

transformIT europe

Trade Show for Sustainable Transformation, Al & Data Sovereignty







Jan Nintemann,
Founder TransformIT Europe,
CEO Global Fairs

ESG/CSRDand EU data sovereignty: Trade shows create the future

Only six years ago, a great trade show in Europe helped define the computer era. Anyone who attended CeBIT at its peak will remember it as THE platform for companies to transition to the computer era. I believe we are entering a new technology era: an era in which the latest IT technologies are used for digital transformation to drive the greater sustainability in the economy demanded by the EU. It's no longer possible to have "business-as-usual." We need a trade show dedicated to bringing together the technology and solutions for the transformation to the sustainable economies that Europe must become under the EU's Green Deal and Corporate Sustainability Reporting Directive (CSRD).

TransformIT Europe (TIE 2026) will be the best opportunity in Europe for all companies, to strive for change and compliance with EU regulations to discover first-hand the latest solutions and digital transformation that will drive successful sustainability.

Why TransformIT Europe?

TransformIT Europe is a trade fair, conference and marketplace for solutions that focuses on the tools and technologies for accelerating the new sustainable economy in the EU and on the digital drivers of corporate transformation. Many manufacturers and suppliers now offer sustainable solutions that help protect the climate and environment in almost all industries. **TransformIT Europe** would like to offer these providers in particular an international stage to enable the accelerated marketing of Greentech across the economy and society.

At the heart of **TransformIT Europe** is a clear mission: to be the leading platform for executives from all industries who must navigate the rising EU standards for corporate sustainability, data sovereignty, and CSRD reporting. While many events talk about sustainability, few provide what truly matters: practical tools, actionable strategies, and the motivation to accelerate the urgent changes digital transformation can deliver.

That's where the "IT" in TransformIT makes all the difference. GreenTech is IT-driven – and in today's world, this means more than just innovation. It's about ensuring European data sovereignty, protecting against cyberattacks, and safeguarding public trust in an era of manipulation and misinformation. **TransformIT Europe** is where GreenTech meets digital resilience – and where the future of sustainable business is shaped.

In the coming years, all European companies with 10 or more employees will be legally required to submit a mandatory climate-environmental report (CSRD report) through their tax advisors and auditors. Each of these companies will have problems and questions about how to reorganize their company to meet the requirements and submit a climate-friendly report year after year (there are approximately 25 million companies in the EU).

TransformIT Europe will bring together the EU's most important industrial sectors on a single event platform to drive digital transformation using the latest ICT and AI technologies in the context of sustainability.



Our Objectives



Promoting a better understanding of EU legislation and creating a marketplace to support the Net Zero Industry Act (NZIA) as well as European data sovereignty – with the goal of meeting the EU recommendations for the 2045 emissions reduction target (a major step toward achieving EU climate neutrality by 2045; ESG, CSRD, and more).



To bring together the latest technologies and necessary tools for sustainable digital transformation, to help Europe become the first climate neutral continent by 2045.



To equip Europe with the world's leading Green Tech marketplace and forum, where knowledge, business connections, financing, and innovators from all industries and sectors come together.



To offer European companies and organizations a wide choice of practical solutions that offer economic viability and financial return.

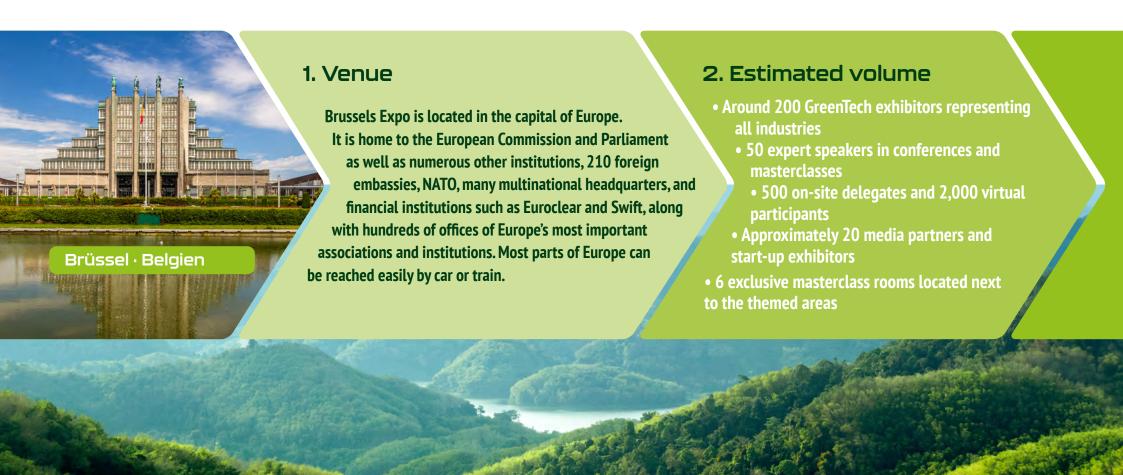


job exchange for job-seekers in the EU who share our understanding that digitalization and sustainability go hand in hand—and who want to make a difference in Europe.

Transform IT Europe aims to offer the young generation in particular, who have grown up with digital media, a platform to actively shape the transformation.



Facts & Figures





3. Visitors

TARGET GROUP PROFILE: 20,000+ professional visitors (55% channel partners with digital relevance, 40% end users, 5% government officials/agencies)

AUDIENCE PROFILE (By industry)

- IT & Communications (hardware, software & services)
- Banking and Financial
- Government members
- Industries in all sectors with sustainable solutions
- Healthcare/Pharmaceuticals/Biotech
- Retail and Distribution
- Agriculture
- Automotive & Transport
- Robotics
- Environmentally friendly energy/electricity
- Education
- Business services
- Advertising and marketing

AUDIENCE PROFILE (By job title)

- INDUSTRY CEOs, sustainability officers, business transformation managers, senior IT leaders, procurement managers, construction and smart building experts, circular economy facilitators, supply chain managers, business analysts, engineers, technicians, trainers, and educators.
- **TRADE** System integrators, value-added resellers, service providers, and re-/e-tail consultants.
- FINANCE Venture capitalists, private equity investors, and financiers supporting circular economy and infrastructure projects, sustainable supply chains, clean environment initiatives, and bioeconomy value chains.
- **GOVERNMENT** European, national, and regional officials driving public procurement, consumer empowerment, innovation, digital transformation, circular economy for climate neutrality, and the Green Deal.
- EDUCATION & RESEARCH Relevant universities, research institutes, and educational institutions shaping the next generation of GreenTech leaders.



Media Support & Partnerships

TransformIT Europe will cooperate with a broad selection of press titles, digital media and social influencers to support the event's purpose of accelerating the understanding and adoption of ESG & CSRD related practices and policies.

Our professional media team (Jochen Siegle, Silvia Kling, Desiree Schneider, and Alica Ickert) is in discussions with a number of publishers. Please contact Alica Ickert at +49 152 04278063.

Media Breakdown

Technical Press Digital Media **Broadsheets** Channel Media **Specialist Publications**

Specialist Media by Category







Green Energy



Sustainability & ESG



Human Resources



Tax & Accounting

Media Reach



50 million Estimated viewing reach

Journalists & **Media Professionals**

European Countries Covered

3 Media Partners



The Role of Europe's Associations

The road to net zero is a complex challenge.

Collaboration is a key, and we believe that the many associations across Europe have a critical role to play in the drive towards carbon neutrality. Their work, purpose and passion brings together industry stakeholders, businesses and organisations with a common goal.

TransformIT Europe will develop strategic partnerships with in-country and pan european associations to foster ideas on transformation strategies and accelerate discussions on how best to develop and adapt to incoming legislation.

An active role.

With Brussels already an important hub for influential associations and ESG policy advocates, we will partner with a select number of organisations in line with our event objectives, to facilitate working groups, debates and panel discussions so expertise can be shared and ideas formed to further the development and implementation of key ESG and CSRD policies and processes.







Community



Expertise





Conference topics and objectives

TransformIT Europe will make a significant contribution to achieving the EU's decarbonization goals in energy, infrastructure, and transport, as well as to the digital transformation necessary to reach these targets. This inaugural pan-European trade fair focuses on a circular economy, showcasing a wide

range of GreenTech products and solutions from all industries and sectors that play a key role across industry, government, education, trade, and the private sector.

Preliminary exhibitor thematic areas:

OBJECTIVES: Marketing strategies, distribution and application Tech Solutions Green Energy Circular Economy Spotlight

EU Commission, EU regulations advisors, national pavilions; ESG, CSR, CSRD, supply chain, business, and engineering consulting and others.

Software, hardware and communication products and solutions (ICT, AI, IoT, M2M, Industry 4.0, etc.) that make a viable contribution to decarbonization as well as cybersecurity, education & training, and a Job Exchange.

Energy storage for industry, buildings and mobility; green buildings: smart city, smart building, smart home, BIM, renewable energies, waste management, HVAC, IAQ, water management. (Including greener data centers, edge computing, liquid computing, liquid cooling and virtualization.)

Including solutions with recycled, renewable or reused resources. Focus on B2B circular economy innovations.

Startup Zone, VIP area, get-together evening event with stage program



The Difference a Trade Show Makes

This fair is not about "business as usual", but about the accelerated distribution and application of Greentech across the breadth of Europe's economy and society. In other words, it is about the problems (and opportunities!) of converting over 20 million companies in Europe to the new climate and environment-related EU regulations. The EU regulations (CSRD etc.) are not just about reporting, but about a new understanding of how a company can operate as sustainably as possible.







The kick-off conference in May 2025 in Brussels was the first cross-industry B2B GreenTech conference, connecting companies, experts, and policymakers from across Europe. It served as a preparation for the **TransformIT Europe 2026 trade fair** and promoted innovative green solutions as well as new marketing approaches. The aim was to further embed sustainable business practices in both the economy and society. Highlights included the presentation of leading GreenTech innovations and the strategic planning of the trade fair's direction.

"The required transformation of EU business will be far too slow or will not succeed at all – unless a key transformational trade fair (like CeBIT back then) motivates companies to secure, realign or even completely rebuild their entrepreneurial future with a wide range of new climate and environmentally friendly business models, products, and supply chains," explains Nintemann.

"In the last era, it was about computer systems – today it is all about climate, energy conservation, and environmentally friendly products and solutions. This is the job our TransformIT will do for Europe ... And both the climate itself and the EU regulations will show us that the forthcoming transformation requires an even more accelerated transformation than CeBIT did back then. No one will be able to avoid this.

Green tech is the (only) business of the future ..."



Join TransformIT Europe and be part of the Future.

Organized by **TransformIT Management GmbH**. Advised by a Board of 15 industry and government advisors, and by 30 media partners from 22 countries. Held at Brussels Expo at the heart of the EU.







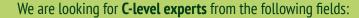
TransformIT Europe Advisory Board - Shaping the Future Together

TransformIT Europe is more than just a trade fair – it is a movement for sustainable transformation. To actively drive this change, we are launching the **TransformIT Advisory Board.** This high-level panel of experts will set the economic, political, and technological course for a sustainable future in Europe.

Why an Advisory Board?

The major challenges of our time – from climate neutrality to digital transformation – require decisive action. **The Advisory Board will bring together leading decision-makers from business, science, and politics** to strategically strengthen Europe's GreenTech market and help shape **TransformIT Europe 2026.**

Who Should Join?



- **Climate Research & Science** to translate the latest findings into economic solutions.
- Representatives of the EU Commission to enhance the harmonization of regulations and market practices.
- Companies & Industry Experts to ensure economic innovation and practical relevance.
- Institutions & Sustainability
 Organizations to foster cross-sector collaboration.

Next Steps

The Advisory Board will be officially launched during the **TransformIT Springboard Event on May 6–7, 2025, in Brussels.** The first constitutive meeting will take place shortly after the event.

Be part of this initiative and actively shape the future of Europe's leading sustainability fair!

Interested in joining?
Contact us at:
jan.nintemann@transformit.eu



Previous Members of the TransformIT Europe Advisory Board

The Advisory Board of TransformIT Europe determines the content and strategic direction of the follow-up trade fair every year.

The 25-member committee is made up of experts from business, politics, society and the trade media.

Interested? Join the committee!



Jan Nintemann Managing Director, Founder



Silvia Kling & Jochen Siegle MaCom &PR



Rainer Karcher Member Advisory Board



Bob Snyder Event Advisor. Moderation | Media



Günther OhlandHead of Programme
Planning,
Special Contacts



Michael Ramich Project Manager, KI, GDGs & Start-ups



Erik Jochum metafinanz Management Consultant GreenIT



Contact

TransformIT Europe · Brussels Expo Bohmter Str. 40 · 49074 Osnabrück · Germany sales@transformit.eu · www.transformit.eu

Take part in TransformIT Europe and become an active partner in Europe's cross-industry Greentech economy!

www.transformit.eu



