

## World's No. 1 Trade Fair for the Glass Industry and ENERGY STORAGE EUROPE to cooperate

ENERGY STORAGE EUROPE (ESE) 2021 expands its industrial and commercial focus to now cooperate with glasstec – the leading global trade fair for the glass sector.

The new partnership complements ESE's existing cooperation with the metal and plastics industry as well as with the retail and viticulture sectors. Within the scope of these cooperations, industrial and commercial users will be informed about energy storage systems and actively invited to ESE. This way, Messe Düsseldorf is networking energy storage manufacturers with users, thus giving new impetus to industrial and commercial decarbonisation.

"The former partner trade fairs of ESE alone have recorded over 9.000 exhibitors and more than 300.000 visitors. We will inform them about energy storage applications via selected information channels of Messe Düsseldorf. This gives ESE exhibitors, energy storage providers and energy efficiency experts access to exciting new customer groups," explains Dr. Andreas Moerke, Executive Team Manager of ENERGY STORAGE EUROPE.

The glass industry has always taken an avid interest in improving its energy efficiency since many of its manufacturing processes require a lot of energy. Recently, however, numerous companies have stepped up their commitment even further, as is demonstrated by the selection of 'dena' flagship projects for CO2 reduction in industry: this year four out of the 13 selected projects came from the glass industry.

### Information specifically geared to Users

As part of this cooperation glasstec will use its information channels to inform enterprises in the glass industry about the ranges offered at ESE and possible applications for energy-storage systems.

ESE in turn will include glass production and processing as focal themes in its information portfolio. There will be an additional themed 'Glass' area at the central "Decarbonization Hub", a special exhibition area for consulting users. Furthermore, free best-practice lectures will be offered at the Forum of the exhibition hall.

### Strong Interest already taken in 2020

ENERGY STORAGE EUROPE launched the information offers specifically geared to energy storage users from partner industries this



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Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
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 FKM – Gesellschaft zur  
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year and met with great interest from the start: “The postponed ESE 2020 already showed that there is a strong interest in de-carbonisation and

energy-storage technologies in our partner industries: we received several hundred registrations from potential users,” adds Dr. Moerke.

### **New Digital Format of glasstec**

glasstec VIRTUAL takes place from 20 - 22 October. This new digital knowledge and networking platform offers exhibitors extensive services to present themselves to the sector and interact with potential customers. All participants of glasstec VIRTUAL will have free access to the 3-day conference programme plus all additional online ranges of the exhibitors for the duration of the event. You can register now at [virtual.glasstec.de](https://virtual.glasstec.de).

### **About ENERGY STORAGE EUROPE 2021 | Düsseldorf Exhibition Centre | 16.03. - 18.03.2021**

ENERGY STORAGE EUROPE is the leading trade fair for the global energy storage industry focusing on the applications for energy-storage systems and on industrial de-carbonisation. The concurrently held international technical conferences offers the world's most extensive conference programme on all energy-storage technologies. It includes the 9th ENERGY STORAGE EUROPE Conference (ESE) of **Messe Düsseldorf** and the 14th International Renewable Energy Storage Conference (IRES) by EUROSOLAR e.V. Focal themes include economy and finance (ESE) as well as science and research (IRES).

[www.eseexpo.de](https://www.eseexpo.de)



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