

Do We Really Need Another Show in the World of Power Transmission and Distribution? Yes! ...and here is Why:



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.

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.

Tony Robinson, a long-standing events innovator and leading exhibitions industry figure, is busy with the launch of a new show in Europe that will set things straight. As Tony 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'.

'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 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 substation 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.’

‘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.’

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 is doing is delivering us a truly focused exhibition for our industry.



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 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.

Open Technology Stages will be running within the show layout to enable exhibitors to explain and demo how their technologies can offer advantages. They 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 m² of space). It is taking place in Cologne, Germany which is in the most densely populated part of Germany and located in the busiest manufacturing corridor.

We welcome Power Transmission and Distribution Technology Expo to our industry event calendar for 2025.

Editorial Board

Power Systems Technology

