



TORINO, 31.3.2025

Next October, Turin will host the first Italian edition of Solar Solutions, the trade fair renewable energy professionals

After twelve successful years and 21 editions in Europe, in cities such as Amsterdam, Düsseldorf, Bremen, Leipzig and Courtrai, the Solar Solutions exhibition format is coming to Italy for the first time. The event will be held in Turin in October 2025, offering a unique opportunity for installers, professionals and companies in the industry. Here we answer the most frequently asked questions to let you find out more about this new edition.

Why did you choose Italy and Turin in particular?

Italy is one of Europe's highest-potential markets and solar energy is taking an increasingly central role in Italy's energy landscape.

Northern Italy hosts the regions with the highest presence of PV systems and a high concentration of installation companies.

Turin is a strategic industrial hub with a strong focus on sustainability, making it an ideal location for the first edition of an event dedicated to renewable energy. In addition, few people know that Turin is the city in northern Italy with the most hours of sunshine per year, a surprising but ideal statistic for photovoltaics.

We believe that all this, together with its excellent accessibility and the presence of important energy research and innovation centers, makes Turin the perfect place for this first Italian edition.

What is the concept of the fair and what differentiates it from other events in the industry?

Solar Solutions is a regional trade show designed for installers, who come from the surrounding area to gain technical expertise, discover the latest innovations, and engage directly with manufacturers. We stand out because the event is people-friendly, with an atmosphere that encourages dialogue and exchange. Here, exhibitors and visitors can interact unhurriedly, learn more about product features and do business directly at the fair.

Our goal is to create a professional yet welcoming environment where the quality of time spent at the fair is the real added value.

We offer companies the opportunity to showcase their products and provide installers with concrete solutions to address everyday operational and technical challenges, as the name of the fair suggests.

The fact that the event has been able to grow along with the industry is largely due to the niche strategy: while other trade show organizers attract the widest possible audience, we have chosen to focus only on solar energy and related sectors (smart storage, electric car charging, and green heating). This means that the fair attracts a select and highly qualified audience composed exclusively people interested in solar, which offers a significant return for our exhibitors.

What are the expected numbers in terms of visitors?

The first edition of Solar Solutions Amsterdam took place in 2013. It was a relatively small fair for an industry that was still quite small at the time.

But while in 2013 Solar Solutions Amsterdam covered 5,000 square meters and attracted 2,500 visitors, by 2025 it had expanded to 24,000 square meters and attracted more than 15,000 visitors.

In Germany, the first edition was held in 2022 in Düsseldorf. Although it was a small fair, it had a relatively high number of visitors and was an immediate success. Now in its third year, it reached 270 exhibitors and 13,000 visitors. And in the meantime, two new editions have been added in Germany, Bremen in 2024 and Leipzig in 2025.

In Turin we expect to have a hundred exhibitors and several thousand visitors for the first edition, and then going forward, the market potential is certainly promising.

And who are the exhibitors?

Mainly manufacturers, distributors and wholesalers of end products, but also installation companies, consulting, financial groups.

We are happy to welcome exhibitors from our international editions to Italy and we also hope for a strong presence of Italian companies. Signing up is easy, we invite all interested companies to book the exhibition space best suited to their business needs. You can choose between a customized booth or a pre-equipped solution. We have a dedicated team available, so we can offer support in Italian to participants at every stage of the event. We are in contact with industry associations and media in Italy to publicize the initiative in the country.

Location and date of the fair?

The event will be held in Turin on Oct. 1 and Oct. 2 this year, in Hall 3 of Lingotto Fiere.

You can find all the details on our website www.solarsolutionstorino.com. Registration to visit the event will be available soon.



Solar Solutions Turin

Date: Oct. 1-2, 2025, 10 a.m. to 5 p.m.

Location: Lingotto Fiere, Hall 3,
Via Nizza 294, Turin

For more information:

www.solarsolutionstorino.com.

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