting programme of Technical Seminars, in which 1,450 visitors attended 22

conferences . Finance mechanisms, energy audits, management and monitoring systems, innovation, own-consumption, or the effect of legislation were, among others, some of the subjects analysed and debated by the sector's leading associations and stakeholders who offered their point of view on the opportunities and perspective for development in the field of renewable energies.

On the 24th and 25th, GENERA also hosted the International Bilateral Meetings on Energy and Environmental Technology Transfer, organised by the Fundación para el Conocimiento madri+d. 140 meetings were held, 240 technological profiles were presented and over 100 public and private bodies took part. The activity was rounded off by the 2nd Seminar on the participation of Madrid-based Institutions in European Energy and Environment Projects and a Round Table on Innovative Public-Private Projects in the Energy Sector.

Another of GENERA's regular features, the INNOVATION GALLERY, displayed some of the progress made and research carried out by several companies and institutions from a selection of 19 projects for which the high degree of technological innovation and commitment to sustainability and efficiency was considered outstanding

GENERA was held at the same time as CLIMATIZACIÓN, the International Air Conditioning, Heating, Ventilation and Refrigeration Fair, making for a simultaneous -encounter with technology, energy efficiency and sustainability ,which their shared professional public found extremely attractive and which boosted attendance at both events.

#### GENERA in Latin America

Energy sector companies with international horizons have their next milestone at GENERA Latinoamérica, organised in Chile by IFEMA and FISA, the main Chile's main Exhibition Company. The event will be held on 7 - 9 October at the Espacio Riesco de Santiago de Chile. This context opens interesting business opportunities in a market with great potential for development in the energy sector.