

Final report: electrical energy storage successfully launched in Munich

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A horror scenario in the early hours of the morning in Munich: A power outage brings the city, which has more than a million inhabitants, to an hour-long standstill. The damage is enormous: Messe München lost alone numerous

computers, printers and servers. It was almost an irony of fate that the failure happened to coincide with electrical energy storage (ees) and electronica. We were suddenly made to realize how dependent we are on a functioning power supply in our everyday life. Against the backdrop of the energy shift and increasing electric mobility, that is above all a challenge for efficient energy storage and production of systems. Norbert Bargmann, Deputy CEO of Messe München, states: "Close networking of all competences is required so that we can make rapid advances. Supporting that goal is the objective of our New Technology Fairs, such as electronica and productronica, the world's most important shows in the industry. electrical energy storage is a major addition to this network of exhibitions."

A total 4,300 participants attended ees and came away with a positive assessment. The survey of visitors conducted by the market research institute Gelszus Messe-Marktforschung revealed that 93 percent of them believe that the importance of ees would remain the same or grow. Clemens Disch, Area Sales Manager at Werner Mathis AG, concurs: "A highly innovative exhibition with a great future potential."

The verdict by Andreas Breitskopf, Business Unit Manager Power Control Solutions Division at AEG Power Solutions, was also positive: "We're pleasantly surprised at how good the response has been. Combining the show with electronica probably contributed to this good result. In the past days, we've had lots of very interesting discussions in which we were able to present our energy storage solutions, and we'll definitely take part again next year."

The special show "Battery production" presented all the steps involved in producing a cell and battery systems over an area of around 500 square meters. Visitors were able to familiarize themselves with the subject at the individual points in the production chain and strike up a direct dialogue with representatives from business, research and industry. Prof. Michael F. Zäh, Head of the Institute for Machine Tools and Industrial Management (iwb) of Technische Universität München (TUM), notes: "The special show on battery production was an outstanding opportunity for us to present the technical challenges and possibilities in this field down to the smallest detail. It is an ideal platform for promoting dialogue between

research, science, business and industry. As a result, we can tailor our production research work to market requirements and make major advances in development."

The special show was organized by the iwB in cooperation with the Institute of Technical Electrochemistry (TEC) and the Institute of Electrical Energy Storage Technology (EES) as well as the Heinz Maier-Leibnitz Neutron Research Facility (FRM II).

One crowd-puller at the special show was an electric vehicle from BMW AG. Marcel Groos, Product Consultant / Sales at BMW AG, said about taking part in ees: "Combining it with electronica is a very good idea. The international audience has a keen interest in issues relating to batteries, in particular in the application area of electromobility."

Around 1,100 people attended the forum on the first three days of the show. The diverse range of topics throughout the value chain were illustrated and discussed in more than 35 presentations. Prof. Andreas Jossen, chair of the Electrical Energy Storage Technology (EES) department at the Technische Universität München, held the opening keynote speech. The individual presentations were coordinated by the Productronics Association in the German Engineering Federation (VDMA) and the ZVEI (German Electrical and Electronic Manufacturers' Association). The user day with basic training was organized by batteryuniversity.eu.

The premiere of ees was staged alongside electronica, the world's leading trade fair for electronic components, applications and systems (2,669 exhibitors and more than 72,000 visitors).

The next ees will be staged from November 12 - 15, 2013, in parallel with productronica, the leading international trade fair for innovative electronics production.

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