

Do We Really Need Another Show in the World of Power Transmission and Distribution? Simply Put... The Answer is Yes! and Here's Why

Globally there is a lot of activity in the Power Transmission and Distribution sector by way of conferences and big energy industry events, but very little that's focused specifically on the design, architecture, and technology for developing the next generation grids and electricity distribution networks. Long-standing events innovator and leading exhibitions industry figure, Tony Robinson, is busy with the launch of a new show in Europe that will set things straight. As he says 'there are plenty of conferences in this sector and they have had considerable relevance for strategic discussions relating to the need for investment in new infrastructure to meet the next generation demands on electricity. The strategy is now clear, the investment by governments and private/public partnerships is a given and the requirement to meet a net zero future in the face of huge capacity growth is well defined. So now it's time to design, build, specify and procure. It is simply put, the biggest Bonanza moment in decades for specifiers, buyers and sellers of technology in the power industry to come together and make it happen'.



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What we are in the process of doing is giving the Power Transmission and Distribution industry its own 100% focused technology showcase exhibition. This is really essential because there is just nothing like a show where professionals can go and see 100% of what's exhibited that is entirely relevant to them. Think of it like being in the world's best sweet shop where every booth is relevant to everybody there. From cables and sub-station equipment through to transformers, from smart metering, power management optimisation systems, weather and load forecasting and damage mitigation and advanced warning systems, everything will be on show for the engineering and technical people charged with building the next phase of power distribution networks. 'Our visitors will represent the full value chain all the way from the point of generation, all through the distribution network to the point of consumption be that in the factory, data centre or household'.



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Tony has done this sort of thing for years and has transformed the way numerous industries now come together in sectors as diverse as tire design and manufacturing, aircraft interior design, and even in the weather forecasting world where previously such specific sectors were often caught up in generalist shows for rubber and plastic, aviation and the like. Now what he's doing is delivering us a truly focused exhibition for our industry. And he says there's not a conference session in sight. On the other hand, Open Technology Stages will be running within the show layout to enable exhibitors to explain and demo how their technologies can offer advantages. Expect around 3,000 to 4,000 visitors mostly from Europe, Middle East and North Africa and 200 exhibitors in a 3-day event spanning 220,000 sq ft (22,000 sq m of space). It's running in Cologne in Germany which is in the most densely populated part of Germany and located in the busiest manufacturing corridor. The Messe there is in the top 10 largest in Europe.

Author:

Tony Robinson

CEO, Power Transmission and Distribution Technology Expo (Next Events & Conferences Ltd)



Tony Robinson describes how big a launch show can be... at the 2024 AEO Conference (Association of Exhibition Organisers)



Tony Robinson has a lifetime of experience launching specialist industry magazines and exhibitions and indeed companies. In the 1980's he trailblazed the London scene launching around 55 international B2B publications and in 1991 founded his own company UKI Media & Events which became synonymous with the creation and running of global specialist industry magazines and exhibitions. He was listed in the 'Europe 500' of fast growth companies and in the Sunday Times 100 Fastest listed at #33. The shows are now mainstays of major industries covering sectors as diverse as tire manufacturing, aircraft interiors, airport design, automotive design and transportation and the list goes on. He's run events in China, India, South Korea and America and became the biggest non-German 'guest' events company running shows in Germany in the period 2000-2007. He created another company in 2010, Smarter Shows, launching events in America and Europe including The Battery Show and Electric & Hybrid Vehicle Technology Expo. In 2017, still while being involved in both companies, Tony helped his son launch TransGlobal Events which now runs the world's largest Hydrogen Technology Show with over 800 exhibitors. This Expo on Power Transmission and Distribution Technology is under the banner of Next Events & Conferences Ltd. He recently spoke at a leading exhibition industry event run by the Association of Exhibition Organisers on the subject of launching shows.