

InnoEnergy organises the world's leading event for sustainable energy innovations

Pitching sessions from more than 150 start-ups, leading energy experts, live product demonstrations and much more

Eindhoven, The Netherlands – 26 June 2018

[InnoEnergy](#), Europe's largest sustainable energy innovation engine, will host the sixth edition of "The Business Booster" (TBB), Europe's catalyst for clean energy innovations. This year's event, taking place in Copenhagen, Denmark, on 17 -18 October will focus on the theme "The Future is Now". More than 700 attendees from over 30 countries are expected to join the 150 cutting edge sustainable energy innovations, which can be discovered in the accompanying exhibition.

"The Business Booster is the only event that brings together the most innovative start-ups from all over Europe with established industry players, investors and public-sector institutions to accelerate Europe's clean energy transition", says Elena Bou, Innovation Director, InnoEnergy. "In addition to the start-up's pitching sessions, visitors can attend round tables, live product demonstrations, and parallel sessions."

Premiere: Experts' presentations and reverse pitching

For the first time, InnoEnergy is organising parallel and reverse pitching sessions. In the first format, leading experts in their fields will present their latest innovations and show how their companies have revolutionised the storage, transport, wind and smart city sectors. While in the reverse pitching sessions, enterprises from across the energy sector will approach InnoEnergy's entrepreneurs to look for sustainable energy solutions to their challenges.

"Each year, we are reinventing The Business Booster to provide start-ups and energy industry representatives with a bigger, better, and increasingly insightful agenda", Bou says. "Our unique mix of sessions, product demonstrations and networking events create ideal conditions for delegates to discover the latest innovations, create partnerships and increase brand awareness. The clean energy revolution has happened, and the future of sustainable energy is now."

www.innoenergy.com



InnoEnergy is supported by the EIT,
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From high-performance storage solutions to automatic heating control

Among this year's exhibitors are Swedish-based Northvolt, which is building Europe's largest lithium-ion battery factory. Betterspace from Germany, on the other hand, develops components to enable automatic heating control for non-residential buildings. Swedish-based Watty will present their patent-pending energy data analytics tool that monitors energy use from every electrical appliance in households with a single sensor to save money and energy. France-based DCbrain has developed a Big Data solution to exploit and maintain complex industrial networks, while Skeleton Technologies from Estonia develops high-performance energy storage solutions based on breakthrough graphene material.

The first speakers have now been confirmed, including key-note speaker Dr. Daniel M. Kammen, Professor of Energy at the University of California in Berkeley, who has served as a lead author on various reports of the Intergovernmental Panel on Climate Change, which shared the 2007 Nobel Peace Prize. In addition, panel debates and parallel sessions will include scientist Robert Rosner, Founding Director of the Energy Policy Institute of the University of Chicago, and industry experts Lars Aagaard, CEO of the Danish Energy Association, and Michael Sen, Member of Siemens Managing Board.

Early bird registration is available until 31 July. Further information, agenda, exhibitors and speakers can be found at tbb.innoenergy.com.

Information for journalists

Journalists with a valid press card can register free of charge. A press conference will take place on 17 October. An invitation will follow soon.

Ends

About InnoEnergy

InnoEnergy is the innovation engine for sustainable energy across Europe.

We support and invest in innovation at every stage of the journey – from classroom to end-customer. With our network of partners we build connections across Europe, bringing together inventors and industry, graduates and employers, researchers and entrepreneurs, businesses and markets.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.
- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.

- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

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