

2024  
**INTER  
BATTERY**  
E U R O P E

**June 19-21, 2024**  
Messe München, Germany

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Taking place within **The Smarter E Europe 2024**  
ees Europe | Intersolar Europe | Power2Drive Europe | EM-Power Europe

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# Powering the Global Battery Industry





2023  
INTER  
BATTERY  
EUROPE  
SHOWCASE

Summit Global Battery Leaders



INZI



ONEJOON

We offer  
**Customized Solutions**  
for your Battery Materials Procurement

High End Kilns & Furnaces  
for the production of natural graphite

## About InterBattery

InterBattery, Korea's first battery exhibition that opened in 2013 with 47 companies and 188 booths, has grown approximately by 10 times in size to feature 477 companies and 1,360 booths at its 11th edition in 2023.

In the last decade, InterBattery has truly established itself as Asia's leading battery business platform, which essentially led to the showcase launch of InterBattery Europe in June of 2023 in Germany, Europe, the world's leading battery market.

InterBattery show brand will continue to power the global battery industry by creating new connections and providing meaningful opportunities in and out of Korea and Europe.

# InterBattery

# EUROPE 2024

# SHOWCASE

# 01

## Charge the World

InterBattery Europe Showcase offers practical opportunities to understand the trends and prospects of the European battery market and develop market strategies by communicating face-to-face with leaders of the world battery market.

In addition, insightful solutions beyond battery industry are offered as InterBattery Europe Showcase takes place within ees Europe, an ESS-focused trade show which is a part of Europe's largest energy exhibition, The Smarter E Europe, that features other industries closely related to the battery industry, including e-mobility, energy management, solar energy and more.

Take the opportunity to showcase your products and technologies to key players of the global battery industry and build a solid foundation for entering a new international market.

# Overview

<b>Date</b>	Wed, June 19 – Fri, June 21, 2024	<b>Featured Events</b>	The Battery Day Europe Conference, 1:1 Business Matching, Networking Night, Exhibitor Seminar and more
<b>Venue</b>	Hall C3, Messe Munich, Germany	<b>Show Size</b>	100 Exhibitors, 200 Booths 10,000 Visitors
<b>Organizers</b>	Korea Battery Industry Association, Coex, KOTRA	<b>Co-located Events</b>	The Smarter E Europe - ees Europe - InterSolar - Power2Drive - EM Power
<b>Exhibit Items</b>	Battery Cell, Battery Materials/Components, Battery Manufacturing/Testing Equipment, Battery Recycling, ESS and more		

## Site Plan

### HALL A & B3-B4 & C4

#### InterSolar

Solar Cells and Modules, Balance of Systems, Production Technologies, Solar Thermal Technologies, Solar Power Plans

(Key Exhibitors: LONGI Solar, Jinko Solar, JA Solar, Trina Solar, Canadian Solar, Hanwha Q-Cells)



### HALL B0-B2 & C2-C3

#### ees Europe

Energy Storage Technologies, Energy Storage System Components and Equipment, Battery Production Technologies/Machine and Plant Construction, Energy Storage Systems

(Key Exhibitors: BYD, CATL, EVE, Freyer, LS Electric, Siemens)

### HALL C3

#### InterBattery Europe Showcase & ees Europe

**(InterBattery)** Battery Cell, Battery Materials/Components, Battery Manufacturing/Testing Equipment, Battery Recycling, ESS and more

**(ees Europe)** Energy Storage Technologies, Energy Storage System Components and Equipment, Battery Production Technologies/ Machine and Plant Construction, Energy Storage Systems

### HALL B5-B6 & C5-C6

#### EM Power & Power2Drive

**(EM Power)** Smart Grids and Integration of Renewable Energies, Smart Buildings and Districts, Commercial and Industrial Energy Services

**(Power2Drive)** Charging Infrastructure/Charging Stations, Electric Vehicles/ BEV/ PHEV/ FCEV, Traction Batteries, Mobility Services

(Key Exhibitors: ABB, Schneider Electric, The Mobility House, KE BA, Alfen, EnerCharge, Eaton)

# Featured Events

## 1. The Battery Day Europe Conference

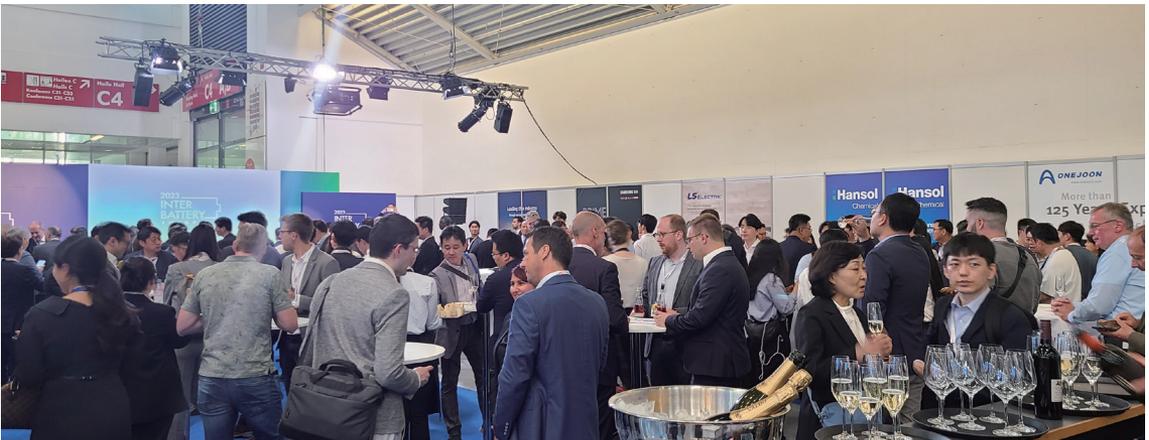
A conference program that analyzes the present and future of the global battery industry by exchanging visions and insights with world leading battery industry experts

## 2. InterBattery Europe Exhibitor Seminar

A seminar open exclusively to exhibitors looking for opportunities to introduce their products and technologies in detail to attendees at InterBattery Europe Showcase

## 3. Networking Night

A networking event open only to the exhibitors and industry professionals at InterBattery Europe Showcase, as well as the speakers at the Battery Day Europe Conference

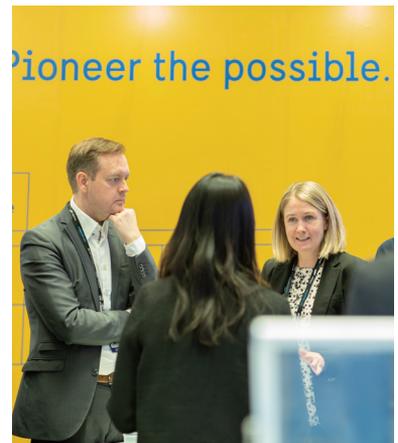


## 4. 1:1 Business Matching

A 1:1 business matching program with key buyers of the European battery market that are thoroughly selected and invited by KOTRA, a national trade and investment agency from Korea

## 5. Battery Next Special Showcase

A special pavilion featuring exhibitors' latest products and technologies that best represent the battery industry trend of the exhibiting year

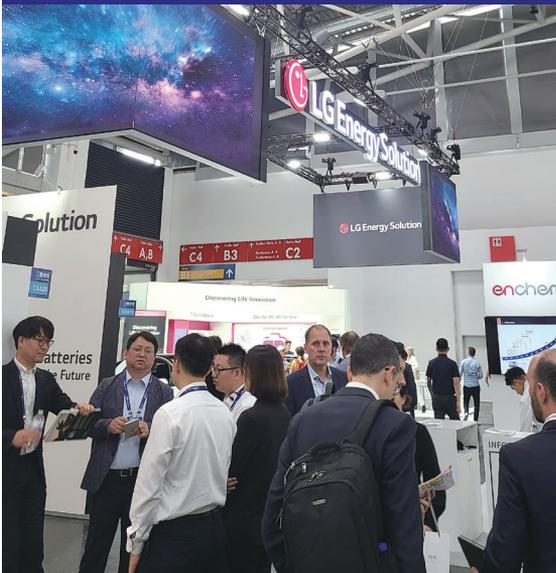


# 2023 Facts & Figures

## Number of Exhibitors

The Smarter E Europe InterBattery Europe

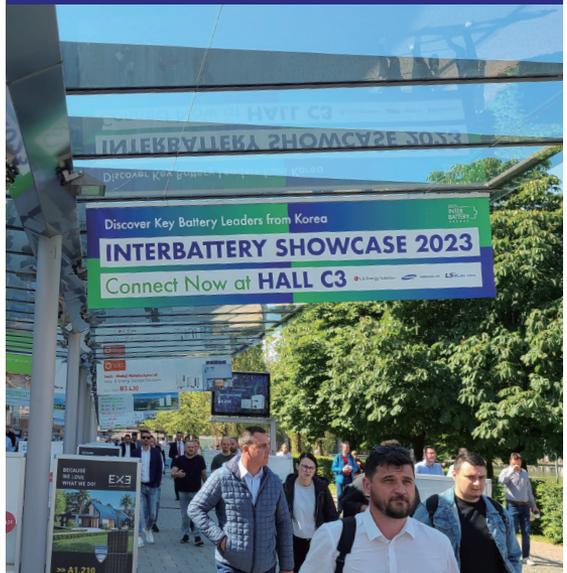
2,469 73



## Number of Visitors

The Smarter E Europe InterBattery Europe

106,189 5,600



## Show Size

The Smarter E Europe InterBattery Europe

180,000 5,000

Sqm



## Media Reports

The Smarter E Europe InterBattery Europe

30,000



# Key Exhibitors

## InterBattery Europe



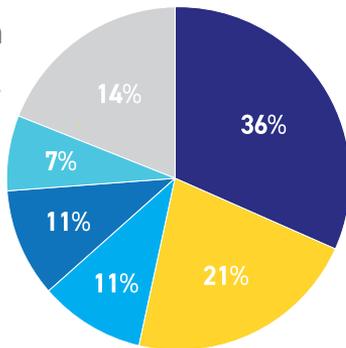
## ees Europe



# Exhibitor Survey

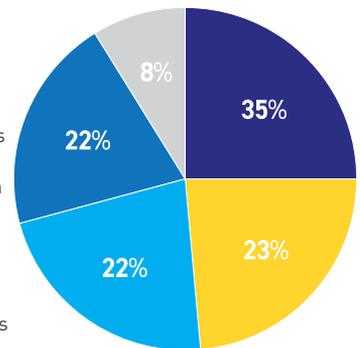
## Exhibit Item

- Battery Materials/ Components
- Battery Cell
- Battery Manufacturing Equipment
- Battery Testing Equipment
- Capacitor
- Others



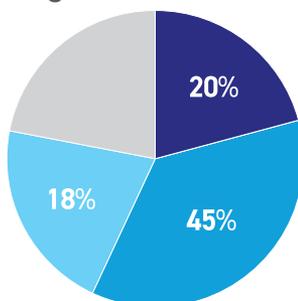
## Reason for Exhibiting

- Find new partners (EV)
- Identify European market trends
- Brand promotion
- Develop existing partnership
- Find new partners (ESS)



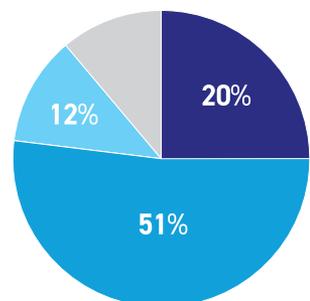
## Business Meeting Satisfaction

- Extremely Satisfied
- Satisfied
- Somewhat Satisfied
- Others



## Overall Satisfaction

- Extremely Satisfied
- Satisfied
- Somewhat Satisfied
- Others



# Visitor Analysis

## Key Statistics

Number of Countries



**164** Countries

International Visitors



**53** %

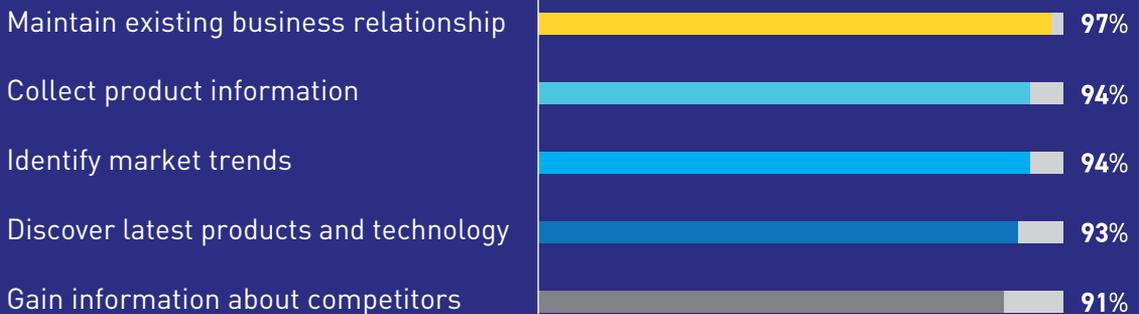
Domestic Visitors (Germany)



**47** %

## Reason for Visiting

※ Multiple answers allowed



## Visitor Type

Industry Professionals **97** %

Decision Makers **78** %

## Satisfaction Rate

Exhibition Expertise **96** %

Overall Satisfaction **99** %

Willingness to Recommend **89** %

※ Visitor analysis contains information from the Smarter E Europe show result.

# InterBattery KOREA

# 02

## Charge the Future

InterBattery, which has grown together with the Korean battery industry for the past 11 years, will host its largest event yet in March of 2024 at Coex Exhibition and Convention Center in Seoul, Korea.

Behind the growth of InterBattery, there was extreme progression made by dedicated Korean companies like LG Energy Solution, Samsung SDI, SK On and more.

As InterBattery has expanded through the support of its exhibitors and related professionals for the last 11 years, InterBattery in return will continue to serve as a major business platform by connecting lasting partnerships within the global battery industry and to ultimately drive the development of the world battery market.

# Show Overview

## 2024

**Date** Wed, March 6 – Fri, March 9, 2024

**Venue** Coex, Seoul, Korea  
(Hall A-E, The Platz, Lobby)

**Organizers** Korea Battery Industry Association, Coex

**Exhibit Items** Battery Cell, Battery Materials/Components, Battery Manufacturing/Testing Equipment, Battery Recycling, ESS and more

**Featured Events** The Battery Conference, Battery Trend Seminar, Exhibitor Seminar, Battery Job Fair, Networking Night and more

**Show Size** 800 Exhibitors, 2,300 Booths  
80,000 Visitors

## Site Plan

### Conference Room(South)

[Battery Seminar, Battery Job Fair]

### Hall C

[K-Battery]

World's Top 3 Battery Cell Makers, Battery Materials/Parts

### Hall E

[Battery Worldwide]

KOTRA Business Matching, International Pavilion

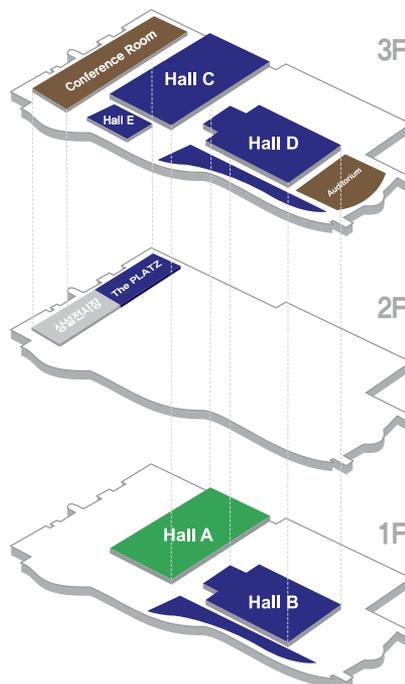
### Hall A

[EV TREND KOREA]

Electric Vehicles, Electric Motorcycles, Charging, Mobility Platform and more

[Battery Value-chain]

Battery Testing/Measuring Equipment, Manufacturing Equipment and more



### Hall D

[Battery Value-chain]

Battery Materials/Parts, Automation, Manufacturing Equipment

### Auditorium

[The Battery Conference]

### The PLATZ

[EV / Battery Innovation]

Start-up Pavilion  
Online Exhibition and more

### Hall B

[Battery Value-chain]

Battery Materials/Parts, Automation, Manufacturing Equipment

### Lobby Booth(1&3F)

[Battery Value-chain]

Battery Materials/Parts, Automation, Manufacturing Equipment

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EUROPE

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