transformIT ®
europe
Digital Transformation to Carbon Zero

Pan-European GreenTech Trade Fair

05–08 MAY 2026 · BRUSSELS EXPO

Accelerating Digital Transformation and Sustainability to tackle the climate crisis

Solutions for Digital Sovereignty in the EU

wipaat – stock.adobe.com

I. Problem:

- **Populist politics of powerful fossil-fuel-promoting states deny climate change**
- **The ongoing manipulation of public opinion through fake news threatens Europe's security**
- **Climate change is advancing relentlessly**
- **Climate and environment are interconnected – the economy is not**

➢ Our economy is divided into many sectors that do not communicate with each other
➢ Because the sectors do not work together synergistically, the transformation remains slow and cumbersome
➢ There are already enough solutions for Carbon Zero in Europe – but they remain stuck in sector-specific niches and are not reaching the market
➢ Numerous industry trade fairs reflect only a fraction of GreenTech solutions
➢ The transformation into a green society requires a cross-industry trade fair marketplace

II. Solution:

➢ Europe urgently needs data sovereignty as well as protection against opinion manipulation and cyber-attacks.
➢ TransformIT Europe brings together all industries and solutions on a single trade fair marketplace.
➢ This facilitates the establishment of European technological standards, including data sovereignty and cybersecurity.
➢ Synergies between sectors are identified and leveraged – accelerating the transformation towards a safer, climate- and environmentally-friendly world.
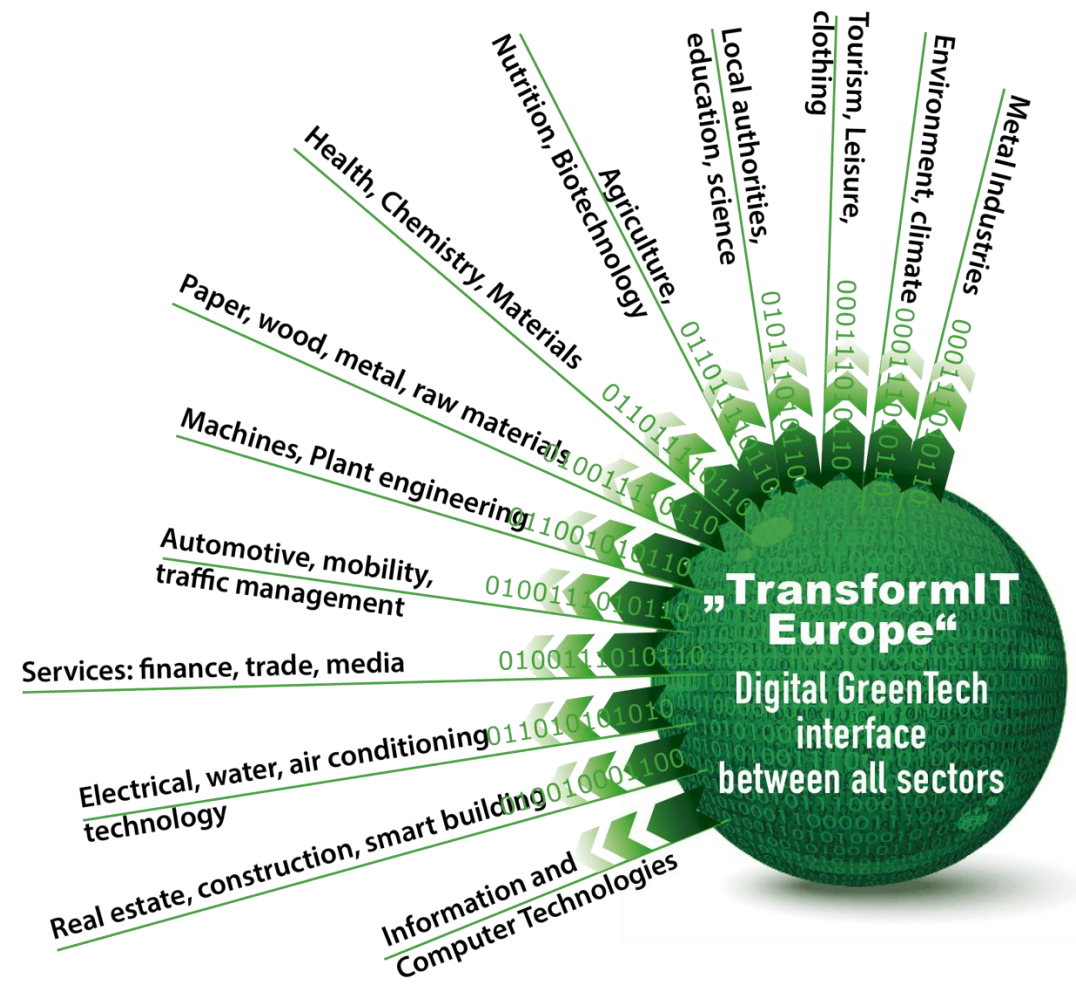
Europe urgently needs data sovereignty

➢ Powerful populist governments downplay or even deny climate change.
➢ Across the world, social media is being used to manipulate large segments of the population to block action against climate change.
➢ Only effective data sovereignty and robust defense against cyber-attacks will enable Europe to become the planet's first green continent.

➢ **CONCLUSION: A lack of data sovereignty directly endangers the EU's climate and environmental goals**

SEPERATED VERTICALS put the brakes on digitalisation and synergy

NETWORKED DIGITALISATION accelerates ESG development

Information and Computer Technologies 0100100011 1

Real estate, construction, smart building 0100100011 1

Electrical, water, air conditioning technology 0101011100

Services: finance, trade, media 0110000011 1

Automotive, mobility, traffic management 0101110010 0

Machines, Plant engineering 0110100011 0

Paper, wood, metal, raw materials 0101100011 0

Health, Chemistry, Materials 0110100011 0

Agriculture, Nutrition, Biotechnology 0110110011 1

Local authorities, education, science 0100101011 1

Tourism, Leisure, clothing 0101100011 0

Environment, climate 0110110011 0

Metal Industries 0110110011 0

IT is the most effective enabler of a climate-neutral world.

Transform IT Europe delivers intelligent solutions across the entire spectrum of Government and Business.

TransformIT Europe –

it's THE platform for smart technologies aligned with EU regulations to accelerate their time to market.

TransformIT Europe supports the
EU Green Deal / ESG and Digital Transformation.

TransformIT Europe offers a Podium to the next generation.

The completely underestimated ICT skills of the generation that has grown up with computers and smartphones must be seen as THE POTENTIAL FOR THE FUTURE.

CarlosBarquero – stock.adobe.com

Skills Shortage in Europe

One of the biggest obstacles to sustainable change is the lack of skilled labour.

Prepare for the clean energy era – upgrade your workforce. TransformIT Europe is going to be the meeting place for forward-thinking HR professionals and recruiters.
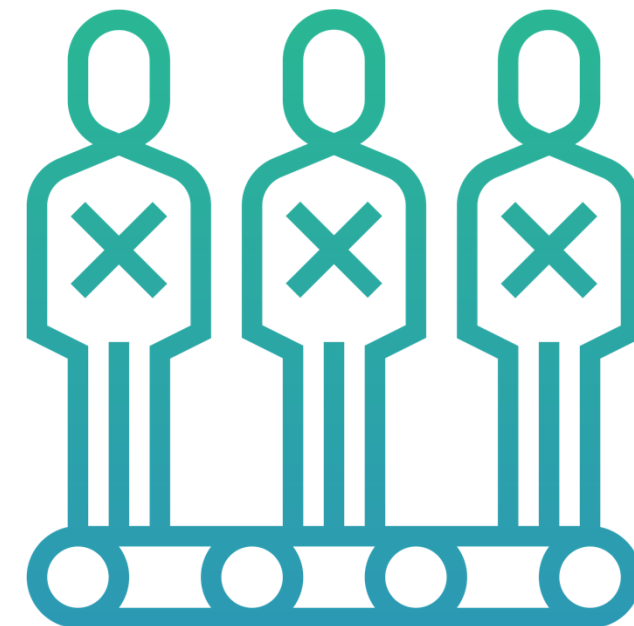
Vividz Foto – stock.adobe.com

TransformIT Europe links the digital world with industrial solutions to decarbonize the economy.

Studio365 – stock.adobe.com

TransformIT Focus:
Accelerate Tech

- **Data Sovereignty**
- **GreenTech**
- **Clean Energy**
- **Smart Grid Tech**
- **New Materials**
- **Recycling Technologies**

- **Sustainable Agriculture**
- **Sustainable**
- **Textiles**
- **Regenerative Agriculture**
- **Smart AI-Management**

- **Zero-emission Manufacturing**
- **Managing Automation**
- **Transport and Logistics**
- **Supply Chain Management**
- **And more**

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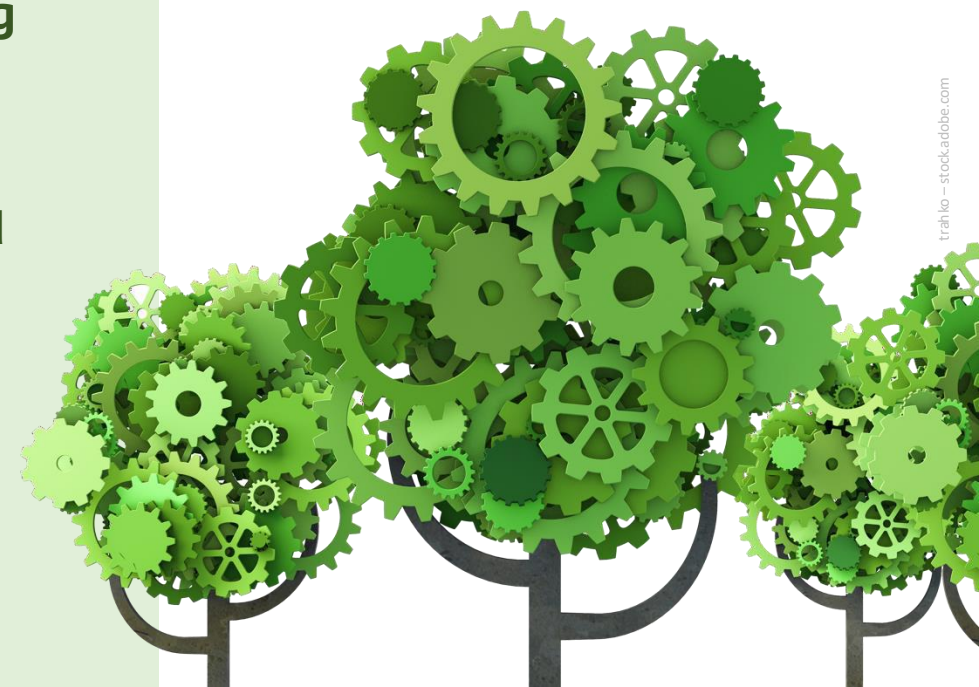
TransformIT Focus: Energize Healthcare

- **Medical Devices**
- **Diagnostics**
- **Research & Development**
- **Patient Treatment and Monitoring**

- **Imaging**
- **E-Health**
- **Manufacturing**
- **Green Bio Tech**

- **Healthy Lifestyle**
- **MedTech**
- **Healthcare IT**
- **Cell and Gene Therapy**

TransformIT Focus: Infrastructure

- 5G / 6G
- AI
- European Cloud Infrastructure
- Data Sovereignty
- IoT
- Big Data

- Mobility
- Smart Supply Chain
- Property Technology
- Retail

- FinTech
- Smart Home
- Smart Utility Networks
- Smart Urban Environment

Jovanni - stock.adobe.com

EU Regulations/ Company Mandatory Reports

From 2025, all companies in the EU with more than 500 employees will be obliged to submit an annual mandatory report on the status quo of their emissions and the environmental impact of their company to the tax authorities.

From 2028, this will apply to all companies with 10 or more employees (regulations and directives under the European Green Deal, ESG, CSRD, ESRS, SFDR and the EU Taxonomy Regulation).

The main objective of TransformIT Europe is to support the over 25 millions of companies in the EU on their path to climate neutrality in 2050.

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Pingebat – stock.adobe.com

A New Role for IT System Houses?

IT system houses have the opportunity to position themselves as ESG consultants.
Companies in all sectors and government clients increasingly need support to achieve their sustainability goals. The systems house is in an interesting position to provide expertise and solutions to support their work. The system houses can implement IT-driven solution structures towards climate neutrality in the companies (in accordance with ESG/CSRD etc.).
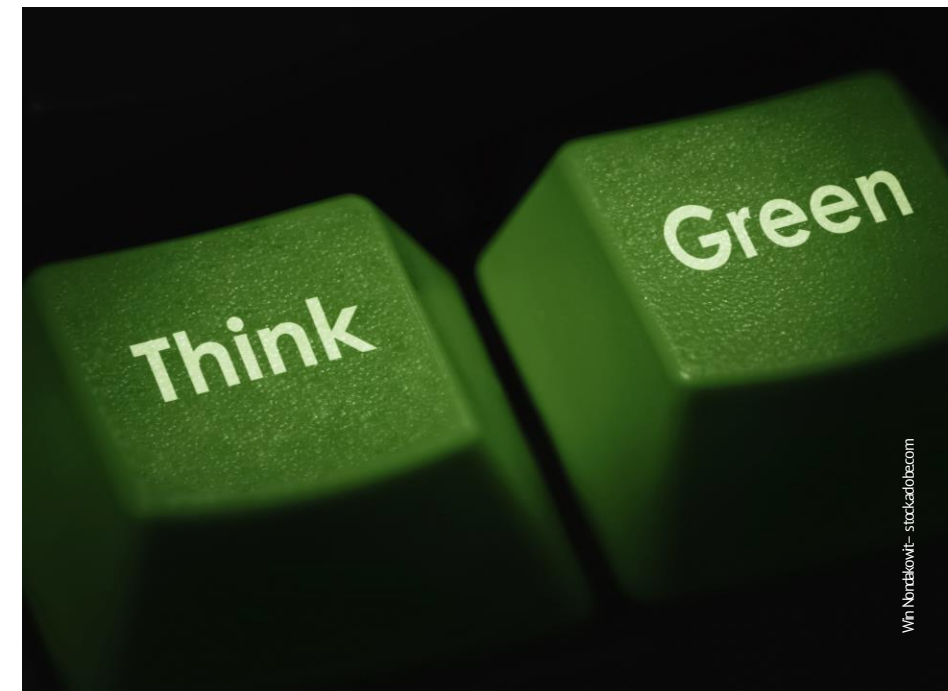
Exhibitor Categories at TransformIT Europe include:

- EU Pavilion: Information exchange on ESG & CSRD etc.
- National Pavilions
- Sustainability consulting and services providers for corporate, tax and business consultancies
- Clean energies including hydrogen, wind and solar
- Sustainable IT
- Cybersecurity
- Environmentally friendly & alternative materials
- Smart Building & Smart Cities
- Mobility
- Carbon capture technologies
- Carbon reduction solutions
- Refurbished devices, Circular economy
- Biotechnologies, agriculture, nutrition
- Healthcare facilities
- Chemical industry
- IIOT / IoT / M2M / AI for Manufacturing & Energy Efficiency
- Digital Twin
- Green Data Center

TransformIT Europe Visitors include:

- Decision-makers for sustainable development from industry, trade and public authorities
- Distributors and ICT system house buyers and resellers as well as professional users
- Telecommunications service providers & system integrators
- Public authorities, EU
- Tax consultants, auditors, business analysts, futurologists
- Material management experts, supply chain & repair
- IT managers from all companies and authorities
- Building technology planners, architects, construction industry
- School and university students: individuals and groups
- Job seekers for IT, digitalization and sustainability sectors
- ESG and sustainability recruitment companies
- General and specialist press

Media Support & Partnerships

TransformIT Europe will collaborate with a broad range of media outlets, digital platforms and social influencers to support the event's mission: accelerating awareness and adoption of ESG- and CSRD-related practices and policies.

Our professional media team – Jochen Siegle, Silvia Kling, Desiree Schneider and Alica Ickert – is currently in talks with a number of publishers. For further information, please contact Alica Ickert at +49 152 04278063 or alica.ickert@transformit.eu.

Media Breakdown

Technical Press
Digital Media
Broadsheets
Channel Media
Specialist Publications
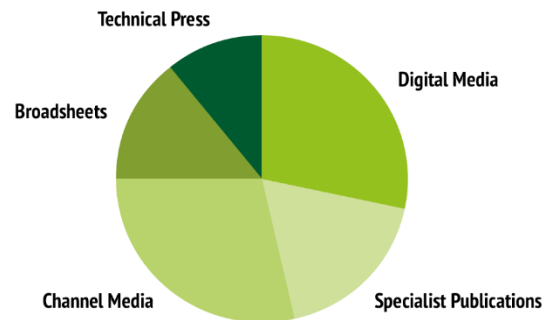
Specialist Media by Category

Business Management
IT Channel
Green Energy
Sustainability & ESG
Human Resources
Tax & Accounting

Media Reach

50 million — Estimated viewing reach
70 — Journalists & Media Professionals
30+ — European Countries Covered
30 — Media Partners
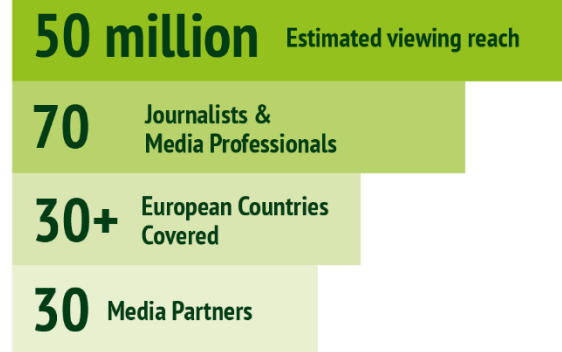
The Role of Europe`s Associations

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 and environmental sustainability. 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, umbrella associations and environmental organizations 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.

Action

Community

Expertise

Purpose

Concept Approval by Industry

Feedback on the "TransformIT Europe" concept:

In a detailed (personal) survey conducted at 12 leading tech trade fairs across Europe, over 1,000 business and government leaders in Europe confirmed to support TransformIT Europe
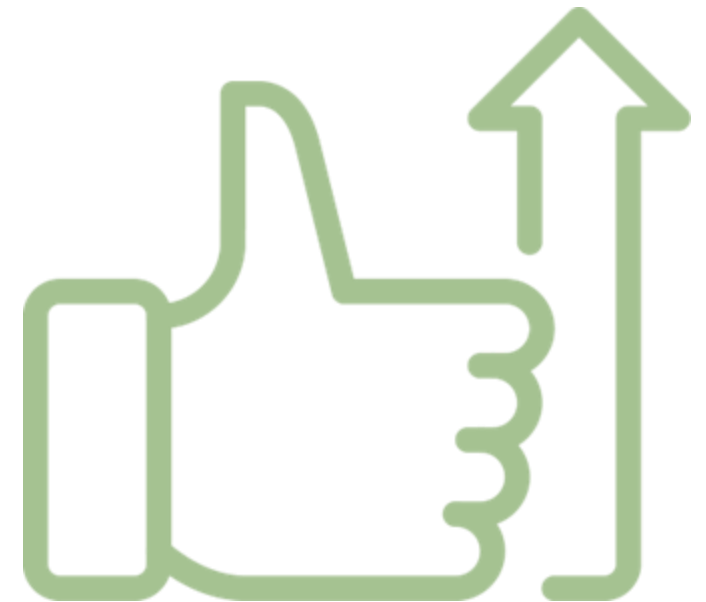
TransformIT Europe Schedule

05 May 2026

Opening by a member of the EU Commission, VIP tours, panels & networking, evening trade fair party with GreenTech stage presentations

TOPICS - Digital & IT
1. ESG/CSRD Software & Dienstleistungen
2. Green IT und Digitalisierung
3. Future-Sparks - Startups

08 May 2026

Panels (Smart)Building Industry Circular Economy, VIP tours, parallel workshops in expo zone, startup & investor meetings, closing conference

TOPICS - Industry
1. Intelligent buildings, cities and infrastructure
2. Renewable energies and mobility
3. Organic technologies
4. Circular economy

May 2026

Exhibition Opening
Exhibitions are open to public for 4 days

Transformation through business

Companies, Investors, Start-ups, Government Networking Session

Industry Forums
Various-themed forum stages taking place concurrently

Start-Up Pitch
Selected start-ups, European Google developer meeting

After Party

Sponsor Levels | Benefits

SPONSOR LEVELS & BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
1. Logo Presentation *1	• With a short slogan • Maximum visibility • Large logo	• Maximum visibility • Smaller logo than Platinum Sponsor	• High Visibility • Smaller logo than Gold Sponsor	• Good Visibility • Smaller logo than Silver Sponsor
2. Logo in Digital Campaigns *2	●	●	●	●
3. Onsite Logo Branding *3	●	●	●	●
4. Conference Speaker Slots *4	2 (Keynote)	2	1	1
5. Conference Tickets *5	8	4	3	2
6. Free Presentation Slot (GreenTech) on the Exhibition Party Stage *6	●	●	●	
7. Reserved Spots in the VIP Area (catering included) *7	●	●		

1. **Your logo presentation:** Your logo and sponsorship level featured in all communication media, the event website, hall plans and event brochure.
2. **Your logo in various digital campaigns including editorial features & press releases (minimum 5 campaigns).** Logo and sponsorship level featured In the TransformIT Europe newsletter distributed to 300,000 contacts across all industries (with a strong focus on tech sectors in the EMEA region and beyond) – From January to May 2025; company sponsorship acknowledgement in all advertising campaigns and press releases in the run up to the event
3. **Logo presentation at the Brussels Expo** on 3-5 large logo display boards / banners
4. **Number of conference speaking slots**
5. **Number of conference tickets** (ticket value € 200)
6. **Free Presentation Slot on the Exhibition Party Stage** for an outstanding GreenTech solution (approximately 10 minutes)
7. **Reserved space for up to 4 people in the VIP area including catering** (value € 2,655)

Why choose Brussels as the venue?

Brussels is the natural choice – for it's the capital of Europe - a neutral location at the heart of Europe where political and business leaders come together.
A place where industries from all EU countries can feel equally at home.

TransformIT Europe is the **transformation platform for EU regulations** supported by the EU Commission.

Brussels has **all the logistical resources** to organise Europe's transformation fair.

The "TransformIT Europe"

SUSTAINABLE SOLUTIONS WORLD

STRUCTURE

GOAL: 30 EXHIBITION ADVISORS from all relevant industries + members of the European Commission
Around 30 representatives, each serving a three-year term, from politics, institutions (climate research, economy), associations, industry, and trade, as well as members of the EU Commission, define the content and direction of "TransformIT Europe" and determine the key theme for the next trade fair.

"TransformIT Europe" GmbH
Management Jan Nintemann
organizes, coordinates, moderates and communicates the fair and with
the committees, hall management and services from Brussels EXPO
Jan Nintemann · Trade Fair Focus | **Jochen Siegle, Günther Ohland** · Conferences & Media

TARGET 2026: UP TO 30 MEDIA PARTNERS FROM 30 EU COUNTRIES
Around 30 media partners from the trade press (IT, telecommunications, and other tech sectors) as well as sustainability-focused outlets across all 30 EU countries, along with 10–20 European umbrella associations, will become official sales partners of "TransformIT Europe" for exhibitor acquisition and will be part of the exclusive year-round "TransformIT Europe" Editorial Network.

BRUSSELS EXPO
Hall provider and onsite logistical support

The Trade Show Team

transformIT ®
europe
Digital Transformation to Carbon Zero

Jan Nintemann
Managing Director,
Founder

**Silvia Kling &
Jochen Siegle**
Communications/
Media &

Bob Snyder
Event Advisor,
Programme Planning
Moderation | Media

Günther Ohland
Head of Programme
Plannning,
Special Contacts

Desiree Schneider
Moderation
Conferences &
Media

Michael Ramich
Head of Venture &
StartUps, GDGs

Sven Ekruth
Director Sales

**Viktoriia
Marchenko**
Sales Manager

**More info?
Just click on the photos!**

TransformIT Europe Advisory Board – Shaping the Future Together

TransformIT Europe: More than a trade show – a movement!

The new TransformIT Advisory Board brings together leading minds from business, science and politics to actively shape Europe's sustainable future. Together, we are setting the economic and technological course for a green transformation.

Why an Advisory Board?

Climate neutrality and digital transformation require decisive action. Our panel of experts strengthens the GreenTech market in a targeted manner and plays a strategic role in shaping TransformIT Europe 2026. EU-regulations and economy MUST go together!

TransformIT Europe Advisory Board –
Who Should Join?

We are looking for **C-level experts** from the following fields:

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

TransformIT Europe Advisory Board – Next Steps:

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

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

Members of the Advisory Board

Jan Nintemann
Managing Director,
Founder

**Silvia Kling &
Jochen Siegle**
MaCom & PR

Rainer Karcher
Member
Advisory Board

Bob Snyder
Event Advisor,
Moderation | Media

Günther Ohland
Head of Programme
Planning,
Special Contacts

Michael Ramich
Project Manager,
KI, GDGs &
StartUps

Eric Jochum
metafinanz
Management
Consultant GreenIT

**More info?
Just click on
the photos!**

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Let's shape the green economic future
Europe's green economic future together

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