

LATAM's Innovation Hub for the New Energy World



SETTING ENERGY TRENDS

POST SHOW REPORT 2019

IMPRESSIVE LAUNCH OF THE SMARTER E SOUTH AMERICA

Accelerating the transformation to make renewable energy available 24/7 – that's the vision of The smarter E South America, LATAM's innovation hub for the new energy world. And LATAM's largest platform for the renewable energy industry is not alone in this vision – a variety of stakeholders in the modern energy industry gathered in São Paulo. It is clear that the new energy world is renewable, decentralized and digital. With a total of 342

exhibitors and around 25,000 visitors from 39 countries, The smarter E South America was the place to be for the drivers of the clean energy transition in LATAM. A total of three energy exhibitions took place at the innovation hub from August 27–29, 2019: Intersolar South America, ees South America and Eletrotec+EM-Power. The exhibitions were accompanied by the special exhibition Power2Drive South America.

The smarter E: Leading energy exhibitions under one umbrella



VISITORS
25,000



SPACE
21,000 sqm



EXHIBITORS
342



VISITOR COUNTRIES
39



RETHINKING LATAM'S ENERGY SUPPLY

| 1 STAGE, 2 WORKSHOP ROOMS – COUNTLESS HIGHLIGHTS

Information, education and trainings were an integral part of the three-day event. The smarter E South America offered a comprehensive workshop program to train knowledge and skills. Workshop attendees learned from experienced presenters and saw instructive best practices and case studies. Exhibitors and partners displayed their products and solutions at the Innovation & Application Stage where visitors were welcome to see the latest innovations and industry trends for free.

Extract of the Workshop and Stage Program:

- Brazilian Energy Storage Day
- pv magazine – Quality Roundtable
- Market Study and Energy Storage Applications in Brazil
- AWARD Finalists and Winners presentations

50

Sessions,
Workshops
and Side Events

110+

Expert Speakers

4

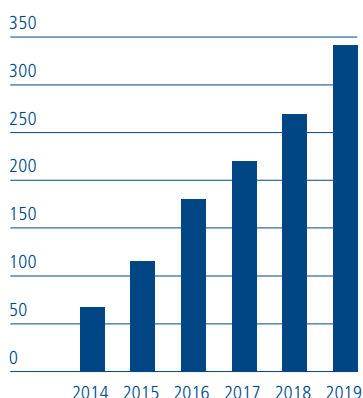
AWARD
Finalists and
Winners on Stage

38

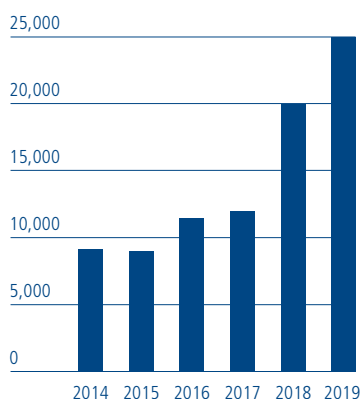
Hours filled
with Workshops and
Stage Presentations

GROWTH OF THE SMARTER E SOUTH AMERICA

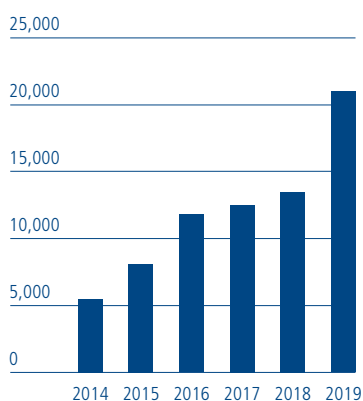
Number of Exhibitors



Number of Visitors



Exhibition Area (gross)



RIISING NUMBERS – THE LARGEST PLATFORM FOR RENEWABLES IN LATAM KEEPS GROWING

In total, 2018 saw the installation of 1.2 GW in newly added solar PV capacity in the Brazilian market: 390.2 MW in the distributed generation segment and 802.7 MW in the centralized generation segment. By the end of 2019, the Brazilian Photovoltaic Solar Energy Association (ABSOLAR) projects an additional 1 GW to be added to the grid.

The renewable energy market in Brazil is and keeps growing – and so does The smarter E South America! Compared to last year's edition, both visitor and exhibitor numbers grew by 25%.

25,000 attendees from LATAM and the whole world

The biggest visitor groups came from Brazil followed by Argentina, China, Spain, Peru, Chile, the United States of America and Germany. In total, visitors from 39 countries flocked to São Paulo to attend The smarter E South America. Exhibitor SunPower Corporation underlines the quantity and quality of the visitors by saying "Huge, knowledgeable audience excited to make deals".

International innovations on the exhibition floor

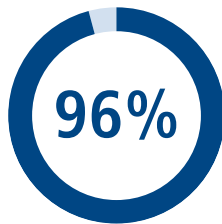
Most of the exhibiting companies were of Brazilian origin followed by exhibitors from China, India, Germany and the United States of America. In total, exhibitors from 12 different nations presented their innovative products and solutions.

100% satisfaction and fulfilled expectations

As the onsite feedback and the exhibitor survey showed, the exhibitors were more than satisfied with the event. As RainWise Inc. states: "The show far exceeded our expectations".

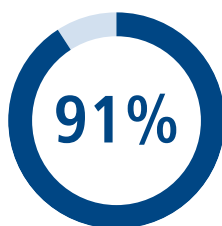
The figures for the years up to 2018 are for Intersolar South America. 2019 is for The smarter E South America.

Satisfaction



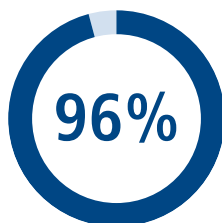
of the visitors were satisfied or very satisfied with The smarter E South America 2019.

Gaining Information



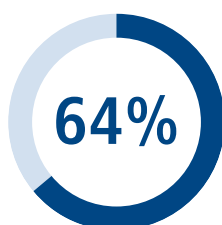
of the visitors achieved their goal of gaining information about new technologies and market developments.

Number of Exhibitors



of the visitors were satisfied or very satisfied with the number of exhibiting companies.

Closing Deals



of the visitors attended the exhibition with the intention to close business deals.

MAKING CONTACTS – CLOSING DEALS

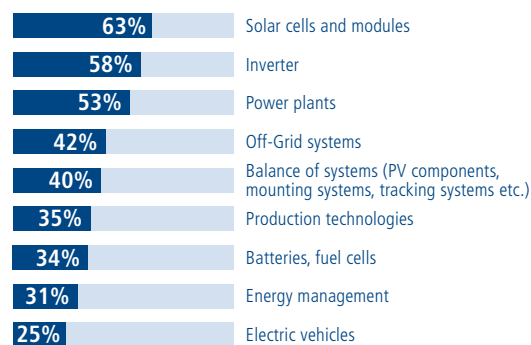
96% of the visitors were satisfied with the number of exhibitors onsite. 94% of the visitors appreciated the quality of the exhibiting companies.

We thank our 2019 The smarter E South America exhibitors!



Partial listing only! Find complete list online.

Visitors' Areas of Interest¹



Visitors' Field of Activity¹

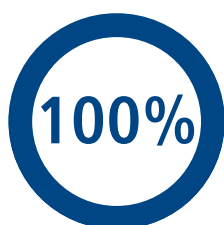


¹ Multiple responses possible.

ENTHUSIASM MEETS INNOVATION AND KNOWLEDGE

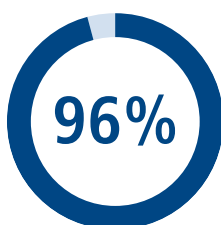
“ The smarter E South America is the to-go-to show in Brazil for the solar PV market. This is the place where business deals are made. ”
U.S. Commercial Service

Intention to Participate Again



of the exhibitors
will definitely or likely
take part again in 2020.

Quality of Visitors



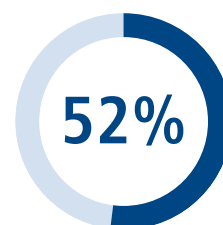
of the exhibitors were
satisfied with the
quality of visitors.

Recommendation



of the exhibitors will
definitely or likely recommend
exhibiting to other companies.

Internationality



of the exhibitors were
international exhibitors from
12 different countries.

LATAM IS MAKING ITS MARK ON THE GLOBAL SOLAR MAP

| INTERSOLAR SOUTH AMERICA – SOUTH AMERICA'S LARGEST SOLAR EVENT!

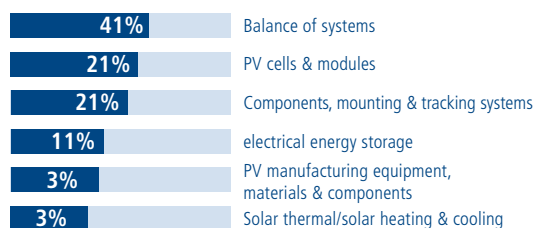


Intersolar South America, South America's largest exhibition and conference for the solar industry, has a focus on the areas of photovoltaics, PV production and solar thermal technologies.

The complete value chain of PV and ST was shown at the exhibition floor – PV cells and modules manufactures, BOS, components, tracking, applications, and distributors. Global brands and local heroes presented their latest technologies and showed possibilities to earn and save money, and to be up-to-date on solar developments.

At the accompanying Intersolar South America Conference, supported by premium partner and content provider ABSOLAR, renowned experts shared their knowledge about the hot topics in the industry.

Exhibiting Companies represented by Segment



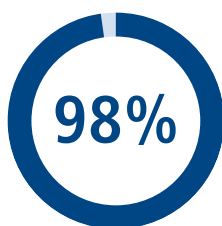
INTERSOLAR SOUTH AMERICA CONFERENCE – SHARING INFORMATION AND STRATEGIES

More than 110 speakers shed light on the aspects of a renewable, decentralized and digital energy supply. More than 1,600 attendees learned about the topics shaping the renewable energy market and discussed the chances and challenges coming up in 50 sessions, workshops and side events.

Session Highlights

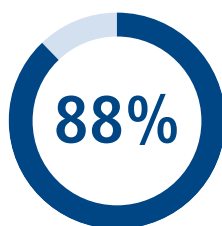
- Trends in Solar PV Value Chain
- Electrical Energy Storage –
What's in for Brazil? Status & Prospects
- Changemakers in Action:
Success Stories with Solar PV Distributed Generation
- The Future of Solar PV Distributed Generation in Brazil

Expectations Fulfilled



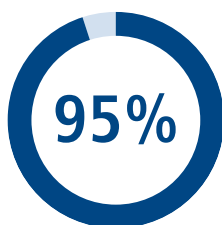
of the attendees felt that the conference fulfilled their reason for attending.

Satisfaction



of the attendees were very satisfied or satisfied with the conference format and content.

Returning Attendees



of the attendees will definitely or likely attend again next year.

Recommendation



of the attendees will definitely or likely recommend this conference to others.



ENERGY STORAGE TRANSFORMING LATAM'S ENERGY SECTOR

| EES SOUTH AMERICA – SOUTH AMERICA'S HOT SPOT FOR BATTERIES AND ENERGY STORAGE SYSTEMS



ees South America is LATAM's major meeting point for electrical energy storage technologies. After two years as a special exhibition, ees South America celebrated its debut as an autonomous exhibition in 2019. ees South America highlighted energy storage solutions suited to support and complement energy systems with increasing amounts of renewable energy sources, attracting investors, utilities, installers, manufacturers and project developers from all over the world.



Special Exhibition Power2Drive South America

Power2Drive South America highlighted the significance of electric cars for the energy mix and transport of the future. It introduced innovative charging solutions, battery concepts and business models for sustainable e-mobility. The special exhibit e-mobility@Power2Drive South America offered the ideal area for the presentation of electric vehicles for urban transportation.

Brazilian Energy Storage Day

International high-level energy storage experts gave an insight into the global and Brazilian energy storage sector. Attendees learned about drivers for growth, the key storage applications and how to choose the right application for a special market. During a business roundtable entrepreneurs across the Brazilian electricity sector talked about their already realized projects, the challenges they overcame and their perspective on future growth. During the regulatory roundtable representatives from the business community and regulators discussed the status quo and areas for regulatory development related to energy storage.

Program Highlights

- Energy Storage Day
- Growth & Establishment of the Brazilian Energy Storage Market (IBESA)
- Market Study & Energy Storage Applications in Brazil (Greener)
- Electrical Energy Storage – What's in for Brazil? Status & Prospects

DECENTRALIZED ENERGY SUPPLY FOR GREATER INDEPENDENCE

| ELETROTEC+EM-POWER – THE EXHIBITION FOR ELECTRICAL INFRASTRUCTURE AND ENERGY MANAGEMENT

Eletrotec+EM-Power focused on technologies for electrical energy distribution as well as services and software solutions for energy management at grid, utility or building level. Aimed at professionals and companies in the areas of design, assembly and maintenance of electrical infrastructure: Distributed generation with renewable sources, aerial and underground distribution networks, transforming substations, street lighting, industrial and building facilities.

ENIE – National Meeting of Electrical Installations – has established itself as the main event of electrical infrastructure of residential, commercial and industrial buildings in Brazil. ENIE changed its name to Eletrotec+EM-Power, but maintained the high quality and while traditional technical sessions were preserved, room for emerging technologies was opened up.

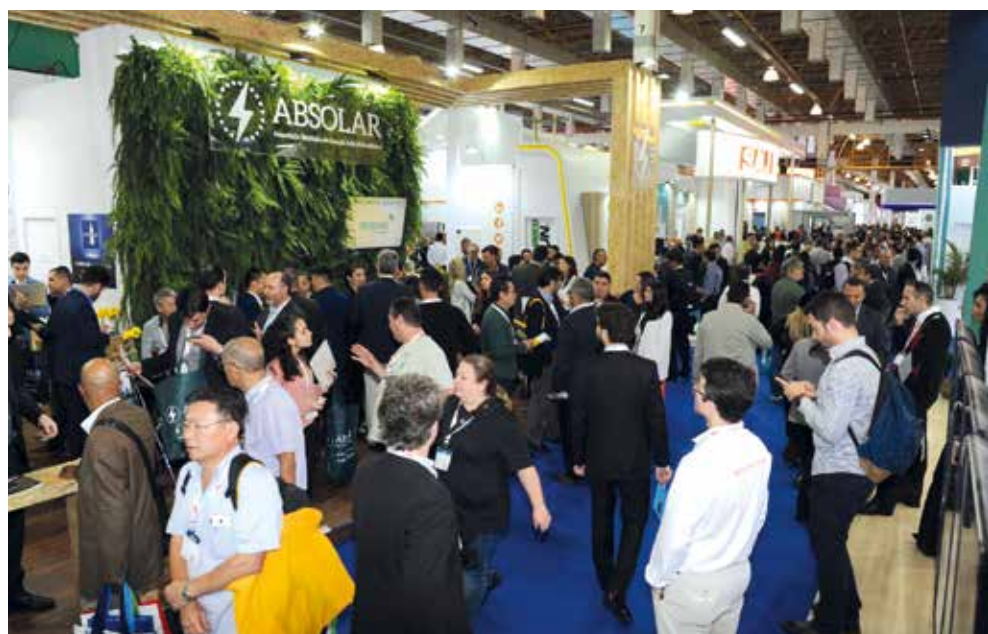
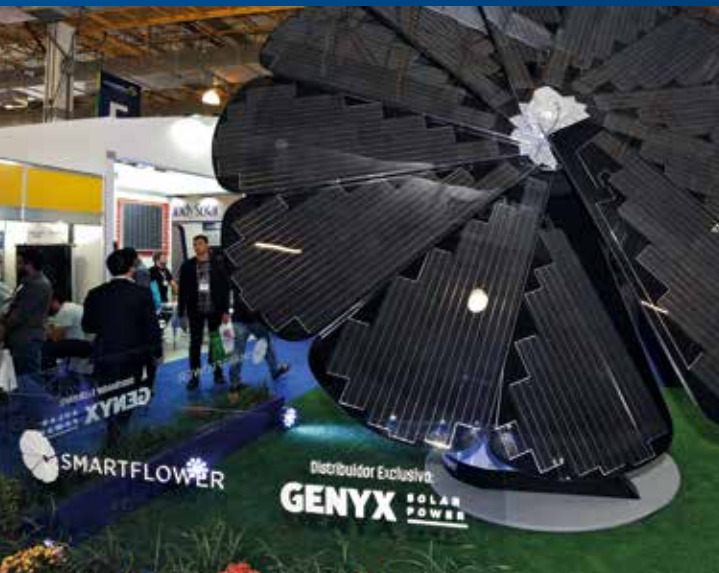
Eletrotec Conference

In several presentations dedicated to electrical infrastructure and energy management, expert speakers gave valuable insights into the latest developments and innovations.

Session Highlights

- LVDC – Low Voltage Direct Current Networks
- Distributed Generation and Energy Management
- Maintenance & Operation Good Practices for Data Centers
- IoT Universe: More Than a Concept, a Real Need
- The Specification of Signal Surge Protection Devices





MEDIA ROUND-UP

In advance and at the event, an intensive exchange with national and international media took place. Journalists from the public as well as trade media reported on the exhibition and the program of events. The positive feedback can be summarized with a quote from Liliana Mancuso – Editor of Empresas & Negócios newspaper: “This is the first time we cover this event onsite. We’re impressed by its magnitude and by the high quality of the lectures”.

- The smarter E and its exhibitions bring together more than 130.000 energy experts on its social media channels.
- During The smarter E South America, posts of exhibitors and visitors reached more than 650.000 people via social media.
- The smarter E South America is big on Instagram with way above 1.000 posts during the three exhibition days that mentioned Intersolar, ees and Power2Drive and many more amazing pictures and stories published.
- Publications reached an overall population of 5 million readers.

THANKS TO OUR MEDIA PARTNERS

Global Media Partners



Premium Media Partners



Media Partners



DATA SOURCES

The post show report for The smarter E South America 2019 is based on an exhibitor survey, a visitor survey, a

conference survey as well as the registration data of the exhibitors, visitors and conference attendees.



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THE SMARTER E SOUTH AMERICA

→ www.TheSmarterE.com.br

INTERSOLAR SOUTH AMERICA

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EES SOUTH AMERICA

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POWER2DRIVE SOUTH AMERICA

→ www.PowerToDrive.com.br

ELETROTEC+EM-POWER

→ www.EM-Power.com.br

ORGANIZERS

Solar Promotion

International GmbH

P.O. Box 100 170

75101 Pforzheim, Germany

Tel.: +49 7231 58598-0

Project Management:

Ms. Gioia Müller-Russo

mueller-russo@solarpromotion.com

→ www.TheSmarterE.com.br

FMMI – Freiburg Management and Marketing International GmbH

Neuer Messplatz 3

79108 Freiburg i. Br., Germany

Tel.: +49 761 3881-3900

Project Management:

Ms. Svenja Becker

TheSmarterE_sa@fwtm.de

CO-ORGANIZER

Aranda Eventos e Congressos Ltda

Al. Olga, 315 – 01155-900 Sao Paulo,
SP – Brazil

Tel.: +55 11 3824-5300

Project Management:

Ms. Monica Carpenter

mc@arandanet.com.br