

Press Release

Off-Grid Experts Workshop 2017 – the event for self-sufficient energy attracts a broad audience

Memmingen, 29.09.2017. The Off-Grid Experts Workshop 2017, an established event in the Off-Grid sector, this time also impresses with tailor-made information about products and innovations and so called „*entertainment*“.

Under the motto “Switch on Off-Grid” an exclusive circle of 400 experts met for the fifth Off-Grid Experts Workshop 2017 in the end of September. The participants were from Europe, Africa, Middle East, Asia, North and Central America. The established event of the Off-Grid power supply scene, based on regenerative energy, again took place in Memmingen.

Over three days, from Wednesday the 27.09 to Friday the 29.09, it was all about so called insular solutions, means power supply far from the grid. Already in 2015 there was the opportunity for the exhibitors to present their products and solutions to a smaller audience only one day before the start of the event. This opportunity of this Tec-Day was well used and of course repeated in 2017. The first experts arrived on Wednesday to get taught in the technical finesses of several institutions and manufacturers. During these sessions the fair was built with more than 40 exhibitors in the city hall of Memmingen.

„Entertainment“ as recipe for success

Comparing the event of 2015 the amount of eventpartners could be doubled, together with the premium partner Steca and the jubilee partner Studer, there were KfW, Power Blox AG, Morningstar and Victron.

“We are really happy about the growth of our event, but that was not in the middle of our preparations. We wanted to build up a format that is carried of a relaxed atmosphere where experts can exchange their knowledge. Often those events are really dry, technical and commercial driven. We want to strike that with a positive mood, succeeding with several opportunities for the visitors to participate”, Julia Schluck, responsible for Marketing at the system integrator and wholesaler Phaesun, tells. Phaesun is responsible for the organization of the event since 2011. “For this event we created a new word, which describes our intention best, we call this kind of event ‘entertainment’. It is a connection of entertainment with effective knowledge transmission. We want to produce as many good memories for the participants as possible.”

Interaction – the key to a successful event

Accompanying the exhibition of international manufacturers and institutions the lectures and several side events were in the focus. “It is important for us, to avoid boredom that is the reason why we do a Workshop and no conference in the classical means. The positive reaction of numerous visitors and exhibitors emphasizes this decision. We were told several times that this Workshop is the best fair they have ever visited”, stated Tobias Zwirner, Managing Director of Phaesun GmbH.

The idea of Phaesun worked out. With a good atmosphere, sophisticated topics like rural electrification, industrial use, mobile power supply for leisure market, drinking water supply and water purification, as well as latest technologies like fuel cells, were well absorbed. The possibility to put one’s own schedule supported this success.

The organization team of Phaesun succeeded in placing interesting expert lectures, product presentations and latest innovations to make it possible for every participant to schedule their individual program. There were also exciting events like Business Speed Dating, the Hands on Sessions, an Auction of components and the well-established Running Discussion. Like that it was a very colored program.

Exhibitor-Rodeo as Networking Event

To make sure that the sophisticated program was well processed, the first evening of the Workshop ended with an exhibitor rodeo. This event offered enough space to deepen the new contacts of the day. There was good food and a rodeo competition for the entertainment of all participants. The winner of defeating the wild bull was Infinite Fingers.

Water and BOSS-solutions as central topics

The second day was all about Business Opportunities with Solar Systems (short BOSS), water purification at the Water Forum and remote monitoring of an autonomous system with Infinite Fingers. The drummer trio Playmobeat loosened the afternoon program with their performance "Energetic Independence". The audience was included and everybody could check their rhythm together with the three drummers.

Awarding the grand finale

Who was still motivated after two Workshop days could be entertained again with Playmobeat on Friday evening, after that the grand Awarding 2017 took place. The winners of the third time given price were this year in category A product: "Most innovative component or solution for Off-Grid power supply/use" MicroEnergy International with their Swarm controller (SOLbox), in category B: project – "Best-in-Class Off-Grid project/initiative in the field of rural electrification, solar water supply or industrial applications" Rafiki Power with their project in Kwa Mtoro, a hybrid system in a container, category C: picture – "Best Picture Energy Independence" again Rafiki Power with "What difference light can make at night" and last but not least, category D: filmlet - best film "Energy Independence" Lagazel with „Manufacturing solar lamps in Africa“. After giving all awards the two DJs from Stuttgart DJs Phonk Ribery and Quincy Jointz started the IndependDance Night 2017 which ended in the early hours of the following day.

Info about the photos (originator: Phaesun)

- 1: Interested participants at the lectures
- 2: Presentation of the exhibitors
- 3: Live-broadcast of the presentation of the exhibitors
- 4: Over 40 exhibitors
- 5: Winner of the this year Off-Grid Experts Awards
- 6: Simultaneously translation of all lectures
- 7: Over 400 visitors at the Workshop 2017
- 8: Playmobeat – the drummer trio from Berlin
- 9: Various lecture program
- 10: Winner of the Rodeo
- 11: everybody could test the cowboy abilities

About Phaesun GmbH

Phaesun has been specialising in the sale, service and installation of Off-Grid photovoltaic and wind power systems since the foundation in 2001. As one of the world's leading system integrators of Off-Grid energy systems, Phaesun offers products of all reputable manufacturers of this trade. International project management, purposeful training courses for customers and technical support complete the range of services offered.

The headquarters of Phaesun GmbH are based in Memmingen/Germany. The Phaesun Group now has daughter companies in France and Dubai and holds subsidiaries in Eritrea, Panama and Ivory Coast. Phaesun can fall back on a worldwide partner and distribution network. Therefore Phaesun contributes to the sustainable electricity supply in the target regions of Europe, Africa, Latin America and the Middle East.

Editor

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