|  |  |
| --- | --- |
| **­Press release** | 7 February 2022 |
| PCIM Europe: Power electronics 365 days a year | Vineeta ManglaniTel. +49 711 61946-297Vineeta.Manglani@mesago.com[pcim-europe.com](http://www.pcim-exhibition.com/) |

**Following the establishing of the content platform "Power & Beyond", the PCIM Europe has now expanded its brand offering with the podcast "Sound on. Power on.". A further continuation includes the event "PCIM Europe Talks". The PCIM Europe thus offers its community a comprehensive range of digital and analog formats on power electronics – all in addition to the exhibition and conference in Nuremberg.**

The PCIM Europe has been held annually in Nuremberg since 1979 and has since established itself as the leading event for power electronics, intelligent motion, renewable energy and energy management. The exhibiting companies represent the entire spectrum of the industry and present their latest product innovations to trade visitors on an annual basis.

In addition to the top-class lecture program of the Exhibitor, Industry and E-mobility forum, the event highlights include special exhibition areas that focus on current industry trends. This year, for example, trade visitors can look forward to the "Batteries & More - Energy Storage Pavilion", the "E-Mobility Area" and the "U.S. Pavilion".

**Meeting point for experts: International conference**

At the international conference, highly qualified speakers from science and industry will be presenting the latest research results and innovations. Participants can look forward to an extensive program of over 300 keynotes, oral and poster presentations, and special sessions. Practical first-hand knowledge is offered by seven user-oriented seminars and ten tutorials with renowned experts. The current conference program is now available at [pcim-europe.com/program](file:///C%3A%5CUsers%5Clangc%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CLAML94M4%5Cpcim-europe.com%5Cprogram).

**New for 2022: Hybrid event format**

In 2022, the PCIM Europe will be held in a hybrid format for the first time. The focus will be on the on-site event in Nuremberg from 10 - 12 May 2022. This will be accompanied by a digital event platform. In the run-up to the PCIM Europe, interested parties can prepare at the "digital warm-ups" on 4 May 2022; to round off the event and intensify the newly established contacts, there will be a "digital follow-up" on 18 May 2022 after the exhibition and conference. In this way, exhibitors, visitors, speakers and conference participants can continue to network beyond the event period and find out about the latest trends in the field.

**News from the industry: Power & Beyond**

The online content platform Power & Beyond was launched in 2020 to provide the power electronics community with current branch topics throughout the year. This format offers power electronics suppliers the opportunity to present themselves and their products and to specifically address the specialist audience. Power & Beyond consumers benefit from diverse and continuously updated content on industry trends and the latest research findings.

**A podcast on power electronics: Sound on. Power on.**

With the English-speaking podcast "Sound on. Power on." the PCIM Europe launched a further content offering at the beginning of the year. In compact 20 to 30-minute episodes, host Professor Marco Jung from Bonn-Rhein-Sieg University of Applied Sciences takes his listeners on a journey through the world of power electronics.

In the first episode, he and his guest Professor Frede Blaabjerg from Aalborg University took a look at the future of the industry and discussed trends and drivers. Peter Friedrichs, Senior Director Wide Bandgap at Infineon Technologies, joins the second episode and together with host Professor Jung, he talks about key application areas for WBG power semiconductors, among other topics. The episode "Key applications for WBG power semiconductors and future outlook" will be released in mid-February.

"Sound on. Power on." is available free of charge on all major streaming platforms as well as on the PCIM Europe website.

**Power electronics live: PCIM Europe Talks**

With the PCIM Europe Talks, an interactive event series with changing focus topics from the field of power electronics will also be starting soon. The one-day event will take place in rotating locations in German-speaking countries. The focus will be on interactive presentations and the "Meet & Talk" exchange format. Here, solution suppliers from the focus topic meet interested users in the context of discussions and compact training sessions. The PCIM Europe Talks are rounded off by excellent networking opportunities, e.g. at an evening get-together, and thus provide an ideal setting for exchanges between specialized experts. The kick-off event will take place on 27 June 2022 in Stuttgart and will focus on electromobility.

Further information on the formats mentioned can be found at <http://www.pcim-europe.com>.

**About Mesago Messe Frankfurt**

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 160 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. ([mesago.com](https://www.mesago.de/en/Mesago/home.htm))

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)