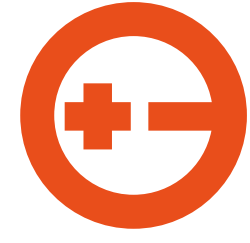


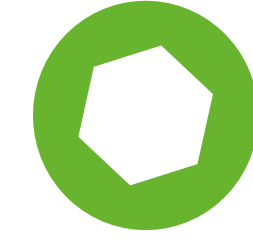
SOLARSOLUTIONS-BREMEN



SMART STORAGE



EV CHARGING



GREEN HVAC

Germany is the largest EU market for solar and storage

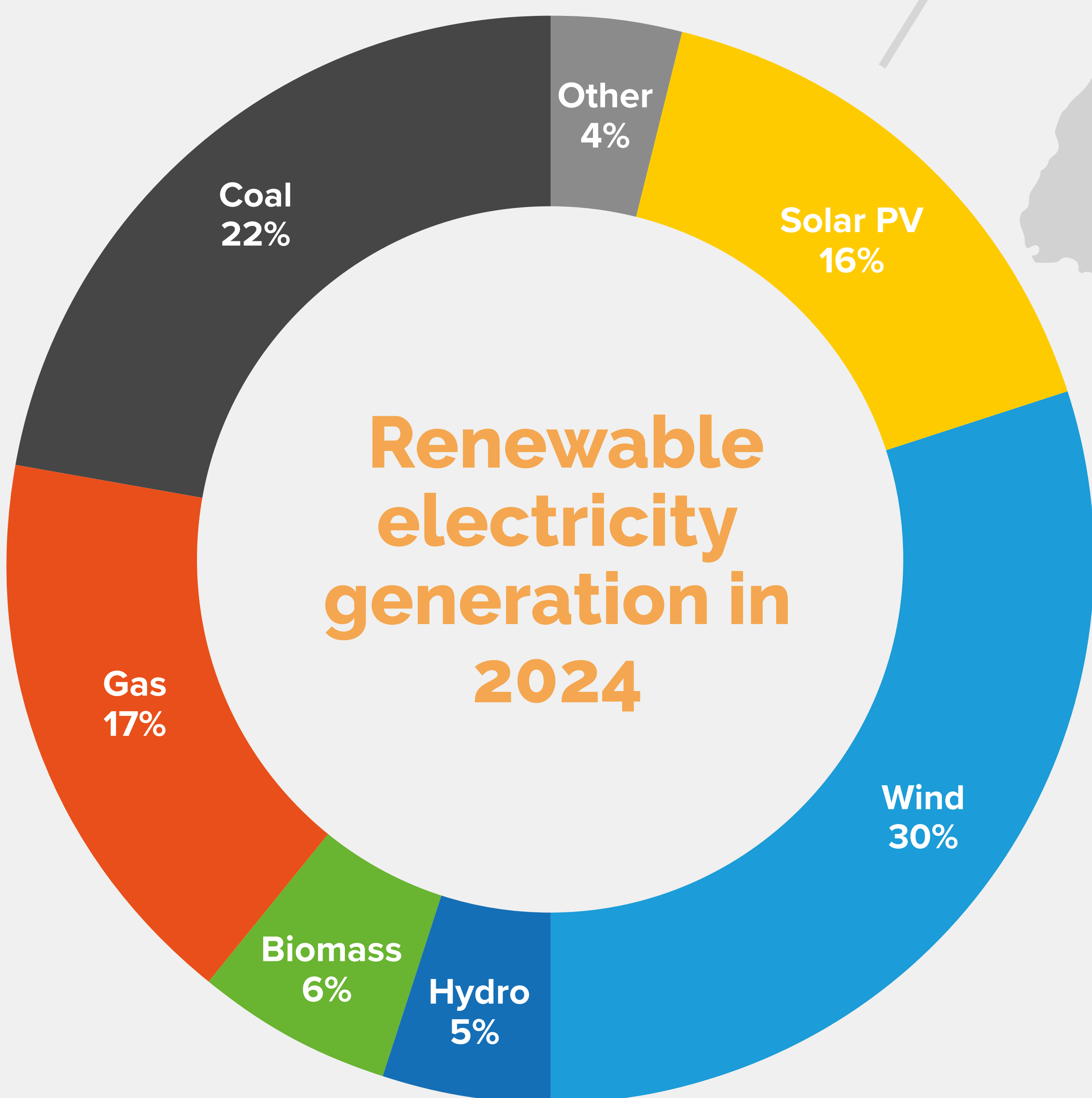
Germany is at the forefront of the energy transition, with already 100 GW of solar power capacity driving the country toward a cleaner and more sustainable future. This rapid adoption of solar energy has been strengthened by a significant expansion in energy storage, which plays a key role in enhancing grid resilience and stability.

In 2024, Germany's grid-scale battery storage capacity reached 1.8 GWh. Beyond utility-scale systems, over 1.8 million residential and commercial battery storage units were installed nationwide, contributing to a total storage capacity of approximately 19 GWh. These advancements highlight Germany's commitment to integrating renewable energy sources and ensuring a stable, efficient, and resilient electricity system.

As of February 2025, Germany's cumulative installed solar photovoltaic (PV) capacity reached approximately 102.3 GW, surpassing the

100 GW

milestone earlier in the year.



Renewable electricity generation in 2024

Renewable electricity generation keeps replacing non-renewable electricity generation reaching

58%

in 2024. A total of 260 TWh was produced from renewable sources, compared to 172 TWh from coal and gas.

With 72.6 TWh in 2024, solar photovoltaics accounted for

16.2%

of all electricity generated in Germany the highest contribution to date.

Germany has the second highest PV capacity per capita in Europe, reaching

1.19 Wp/cap

in 2024, behind The Netherlands with 1.53 Wp/cap.

Germany leading Europe's renewable energy revolution

"Germany's commitment to renewable energy has positioned it as a leader in the European market. In 2024, the country added approximately 16 GW of new solar PV capacity, bringing total installations to almost 100 GW. Battery storage systems also saw a major boost, with nearly 600,000 new installations raising the total to 1.8 million units and 19 GWh of battery storage capacity. Looking ahead, Germany targets 215 GW of installed solar PV capacity and between 57 and 100 GWh of battery storage by 2030. These developments reflect Germany's strategic push for a resilient, low-carbon energy future."



Hrvoje Medarac, PhD
Head of Dutch New Energy Research

Battery storage: the next big thing

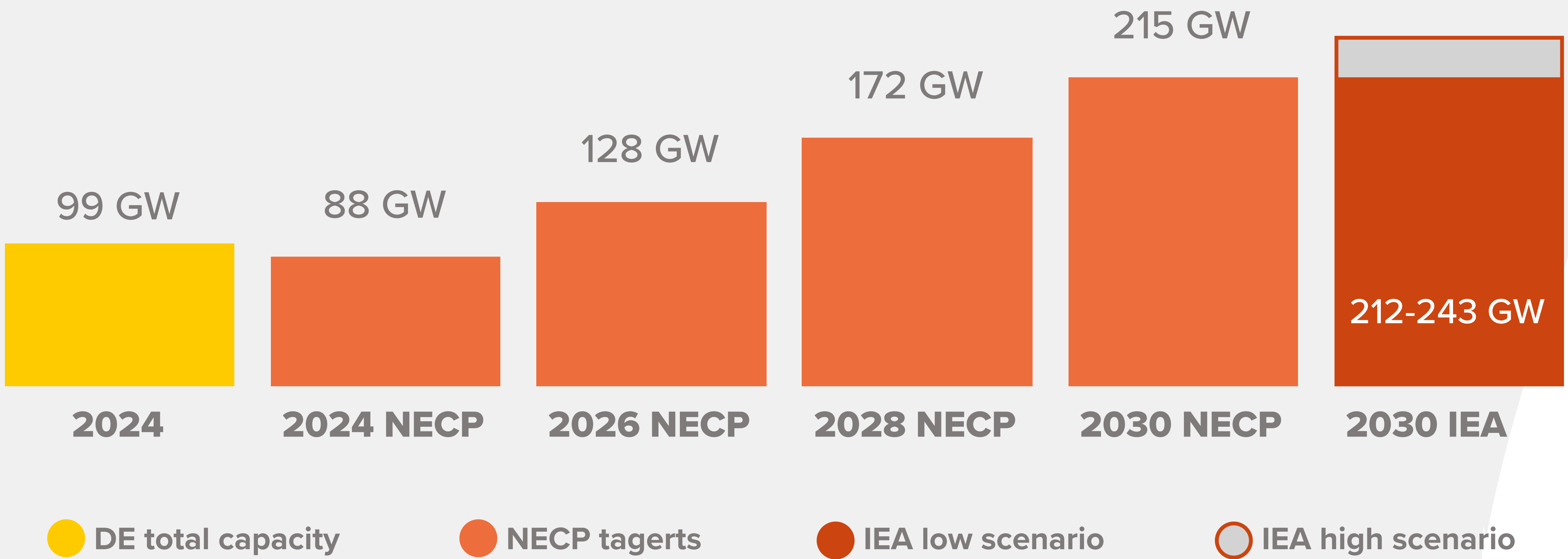
Germany’s battery storage capacity experienced substantial growth in 2024. By the end of the year, over 1.8 million storage systems were installed, totaling approximately 19 GWh.

This represents a significant increase from previous years, driven largely by residential and small commercial installations.



Solar capacity expansion:

Germany aims to achieve 215 GW of installed solar photovoltaic capacity by 2030. To meet this target, the country plans to install approximately 19 GW of new solar capacity annually by 2030. This ambitious expansion aligns with Germany’s objective to have wind and solar power account for 80% of its electricity generation by 2030.



Media Partners



Industry Partner



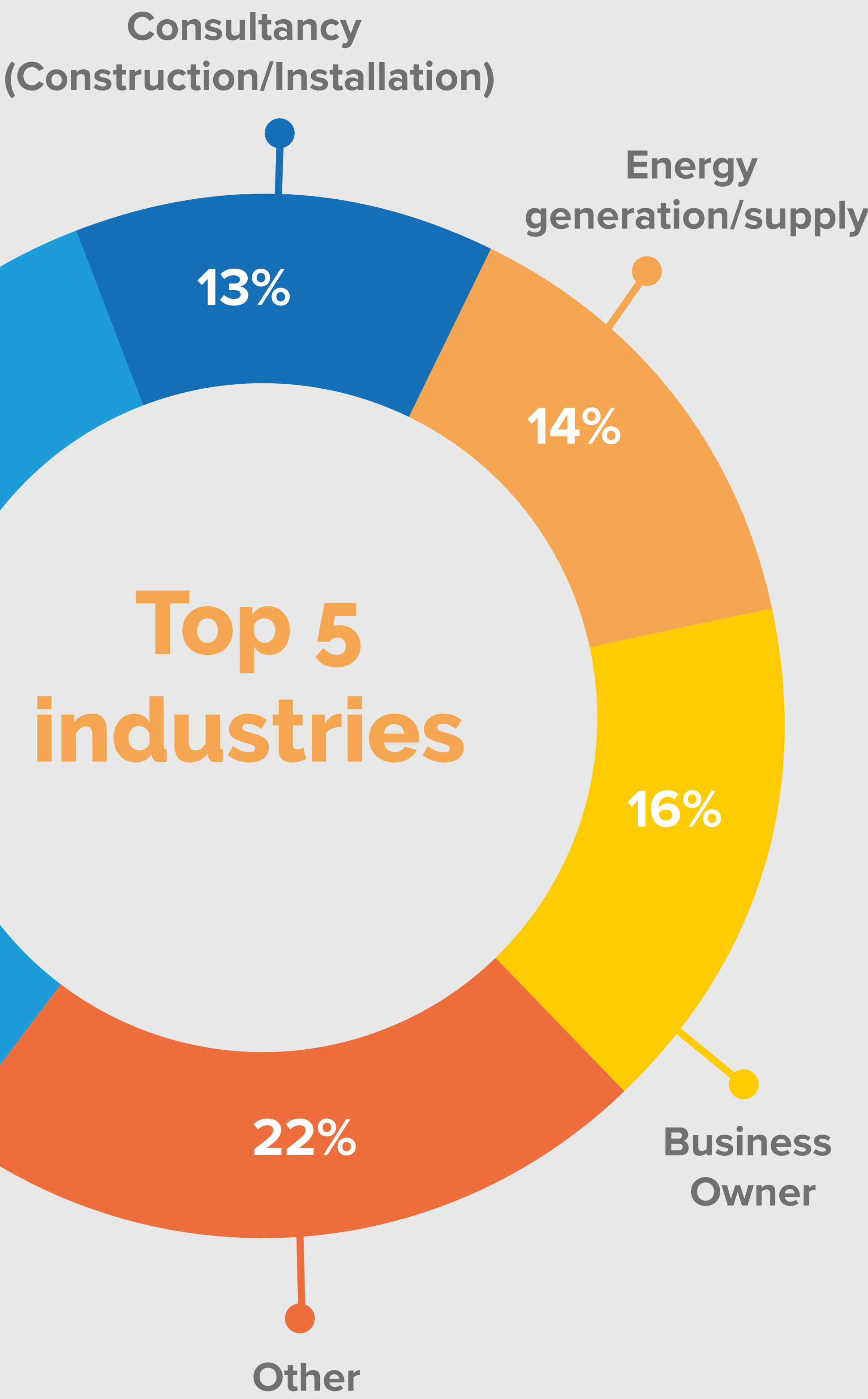
Visitor profile Solar Solutions Bremen

Visitor analysis

Visitor analysis	Total
Total exhibitors	69
Total visitors	3.008

Top 3 countries of origin

Germany	98%
The Netherlands	1.5%
China	0.5%

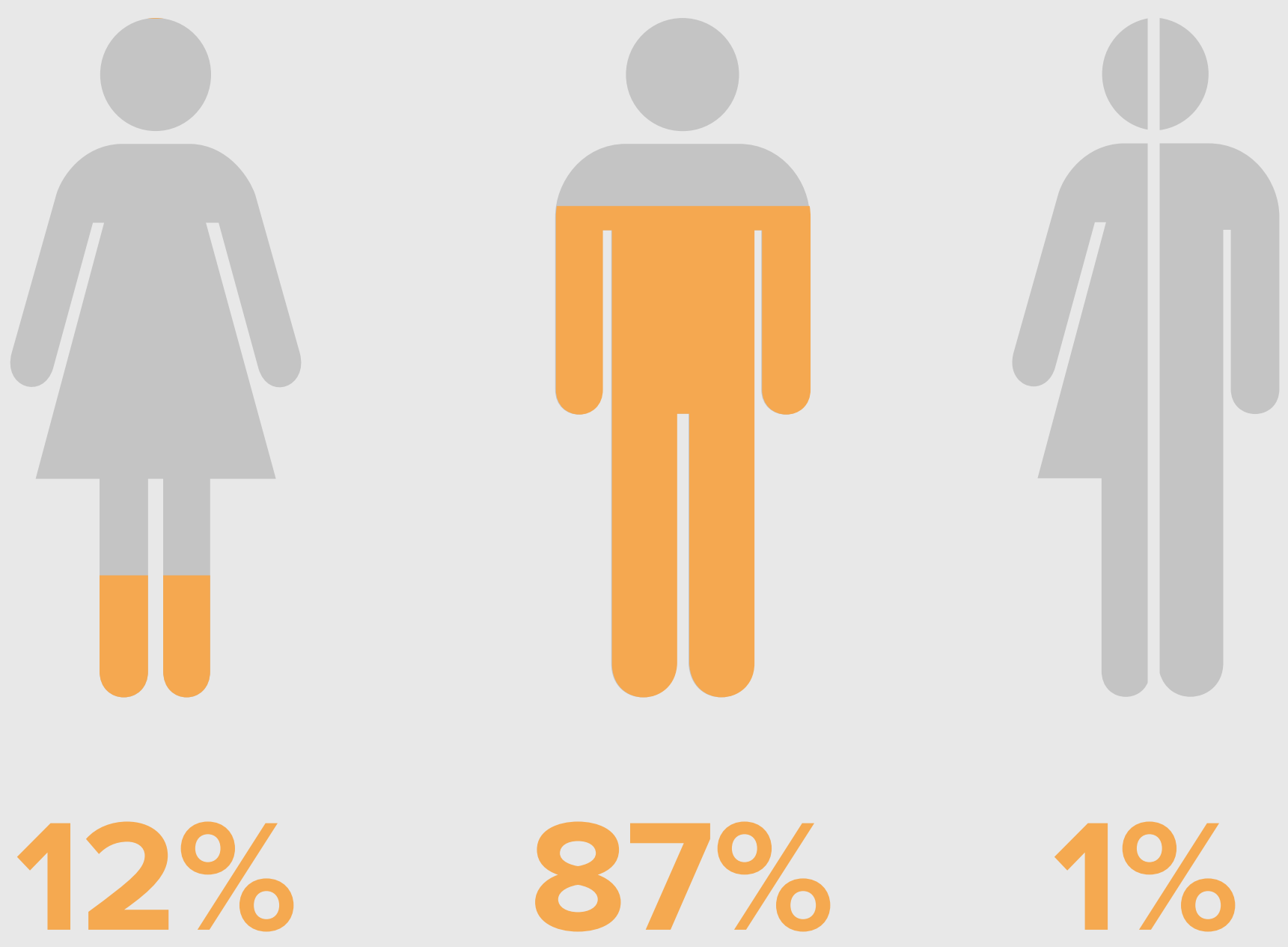


Our visitors are decision makers

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 Solar Solutions Bremen brings together the people who shape the future of our sector.

Top 5 functions

1. Managing Director	22%
2. Senior Management	21%
3. Business Owner	19%
4. Technical Employee	18%
5. Other	20%



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.

