

No. 1 / Beijing, China / September 9, 2013



## Messe Düsseldorf Shanghai teams up with China Energy Storage Alliance to organize Energy Storage China 2014



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Messe Düsseldorf Shanghai (MDS) and the China Energy Storage Alliance (CNESA) recently announced a collaboration under which the German trade fair organizer will jointly organize China's most promising energy storage industry event – **Energy Storage China**. It will be staged from June 23-24, 2014 at the China National Convention Center (CNCC). The partners aim to maximize the synergy of both parties to establish China's unique international conference and expo platform for the industry. **Energy Storage China** is broadly supported by the global energy storage industry, including the following key partners: the German Energy Storage Association (BVES), the California Energy Storage Alliance (CESA), and the Indian Energy Storage Alliance (IESA).

**Energy Storage China** will be a unique energy storage conference and expo in China that motivates and influences policy makers, experts, decision makers and manufacturers in the renewable energy and energy storage industry in China. It also serves as a deal-making and business development platform. The new conference will continue the legacy that China Energy Storage Alliance has successfully staged for the past 2 years before its integration into the global energy storage event network.

Hans Werner Reinhard, Deputy Managing Director of Messe Düsseldorf GmbH and Chairman of Messe Düsseldorf China Ltd., warmly welcomes this new energy storage event in the China market: "After the successful approach and preview of **Energy Storage China**

at the China (Shanghai) International Technology Fair organized by the Chinese government this May, **Energy Storage China** now receives a smooth and safe landing in partnership with the China Energy Storage Alliance. It is a big step ahead to achieve the global energy storage events concept, synchronizing the energy storage business worldwide. Efficient storage technologies have a key function in enabling a sustainable energy supply based on renewable energies. This awareness forms the basis of Energy Storage Düsseldorf and it also applies of course to China, adapted to the situation in that country.”

As the driving force behind the anchor events for the global energy storage industry, Messe Düsseldorf will inject its expertise and contacts to give **Energy Storage China** a worldwide reach. It symbolizes that **Energy Storage China** is officially part of the World of Energy Storage event group, including Energy Storage Europe to be held from March 25-27, 2014 in Düsseldorf/Germany, Energy Storage North America to be held from September 10-12, 2013 in San Jose/CA, USA, and Energy Storage India to be held from December 04-06, 2013 in Mumbai/India.

“With the expertise in trade fairs and conferences from Messe Düsseldorf Shanghai and the advanced industrial resources and market awareness from China Energy Storage Alliance, we are confident to provide a top-class networking event to synchronize energy storage business in China. It will have a global reach, focusing on applications, solutions and projects for renewable energy integration, power transmission and distribution, smart grid and decentralized energy, cost efficiency and bankability, etc. **Energy Storage China** will be an ideal platform for face-to-face interaction and verbal communication for industry professionals from home and abroad to explore new business opportunities in China.” Axel Bartkus, General Manager of Messe Düsseldorf Shanghai, added.



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Johnson Yu, Chairman of China Energy Storage Alliance, comments: Being associated with Messe Düsseldorf and Messe Düsseldorf Shanghai is a win-win choice. Not only in opening up the Chinese market, but also attracting international player and introducing these players to all aspects of the Chinese market including government, the electric power system, the grid companies, potential partners and even financial resources. It is our strategy to step up efforts in establishing an internationally renowned event, as well as Messe Düsseldorf's proactive stance in developing their business in China. **Energy Storage China 2014** will be China's best platform for international communication and cooperation within the energy storage industry." The China Energy Storage Alliance is widely recognized as China's leading organization dedicated to the development and promotion of energy storage technology and application.

For exhibiting, **Energy Storage China 2014** offers sponsorship packages including booth space as well as booth space without sponsoring options. Exhibitor applications and information as well as conference registration will be soon available online at [www.ESCexpo.cn](http://www.ESCexpo.cn).

**For further information, please contact:**

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