

GENERA Brings the Clean Energy Industry Together Again

From 10th to 12th February 2021, at Feria de Madrid.

By Feria de Madrid

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IFEMA is already working on the 24th edition of the GENERA International Energy and Environment Fair, which will be held at Feria de Madrid, from 10th to 12th February 2021.

GENERA 2021, which includes the latest contributions from the clean energy industry, is backed by the Ministry for Ecological Transition and Demographic Challenge (through the IDAE), as well as leading associations and institutions in the sector in Spain. The Fair offers a first-class business space to project the importance of shifting towards a modern, green, sustainable energy system, which will be essential at this time of economic recovery. The previous edition of GENERA was held last February and brought together 18,886 professionals (including 45% more visitors from abroad) from 64 countries, and 237 exhibiting companies from 16 countries.

In this edition, GENERA SOLAR, the Fair's special-interest space for showing the impressive growth of the photovoltaic sector in Spain and the rest of the world, will be held again jointly. As well as presentations of products and solutions, there will be a programme of talks and activities about photovoltaic energy and self-consumption, which are critical to the process of decarbonising the economy.

Marketing of the Fair has already begun. Companies registering before 30th September will have priority in space allocation, which will take place in October.

Innovation Potential

The Fair reflects the R&D potential of a sector for which the Spanish government, through IDAE (Institute for Energy Saving and Diversification), is providing subsidies to promote energy efficiency and renewable energy actions and projects that affect the main energy-consuming sectors.

Specifically, GENERA, to recognise this industry's innovation effort, is once again organising its Innovation Gallery. This will be its ninth edition and will showcase the most innovative solutions in the field of renewable energies presented by the exhibiting companies.

Institutional Backing

IDAE, which chairs the Fair's Organising Committee, emphasises that "GENERA is being held at a time when both Spain and the rest of Europe are committed to rebuilding the economy in ways in which energy efficiency, renewable energies and e-mobility will play a major role. This event will be an excellent showcase to present actions and opportunities around energy transition."

The leading industry associations present at the event are collaborating on scheduling an extensive agenda of technical and business talks to address issues that most concern the professionals of this important economic sector.

The Benchmark Trade Fair

All these reasons have helped make GENERA a benchmark event for promoting, strengthening and developing the renewable energy value chain in Spain and generating business opportunities, while also contributing to decarbonisation, promotion of self-consumption, green employment and, in short, to boosting the sector. GENERA 2021 will provide attendees with digital tools to enable them to boost business opportunities through effective networking and meetings with actors from Spain and abroad.

It is important to emphasise that IFEMA is committed to reducing and offsetting the carbon footprint of its business. Indeed, IFEMA is included in the Registry of Carbon Footprint, Compensation and CO₂ Absorption Projects organised by Spain's Ministry for Ecological Transition and Demographic Challenge and has been awarded scopes 1 and 2 and the 'Calculation' label for 2017, 2018 and 2019.

IFEMA, a Safe Space

Finally, because of the current pandemic, please be aware that GENERA 2021 will be organised with all the necessary safety precautions. The Madrid Regional Government has awarded IFEMA Madrid's Guarantee Label, which recognises IFEMA's work in adopting mandatory standards in the new normal situation caused by COVID-19 and implementing extraordinary protocols. IFEMA has also been awarded the 'Safe Travels' label by the World Travel & Tourism Council (WTTC) for the Convention, Meeting and Event Centre industry, for the protocols and actions carried out for restarting business activity with a safe, healthy and responsible reopening.

These labels recognise the importance of adopting measures and protocols to ensure the safety and mobility of event attendees, as well as providing information to all about access and capacity control measures, physical distancing, hygiene measures and cleanliness. They also cover event redesign, combining in-person and hybrid formats, as essential provisions for safe fairs and congresses.

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