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Messe Frankfurt signs landmark MOU, paving the way for new energy-centric fairs and events in a growth-charged market

Beijing, 22 September 2026. Against the backdrop of rising global demand for energy and electricity, Messe Frankfurt GmbH signs a memorandum of understanding (MOU) with the China Electricity Council (CEC) to develop events specialising in power and energy. Messe Frankfurt offers extensive industry resources and deep expertise in the technology towards the global energy transition across its diverse global event portfolio. Together with the CEC's expertise and member networks in China, the partnership is set to facilitate access to the latest power, sustainability, and energy infrastructure technologies for both international and Chinese stakeholders.

Mr Stephan Buurma, Managing Director of Messe Frankfurt Asia Holding Ltd (left) and Mr Yang Kun, Executive President of China Electricity Council (right) shake hands following the official signing of a memorandum of understanding (MOU) to explore strategic cooperation opportunities in the energy and power sectors.

Global electricity consumption is set to climb from 28,600 terawatt-hours (TWh) in 2025 to 30,700 TWh in 2027, according to the International Energy Agency[1]. This growth is being driven by the rapid expansion of AI data centres, the evolving electric vehicle market, and rising demand from industrial activity, cooling needs, and digital infrastructure – all of which are driving the global energy market to scale up the deployment advanced power and electricity solutions, systems, and infrastructure.

Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt Group, said: "Messe Frankfurt, as one of the world's leading trade fair organisers, always keeps a close watch on global markets and emerging trends, and invest new events that help industries and global trade move forward. With an extensive international network and long-established relationships across key industry sectors, we are well placed to create meaningful commercial opportunities wherever demand is evolving. We look forward to working closely with the China Electricity Council to bring cutting-edge power and electricity technologies and industry know-how where it is needed most."

Sustainable surge creates new market opportunities for power and energy sector

As global energy needs compound, a strong focus on new energy solutions has emerged, adding further credence to the strategic partnership between Messe Frankfurt and the CEC. With countries and regions looking to combat the effects of climate change while simultaneously reducing reliance on fossil fuels, sustainable technologies are set to become the world's largest source of electricity generation, with a projected growth rate of 8% in 2026 alone[2]. The European Commission's EU Electrification Action Plan, for example, outlines the bloc's goal of raising electricity's share of final energy consumption to 32% by 2030[3].

"Market trends indicate that governments around the world are committed to scaling up power infrastructure and making electricity more accessible," explained Mr Stephan Buurma, Managing Director of Messe Frankfurt Asia Holding Ltd. "Global trade fairs have an important role to play here, particularly in connecting China, which has emerged as a leading innovator in sustainable energy and cost-effective infrastructure technologies, with regions that need these solutions most. By uniting forward-thinking Chinese solution providers with energy producers, policymakers, and end users in high-demand regions, new innovations and standards can be introduced and deployed effectively and efficiently. Our work to promote sustainability across multiple event clusters has already shown how targeted exhibition platforms can help translate policy ambition into real-world solutions, and we see similar potential in the power and energy space."

Linking energy transition with China's scale and sustainable infrastructure expertise

The global push to raise electrification rates has created a clear need for new technologies and infrastructure investment. To this end, China emerges as a key solution provider as its power sector has undergone rapid transformation in recent years,

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[1] "Global electricity demand growth set to accelerate", July 2026, International Energy Agency, https://www.iea.org/news/global-electricity-demand-growth-set-to-accelerate-as-power-systems-adjust-to-recent-shocks, (Retrieved: August 2026)

[2] "Global electricity demand growth set to accelerate", July 2026, International Energy Agency, https://www.iea.org/news/global-electricity-demand-growth-set-to-accelerate-as-power-systems-adjust-to-recent-shocks, (Retrieved: August 2026)

[3] "Affordable electricity is essential for the European Union's electrification goals", July 2026, International Energy Agency, https://www.iea.org/commentaries/affordable-electricity-is-essential-for-the-european-union-s-electrification-goals, (Retrieved August 2026)

supported by continual investment in green energy and sustainable capacity. The country now accounts for more than 40% of global patents in the new-energy sector and has become the first country to surpass 4 billion kilowatts of installed power generation capacity in 2026[4]. Green energy represents over 60% of China's installed power capacity, with wind and solar alone accounting for half of the national total[5].

With China's power sector having developed a broad base of home-grown solutions pertaining to sustainable energy, grid modernisation, and energy storage, the CEC will work closely with Messe Frankfurt to connect innovative Chinese technology providers with worldwide markets, creating new business opportunities and channels for knowledge exchange to support the development of cleaner, affordable, and more resilient power systems.

Harnessing Messe Frankfurt's global resources and CEC's industry knowledge for impactful cooperation

Together, the two organisations are set for cooperation in the power and energy space. Messe Frankfurt brings decades of experience in organising large-scale international trade fairs for various industry clusters, including a broad range of relevant technology sectors such as building, manufacturing, and electronic technologies. The CEC, meanwhile, contributes deep industry experience, cooperation with Chinese governmental agencies, and an extensive network within China's power sector, spanning generation, transmission, distribution, and end-use applications.

Under this new cooperation, both organisations will utilise their respective strengths to bring together key government representatives, professional institutions, industry organisations, upstream and downstream enterprises, technology providers, and global buyers. Messe Frankfurt will leverage its network and resources, while the CEC will contribute its industry involvement and know-how to explore future opportunities in energy and power supply fairs and events.

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[4] "China leads the world in power generation as green energy share rises", June 2025, Global Times, https://www.globaltimes.cn/page/202606/1364419.shtml, (Retrieved August 2026)

[5] "China leads the world in power generation as green energy share rises", June 2025, Global Times, https://www.globaltimes.cn/page/202606/1364419.shtml, (Retrieved August 2026)

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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. With a workforce of some 2,700 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were about € 766 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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.
Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering.
Sustainability is a central pillar of our corporate strategy. Maintaining a balance between environmental and economic responsibility, social responsibility, and diversity lies at the heart of its approach. For more information, please visit our website at: www.messefrankfurt.com/sustainability
With its headquarters 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