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Karlsruhe, Germany

Partnerships are the key to the successful introduction of sustainable energy solutions

The Connect Ideas2Business conference promotes dialogue between industry and research as well as highlights opportunities for innovation

Close co-operation between research, industry, investors and politicians is one of the most important requirements for energy transition and a decisive driving force behind it is the innovation potential of small and medium-sized enterprises. This is the conclusion reached by the third annual "Connect Ideas2Business – Your Marketplace for Sustainable Energy Solutions" conference, which was held on 9 June at the Karlsruhe Chamber of Commerce. A total of 130 representatives of small and medium-sized businesses, large companies, research institutes and energy network operators came together at the event to investigate the possibilities for cooperation on the German energy market, to discuss the current trends in the energy industry and to present a wide variety of business ideas and technical innovations, ranging from smart cities and clean coal technology to new methods of energy storage. The conference was hosted by KIC InnoEnergy Germany and the Steinbeis-Europa-Zentrum (SEZ).

One highlight of the conference was the presentation by Jochen Klingler, managing director of EnerSearch Solar GmbH, whose innovative solar ventilation system is currently being commercialised as part of a KIC InnoEnergy innovation project. "To be successful as a business," said Klingler, "you need to think and act in close cooperation with your customers. Money and time are the critical success factors. The cooperation with KIC InnoEnergy has helped us, because, like us, they take an entrepreneurial approach."

In a panel discussion on the subject of *Success stories concerning the market introduction of innovative energy products and services*, the participants acquired valuable information about implementing ideas in the reality of the business world. In parallel with this, small and medium-sized enterprises, start-ups and research institutions with close market links from Germany and other countries introduced their products and services in an exhibition and in a series of brief presentations on some of the most exciting sustainable energy solutions in Europe.

Professor Norbert Hauptner, Europe representative of the Baden-Württemberg Minister of Finance and Economics and director of the Steinbeis-Europa-Zentrum, said in his closing speech: "I was impressed by the variety of energy solutions that have been presented here. The existence of platforms like KIC InnoEnergy and the Connect Ideas2Business conference is important, because they focus on different types of energy and help to bring innovative energy products and services onto the market. We need this range of different approaches to put the energy transition into practice and the importance of the energy transition has once again been highlighted by this week's G7 summit."



Dr. Christian Müller, managing director of KIC InnoEnergy Germany, also emphasised the significance of events of this kind for the industry: "At Connect Ideas2Business, representatives of industry and research had the opportunity to meet potential customers for their energy solutions, to impress investors with their ideas and to find out about interesting technologies and investment opportunities. At KIC InnoEnergy, we see ourselves as a catalyst. We can help to ensure that a business development process is successful by providing a range of different potential solutions."

The organisers, Steinbeis-Europa-Zentrum and KIC InnoEnergy Germany, are pleased with the success of this year's Connect Ideas2Business conference. They would like to thank KIC InnoEnergy's project partners, the Baden-Württemberg Ministry of the Environment, Climate Protection and the Energy Sector and Ministry of Science, Research and the Arts, together with the Karlsruhe Chamber of Commerce, for their valuable help and support.

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About KIC InnoEnergy

KIC InnoEnergy is a leading European engine for innovation and entrepreneurship. It invests in innovation projects, business development and start-ups in the energy sector. The result is new solutions that are commercialised to allow for the production of sustainable energy in Europe. Four years ago, the organisation was selected as one of the first three Knowledge and Innovation Communities (KICs) by the European Institute of Innovation and Technology (EIT). Today, around 150 partners from industry and science are working together on the KIC InnoEnergy platform in consortia to develop new products and services.

KIC InnoEnergy is supported by the EIT, a European Union institution.

For more information, visit: <http://www.kic-innoenergy.com/>

About the Steinbeis-Europa-Zentrum

The Steinbeis-Europa-Zentrum is a partner of KIC InnoEnergy and helps medium-sized businesses in particular to gain access to funding, to open up new markets and to bring about technology transfers.



In the context of KIC InnoEnergy, the Steinbeis-Europa-Zentrum advises medium-sized enterprises, universities and research institutions on applications for funding, evaluates project ideas, helps to put consortia together and acts as a partner for funding applications and for implementing market studies.

For more information, visit: <http://www.steinbeis-europa.de/index.php5?lang=1>