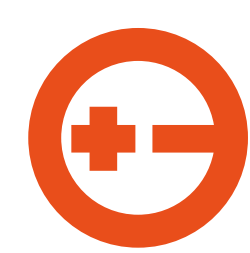


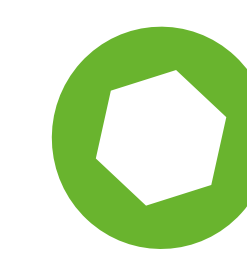
# SOLARSOLUTIONS-TORINO



SMART STORAGE



EV CHARGING



GREEN HVAC

## Italy's energy transition

Italy has made substantial progress in the adoption of renewable energy. Solar installations are increasingly combined with battery storage to enhance energy independence and grid stability.

The expansion of charging networks and the integration of renewable energy into heating systems, such as heat pumps, further support Italy's energy transition. These developments are why we have identified these four topics as key pillars of our exhibition.

As of Januari 2025 Italy's total installed PV capacity surpassed 37,5 GW, making the PV capacity grow

### 23.7%

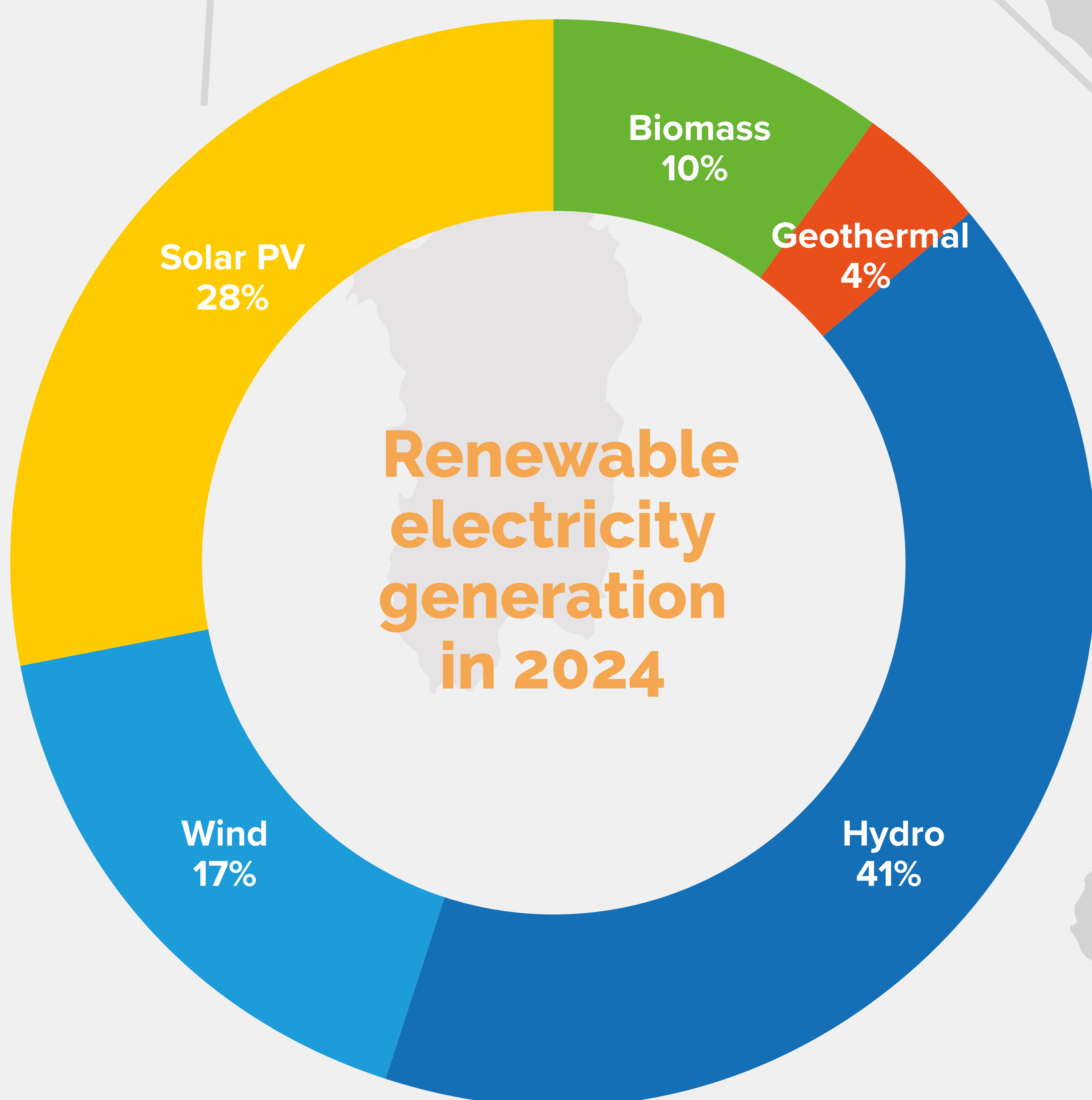
compared to 2023.

Northern Italy (+Tuscany) is with

### 31 million

inhabitants a key industrial hub with high energy demand, driving the need for more renewable energy like solar.

### Renewable electricity generation in 2024



A total of

### 130 TWh

was generated from renewable sources, surpassing the 109 TWh produced from fossil fuels.

EIB, Natixis CIB, and Sunprime Group agreed on a

### €204 million

investment to build and operate 100+ solar plants across Italy.

## Italy is one of Europe's high potential markets

“With 7.1 GW of new solar PV capacity in 2024 and 350 MW in January 2025, Italy reached 37.5 GW of total solar PV installations. This brings the share of renewable power capacities to the level of 55% of total installed power generation capacities in Italy. Photovoltaic power generation reached a record 36.1 TWh. In the same time, Italy reached 5.7 GW of battery storage systems with the total capacity of 13.3 GWh in 750.000 battery storage devices.”

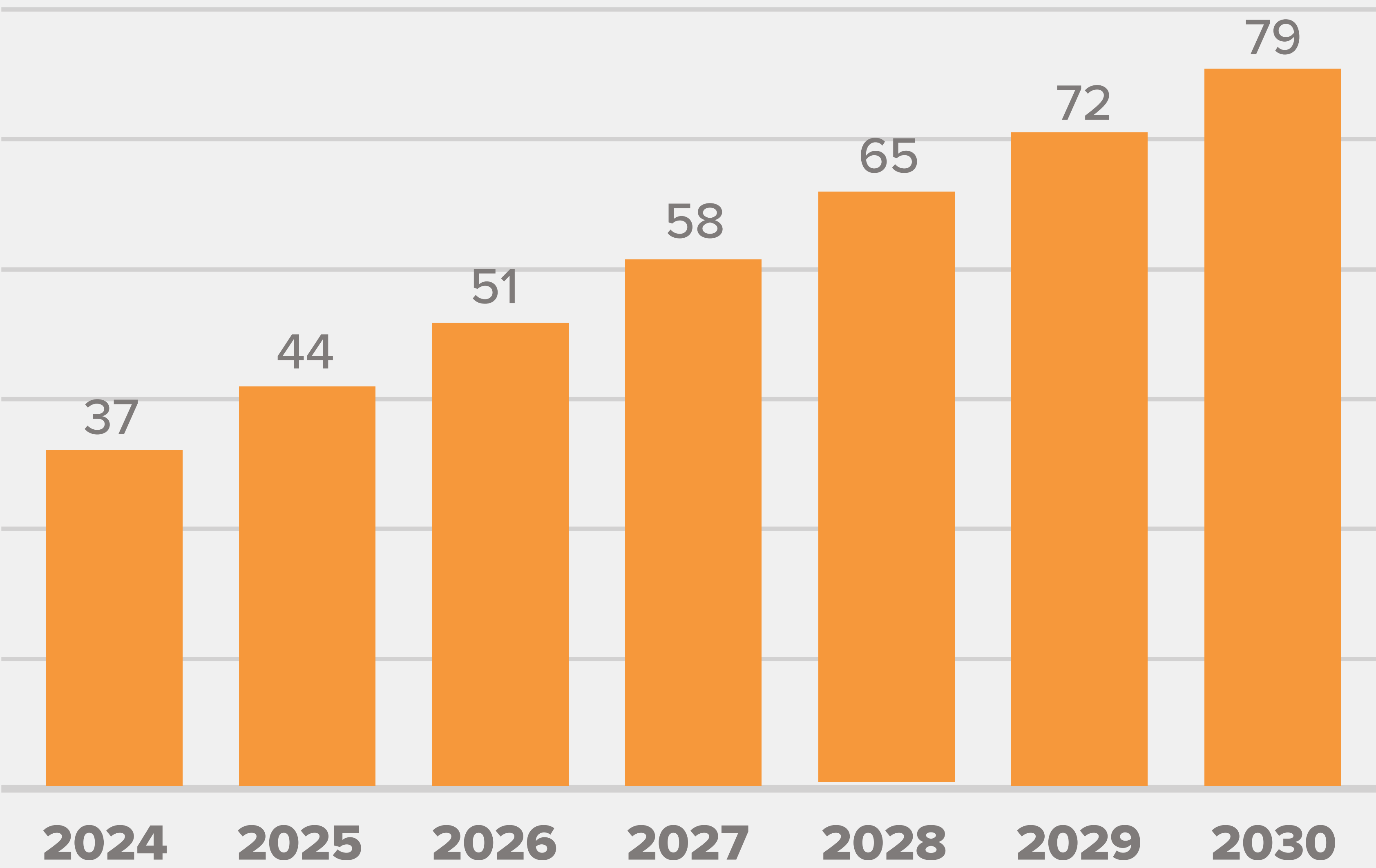


**Hrvoje Medarac, PHD**  
Head of Dutch New Energy Research



# Promising forecast

According to the Italian National Energy and Climate Plan, the target for 2025 is 44 GW, which would require an additional 6.5 GW this year — a reasonable target based on current trends. The target for 2030 is 79 GW, meaning that an additional 42 GW of solar panels must be installed over the next six years, averaging approximately 7 GW per year.

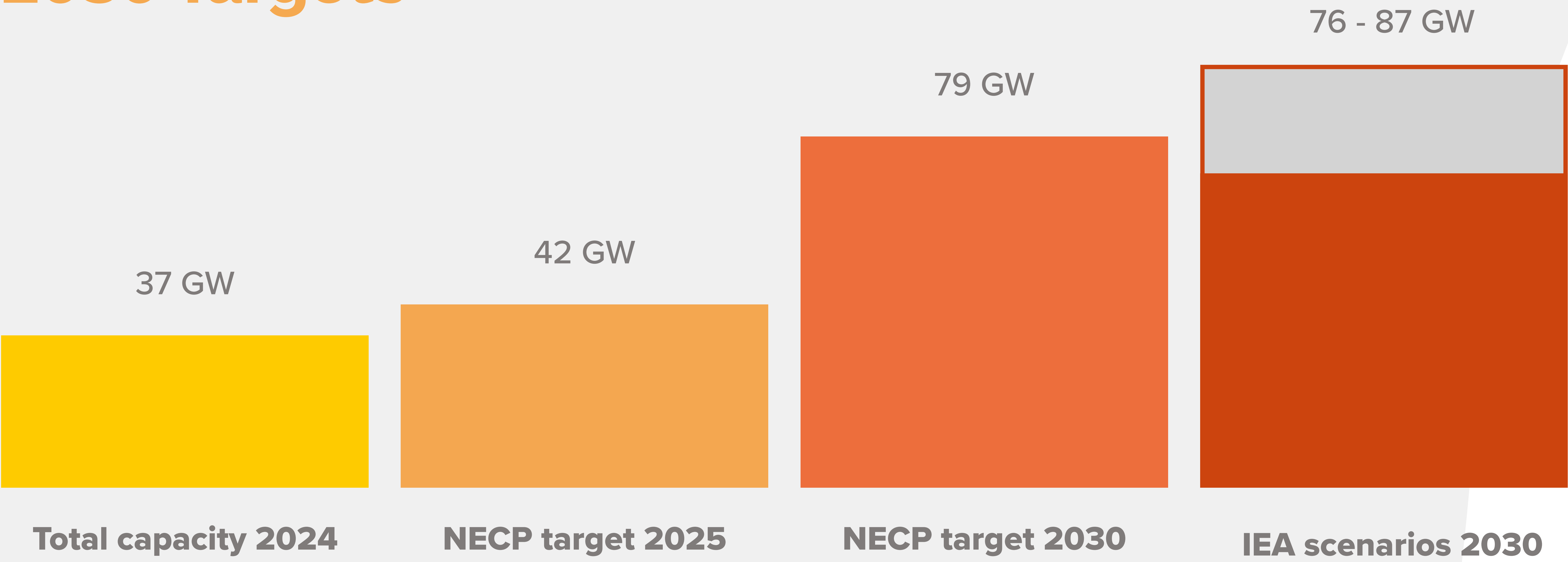


By 2050, Italy's energy system is likely to have shifted away from fossil fuels,

cutting all remaining CO<sub>2</sub> emissions.



## 2030 Targets



Mediapartner

ERICARICA

Gentner

FOBUILDENERGIA  
Il portale per l'architettura sostenibile, il risparmio energetico, le fonti rinnovabili in edilizia

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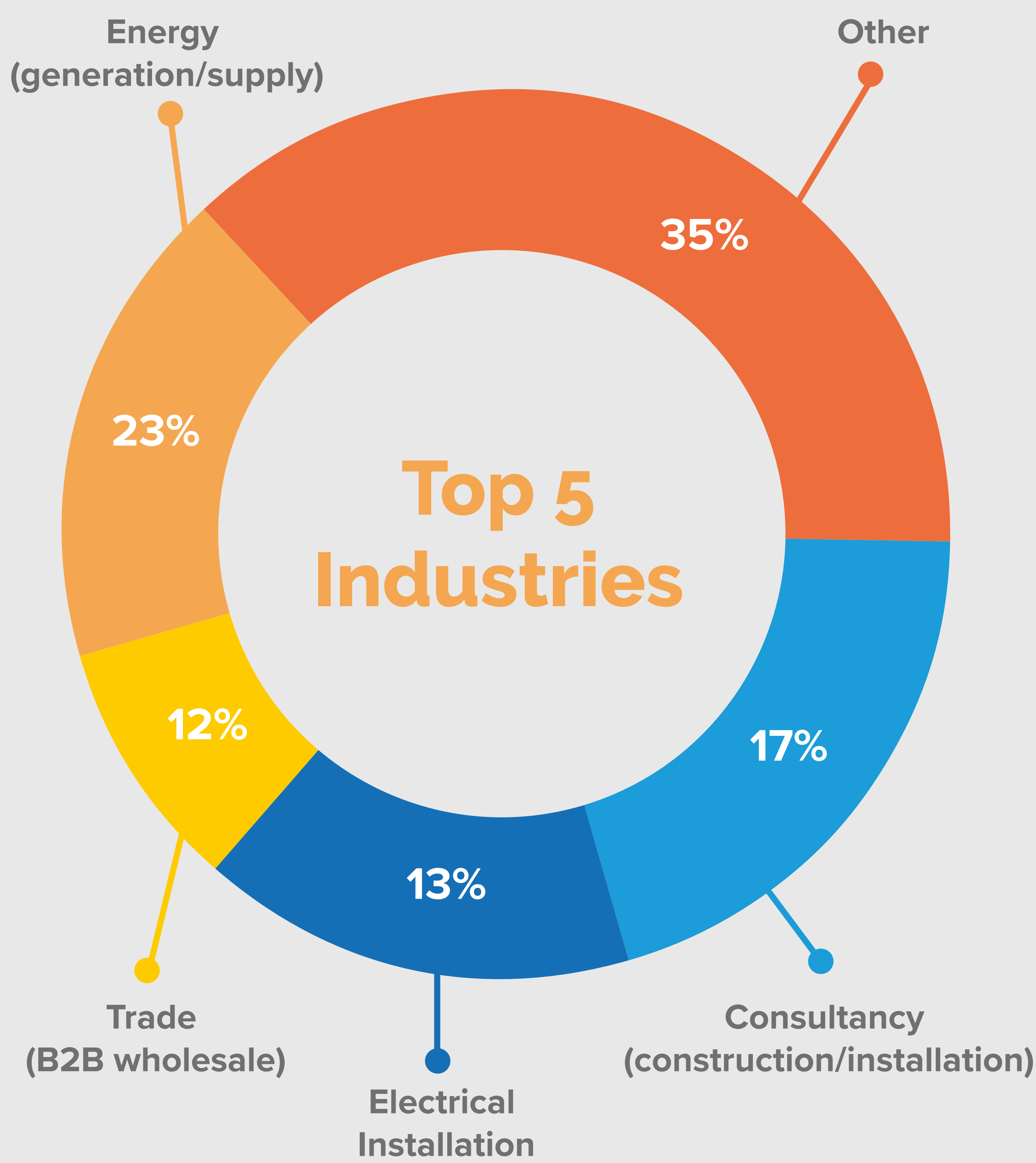
# Visitor profile Solar Solutions Torino

## Visitor analysis

Visitor analysis	Totale
Total exhibitors	100
Total visitors	8.000

## Top 3 country of origin

Italy	75%
Europe, others	15%
China	10%

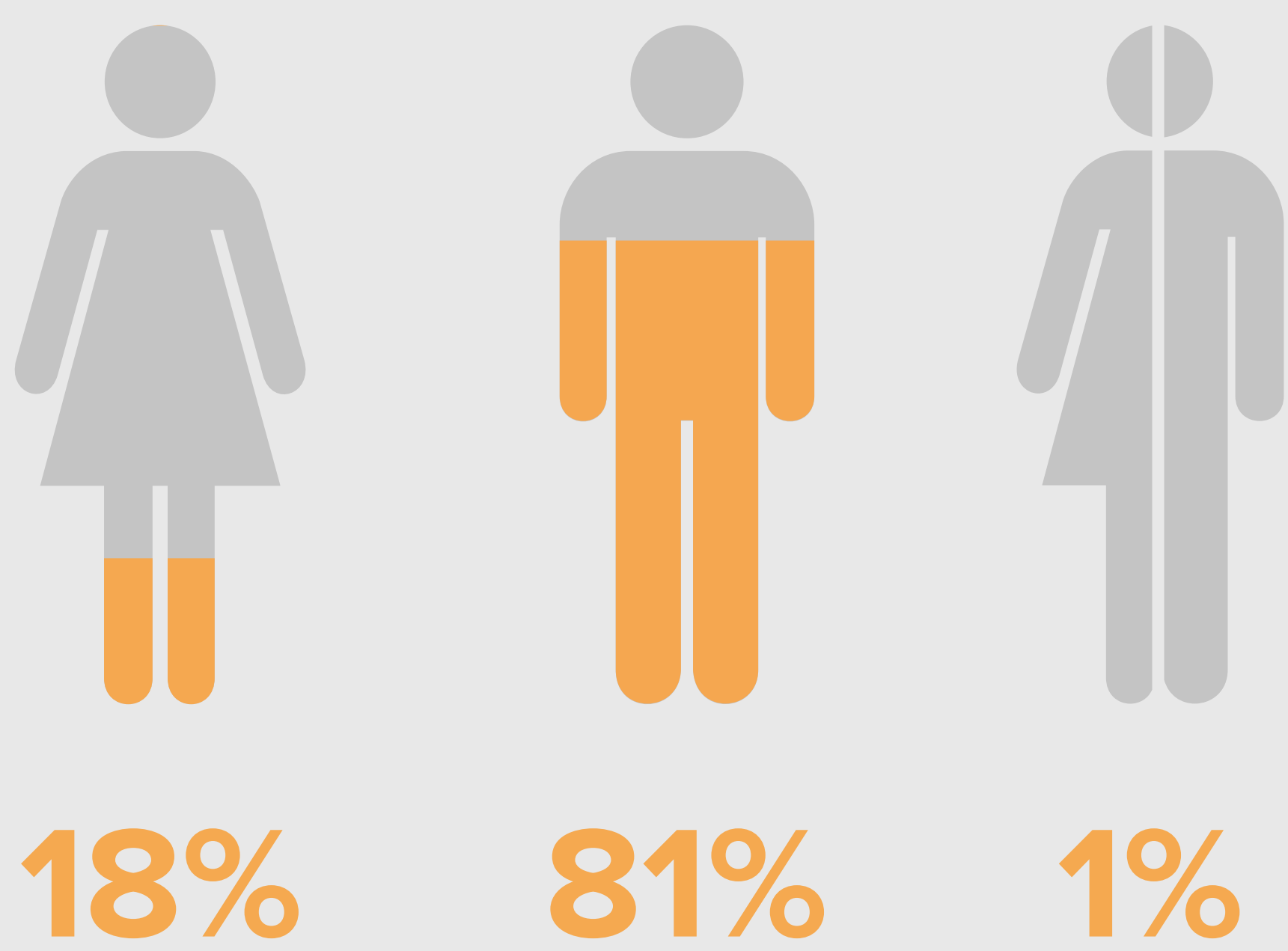


## Our visitors are decision makers

Our visitor group primarily consists of key decision-makers within the industry. This includes Managing Directors, Senior Management, Business Owners, employees in various roles, as well as representatives from government institutions and other function groups. This diverse mix ensures that the event brings together the people who shape the future of our sector.

## Top 5 Functions

1. Managing Director	22%
2. Senior Management	19%
3. Business Owner	19%
4. Technical Employee	18%
5. Other	22%



## Gender in the industry

Currently, over 80% of professionals in our industry are men. We are actively committed to initiatives that increase visibility and opportunities for women and non-binary individuals in this male-dominated sector. Through inclusive programs, role models, and targeted support, we aim to contribute to a more balanced representation and help make the industry more attractive and accessible to everyone.

## Proven success formula

With 10+ years of successful renewable energies exhibitions across Europe (Amsterdam, Kortrijk, Düsseldorf, Leipzig, Bremen) we're excited to bring our winning formula to Italy.

