

European GreenTech Conference

06-07 MAY 2025 · BRUSSELS EXPO

**Accelerating Digital Transformation
and Sustainability to tackle the
climate crisis**



ICT 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 –

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

TransformIT Europe supports the EU Green Deal and Digital Transformation.



TransformIT Europe offers a Podium to the next generation.

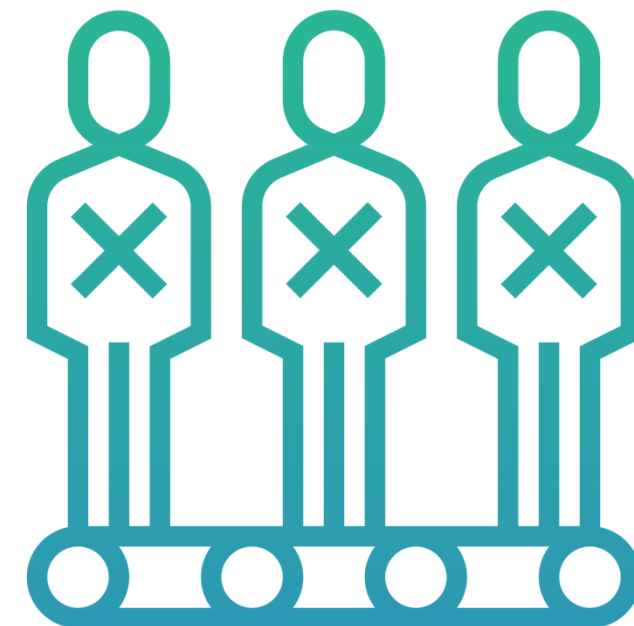
The completely underestimated ICT skills of the generation that has grown up with computers and smartphones can be seen as **THE POTENTIAL FOR THE FUTURE.**



Skills Shortage

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 the meeting place for forward-thinking HR professionals and recruiters.

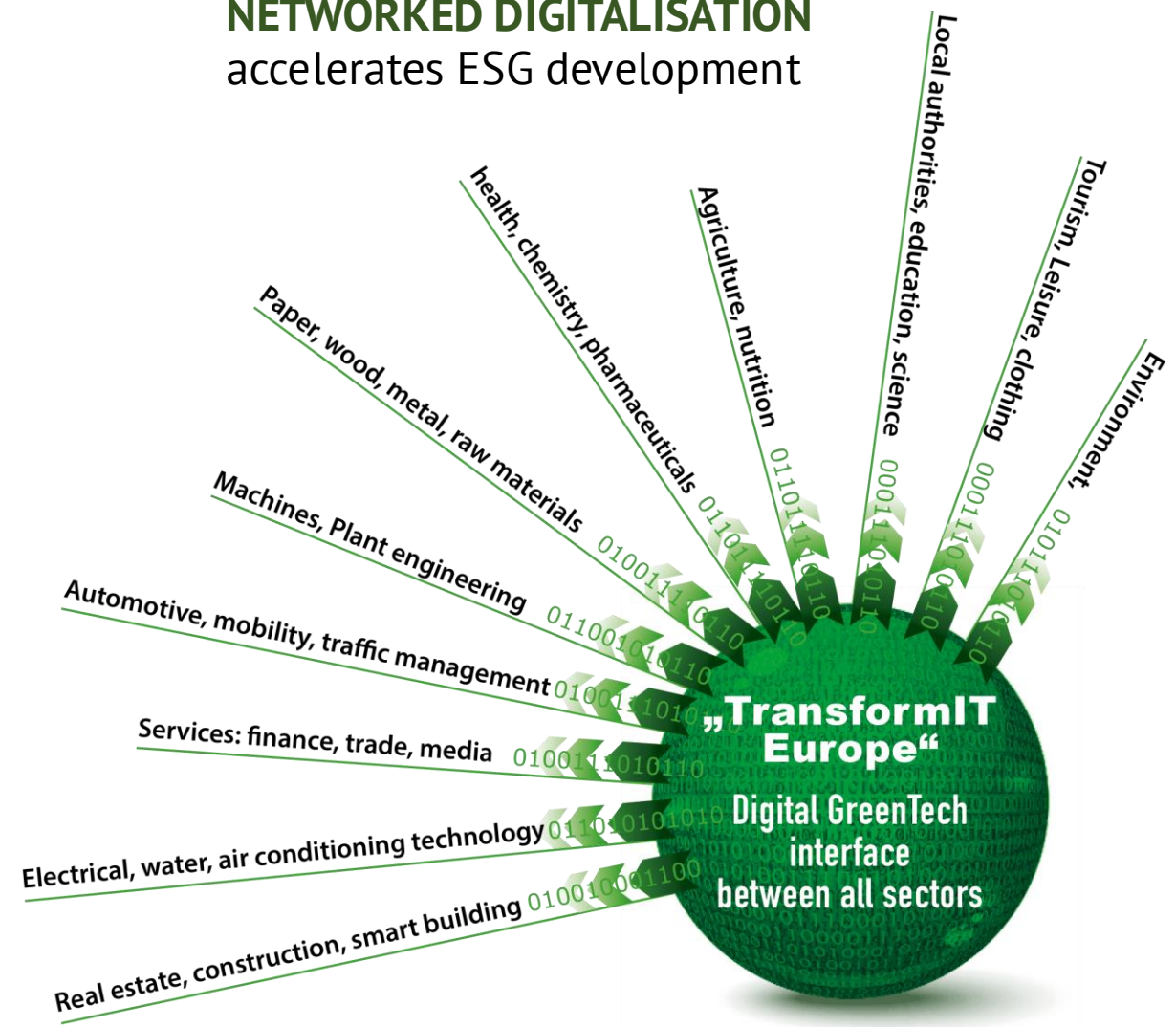


Vividz Foto – stock.adobe.com

SEPERATED VERTICALS put the brakes on digitalisation and synergy

Real estate, construction, smart building	01001000111
Electrical, water, air conditioning technology	01101010110
Services: finance, trade, media	01100000110
Automotive, mobility, traffic management	01011100100
Machines, Plant engineering	01101000110
Paper, wood, metal, raw materials	01011000110
health, chemistry, pharmaceuticals	01101000110
Agriculture, nutrition	01101100110
Local authorities, education, science	01001010111
Tourism, Leisure, clothing	01011000110
Environment, climate	01101100110

NETWORKED DIGITALISATION accelerates ESG development



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

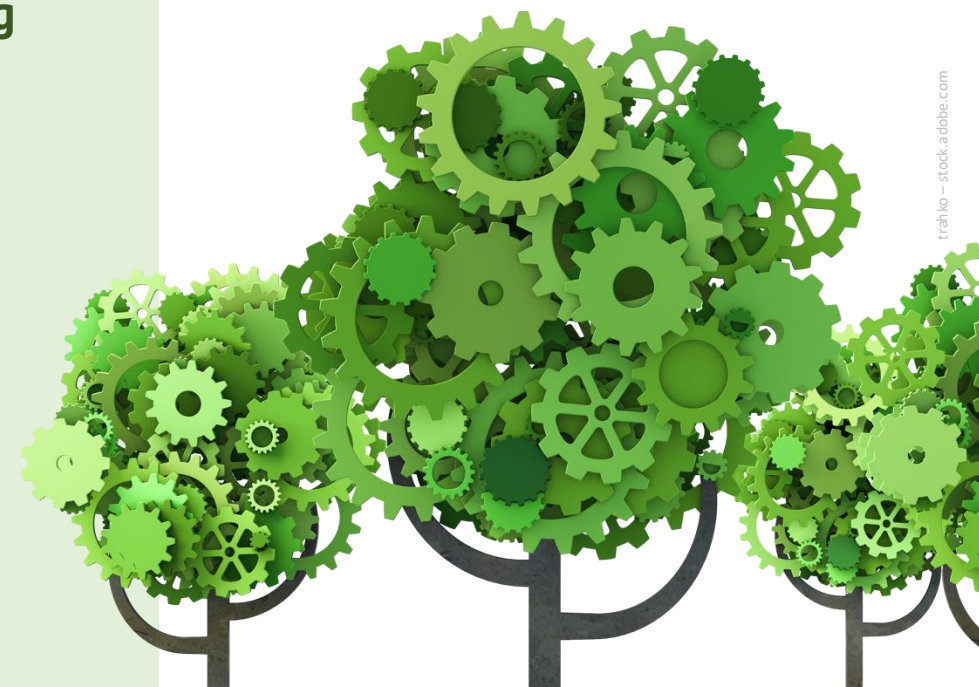


TransformIT Focus: Accelerate Tech

- GreenTech
- Clean Energy
- Smart Grid Tech
- New Materials
- Recycling Technologies

- Sustainable Agriculture
- Sustainable Textiles
- Regenerative Agriculture
- Smart Management

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



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
- AI
- Cloud Infrastructure
- IoT
- Big Data

- Mobility
- Smart Supply Chain
- Property Technology
- Retail

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



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).

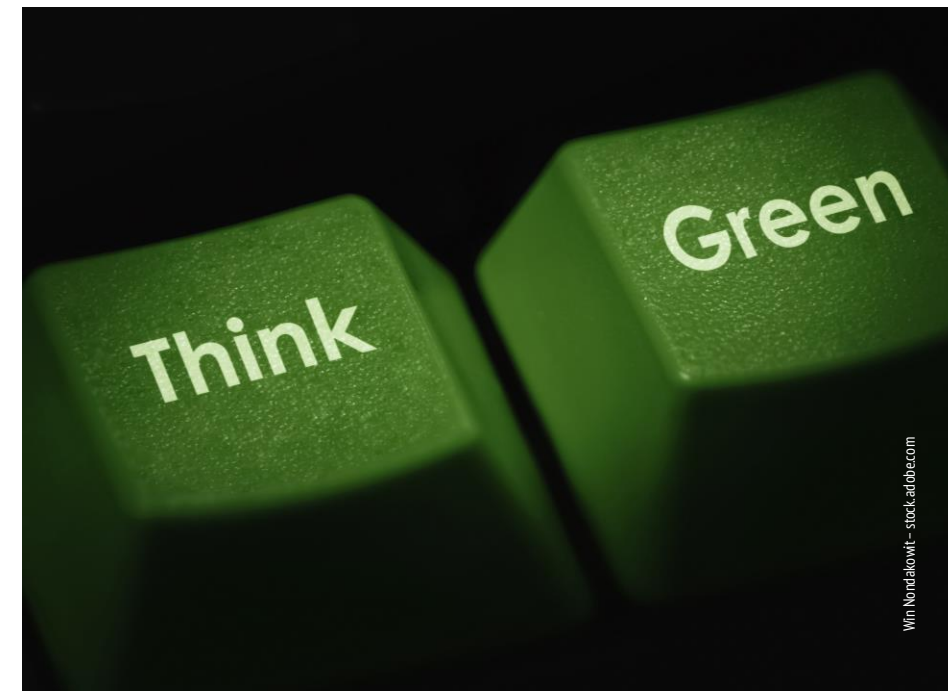
The main objective of TransformIT Europe is to support the millions of companies in the EU on their path to climate neutrality in 2050.



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).



Exhibitor Categories at TransformIT Europe include:

- **EU Pavilion: Information exchange on ESG & CSRD**
- **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**

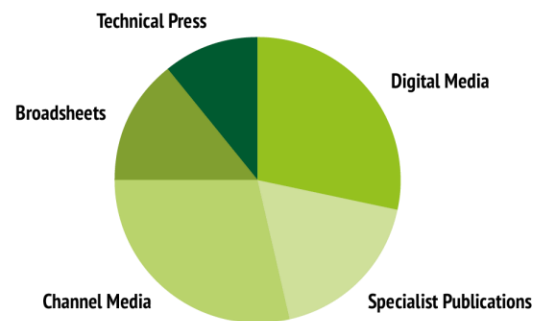
TransformIT Europe Visitors include:

- **Decision-makers for sustainable development from industry, trade and public authorities**
- **Distributors and ICT system house buyers and resellers as well as professional applications**
- **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 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 media team is in discussion with a number of publishers. Please contact **Eric Dauchy** for more info.

Media Breakdown



Specialist Media by Category



Media Reach



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.

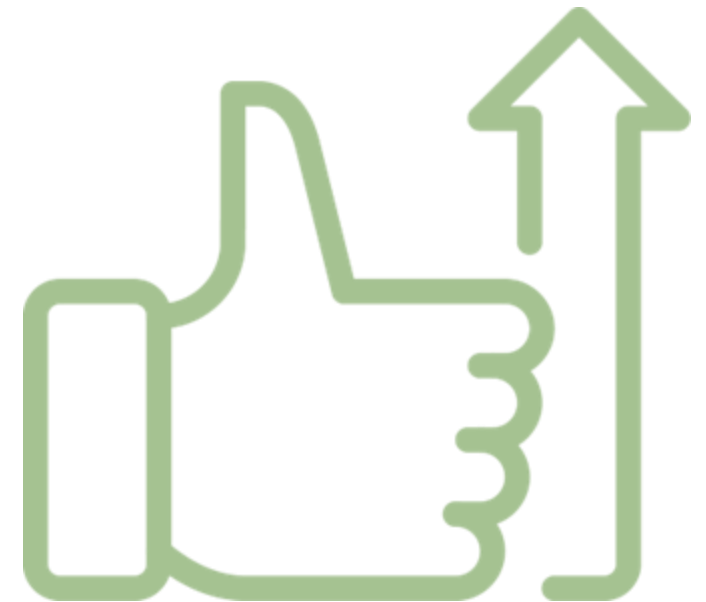
An active role. With Brussels already an important hub for influential associations and ESG policy advocates, we will partner with a select number of organisations in line with our event objectives, to facilitate working groups, debates and panel discussions so expertise can be shared and ideas formed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



Concept Approval by Industry

Feedback on the "TransformIT Europe" concept:

In a detailed (personal) survey, over 700 business and government leaders in Europe confirmed to support TransformIT Europe



TransformIT Europe Schedule



Sponsor Levels | Benefits

SPONSOR LEVELS & BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
1. Logo Presentation * ¹	<ul style="list-style-type: none"> • With a short slogan • Maximum visibility • Large logo 	<ul style="list-style-type: none"> • Maximum visibility • Smaller logo than Platinum Sponsor 	<ul style="list-style-type: none"> • High Visibility • Smaller logo than Gold Sponsor 	<ul style="list-style-type: none"> • 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 Brussels?

Brussels is the natural choice. 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** set by the EU Commission.

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



The “TransformIT Europe”

SUSTAINABLE SOLUTIONS WORLD



STRUCTURE



The Trade Show Team



Jan Nintemann
Managing Director,
Founder



Rainer Karcher
Deputy Managing
Director



Bob Snyder
Event Advisor,
Programme Planning
Moderation | Media



Günther Ohland
Head of Programme
Planning,
Special Contacts



Desiree Schneider
Moderation
Conferences



Eric Dauchy
International Media
& Networking



Michael Ramich
Project Manager
European Google
Developer Group &
Start-up



Dominik Wesely
Sales Director



Petrus Lahm
Industry Sales



Alexander Loeser
Sales Manager



Rüdiger Kriete
Sales Manager



Jacky Khilani
Sales Manager



Erlinda Kabashi
Sales Administration
Assistant

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.



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**
 - 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.



TransformIT Europe Advisory Board – 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



Members of the Advisory Board



Jan Nintemann
Managing Director,
Founder



Rainer Karcher
Deputy Managing
Director



Bob Snyder
Event Advisor,
Programme Planning,
Moderation | Media



Günther Ohland
Head of Programme
Planning,
Special Contacts



Eric Jochum
metafinanz
Management
Consultant GreenIT

More info?
Just click on
the photos!



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

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