



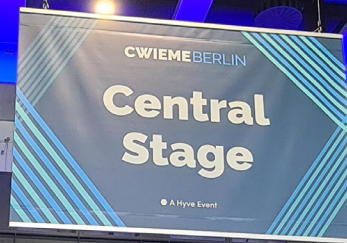
CWIEME BERLIN 2025

VOICES FROM THE FOREFRONT OF A GROWING INDUSTRY

With nearly 500 exhibitors, 5,800+ footfall, and representatives from 87 countries, CWIEME Berlin 2025 once again brought together the global transformer and electrical manufacturing community under one roof. Across three days, the halls buzzed with conversations on supply chain resilience, innovation, sustainability, and the ever-accelerating demand for electrification.

The 2025 edition also marked a further step in the event's evolution – broadening its focus to include transformer users such as grid operators, utilities, and data centers, and debuting new networking spaces like the T&D Club. CWIEME Berlin 2025 also saw the launch of the first CWIEME C-Suite Club initiative in partnership with PTR and Genesis Consulting. This event was attended by an exclusive number of executives. The inaugural event consisted of round table discussions based on select topics drawn from an insightful presentation on current industry market growth and growth dynamics by Hassan Zaheer of PTR.





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Chris Gerber, renowned industry professional, Senior Partner of Genesis Consulting and CWIEME Advisory Board member, reflected on current market conditions and the unprecedented opportunities currently experienced in the transformer industry. "We no longer have to focus our entire existence and wellbeing on the competing with one another, but we can, for the first time in many years, given the current market conditions, afford to sit down and talk to one another, about the common denominators impacting our existence - good and bad - enabling us to ensure collective insight and understanding, and from this collective insight, draw and formulate the individual and collective strategies required that will strengthen, not only our own companies but also our global industry."

CWIEME Berlin's Vision – Nicola Acampora, Head of Growth at CWIEME

The show's driving vision came straight from the top. Nicola Acampora told us the mission is not just to host an exhibition, but to "create the most valuable meeting point for the transformer and power systems community."

"Our ambition this year was to infuse the event with positivity, drive change, and create spaces that spark genuine conversations. From the Bavarian Village to the T&D Club, we wanted people to connect on a human level – and we saw it happening everywhere on the show floor."

He also emphasized a strategic shift in the show's reach:

"We're expanding beyond traditional manufacturing to involve grid operators, utilities, data centers – the entire ecosystem. That's how we 'close the loop' and ensure Berlin is the key global hub for this industry by 2026."



GE Vernova – Armando Pastore, Product & Technology Bushings Leader

For GE Vernova, the discussion centered on balancing booming demand with uncompromising quality. Pastore described the current market climate as “challenged, but full of opportunity”:

“The market and energy demand are booming... We are working close with our customers to squeeze delivery times as much as possible. Quality is the first – bushings are designed to withstand low and high temperatures, fast and slow front over-voltages, harsh environments. Price is important, but quality is the main key parameter.”

He also spoke about the company’s role as a technology leader:

“Our Milan facility is the global R&D center for high-voltage bushings. We’re introducing Resin Impregnated Synthetic (RIS) bushings as part of our innovation roadmap, alongside OIP, RIP, and gas bushings – all designed for performance in demanding conditions.”

Hitachi Energy – Bruno Melles, Managing Director, Transformers Business Unit

Interviewed on stage by our dear friend Javiera McGuiggan, Global Business Director at Cargill, Melles used the platform to underline the urgency of scaling capacity across the entire supply chain:

“The conversion from fossil fuel to electricity is happening all across the globe... The biggest challenge is how we adjust not only our capacity, but also the capacity of our partners and suppliers to maintain and develop the full supply chain.”

He shared that Hitachi Energy is **investing \$250 million** on top of an earlier \$1.5 billion expansion, targeting insulation, bushings, and tap changers across multiple continents. Sustainability, he stressed, is embedded in that strategy:

“We are investing heavily in carbon-neutral manufacturing, education, and technologies that bring sustainability to the next level. We strongly believe we are changing society for the better.”

Yash High Voltage Limited – Nirav Patel, Executive Director

Nirav Patel highlighted Yash’s transformation from a small-scale operation into a global leader in precision-engineered transformer bushings, underlining Yash’s commitment to innovation, reliability, and building trust with customers worldwide.

“What started as a humble journey has today positioned Yash as a trusted global brand, delivering more than 40,000 products across 60-plus countries.”

He also mentioned the pride in making a mark globally while staying rooted in Yash’s values.

“Today, Yash is not just a manufacturer, but a unique solution provider trusted by customers around the world.”

FROM BOOMING DEMAND AND RAPID INNOVATION TO ENVIRONMENTAL RESPONSIBILITY AND GLOBAL COLLABORATION, THE CONVERSATIONS AT CWIEME BERLIN 2025 REVEALED AN INDUSTRY THAT IS AMBITIOUS, CONNECTED, AND READY TO GROW.

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● A Hyve Event

ASTA – Dr. Karl Schaecke, Group CEO

Sustainability was a core theme for ASTA's presence in Berlin. Schaecke explained how copper recycling can transform the industry's carbon footprint:

"We can reduce 70% of the CO₂ quota in copper by recycling and upcasting... We're working with major OEMs and grid operators on circular economy projects to deliver green transformers."

Looking ahead, ASTA's strategy rests on three pillars: recycling, its legacy copper business, and high-end manufacturing for e-mobility:

"We have visibility beyond 2030, and it looks like the pace is going up. Let's make it happen for the next 10 years and make it a clean industry for future generations."

Ares Trafo – Cemil Berker, Deputy General Manager

Ares Trafo has evolved from a specialist component producer into a fully integrated supplier. Berker was proud to share how this transformation benefits customers:

"We can supply bushings in 4–5 weeks, and transformer tanks in 8-10 weeks, compared to the three or four months long delivery time, it is big advantage for our customers. If our customers want one package, everything, they can find it in our company – tanks, active parts, all components from one source. That's one of our biggest advantages: we give them everything in one shipment without having to coordinate multiple suppliers."

He added that this flexibility extends to responding quickly to urgent needs:

"Because we are privately owned, we can adjust our production programs in days, not weeks. That's how we keep our promise on delivery times."

Mobitron AB – Martina Willman, Managing Director

Mobitron's third-generation Cargolog system addresses a critical risk in the sector – transport damage to high-value equipment. Willman told us:

"Our third-generation Cargolog captures everything happening to your cargo during transport and sends the data directly to your office. Data is knowledge – it can prevent costly delays, protect your reputation, and avoid environmental impact from unnecessary returns. The system even gives you precise time stamps and location data for any incident, so you know exactly when and where something happened."

She also highlighted the long-term cost benefits:

"Our customers typically use the system for many years, and the return on investment is significant – fewer claims, less downtime, and more reliable delivery performance."

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Crosslink Technology – Mike Groves, Global Sales Manager

For Groves, reliability in even the smallest components is non-negotiable:

“Even a small component is critical to our customers. If they don’t get it at the quality and timing expected, it creates problems for everyone. Our focus is on matching their growth with our capacity, investing in people, equipment, and floor space. We’re also introducing stocking programs for regular customers so they never have to wait for standard parts — they can get what they need immediately.”

He added that adapting to different market needs is part of Crosslink’s DNA:

“We’ve been in the business nearly 45 years, and we’re still evolving — expanding our range into medium-voltage, dead-front bushings, CTs, and PTs to meet growing customer requirements.”

Women in Power Systems Conversations – Interviewed by Javiera McGuiggan, Global Business Director at Cargill

As part of the Women in Power Systems initiative, Javiera spoke with several female leaders at CWIEME Berlin about their perspectives:

- **Carmen Low, Komemde:** “This is really the key gathering point for our industry to meet, collaborate, and keep abreast of trends... Everyone’s facing the same challenges — lead times and supply outstripping demand — and everyone’s keen to find solutions together.”
- **Elena Guererro Nogueira, Repsol:** “We have to turn challenges into new opportunities. Commitment to sustainability and regulation is key — but so is continuing to innovate and adapt to our clients’ needs. At the same time, we can’t lose focus on safety and performance — those will always be at the heart of what we do.”
- **Najd Nassereddin, PTR:** “Events like this let you see trends, discuss strategies with decision-makers, and strengthen customer relationships. You also get a broader view of how the whole industry is moving. It’s a place where ideas turn into concrete collaborations.”

An Industry on the Move

From booming demand and rapid innovation to environmental responsibility and global collaboration, the conversations at CWIEME Berlin 2025 revealed an industry that is ambitious, connected, and ready to grow. The shared priorities voiced here — speed, quality, sustainability, and cooperation — will continue to define the sector’s trajectory in the years ahead.