

# European Trade Show

06-09 MAY 2025 · BRUSSELS EXPO

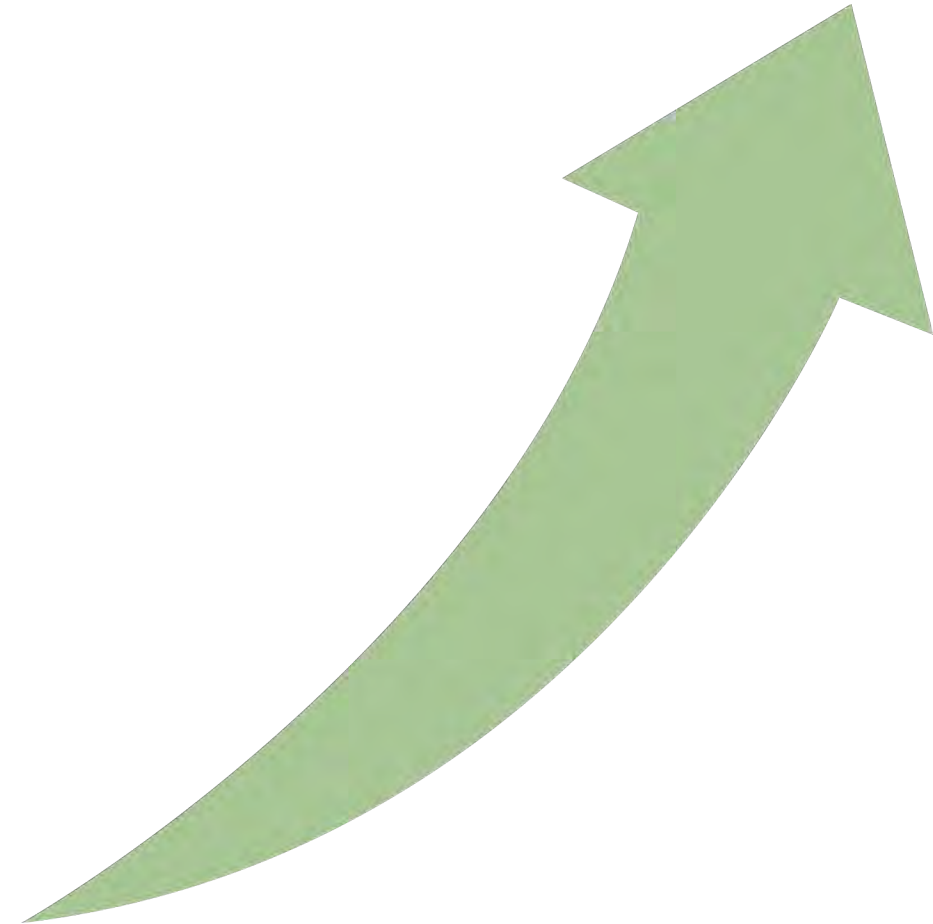
Accelerating Digital Transformation and Sustainability to tackle the climate crisis

Take an active part in Europe's Digital Transformation  
Join Transform IT Europe



## **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.

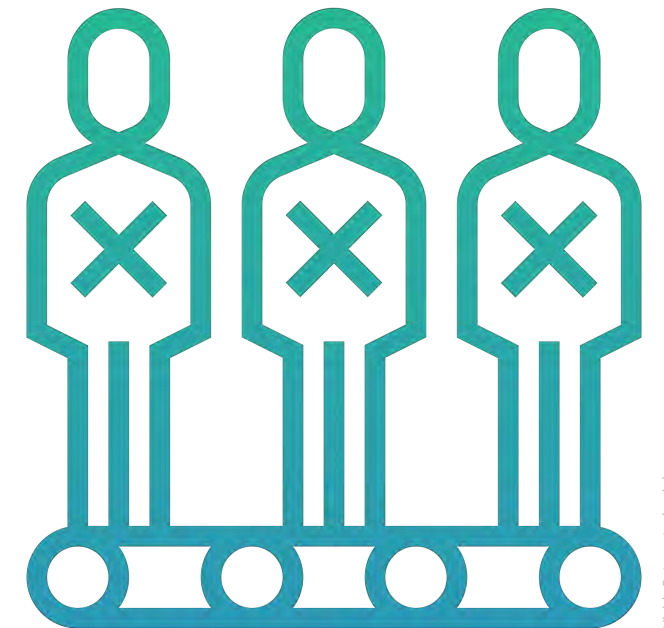
The completely underestimated ICT skills of the generation that has grown up with computers and smartphones can be seen as **THE POTENTIAL FOR THE FUTURE.**



# 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.



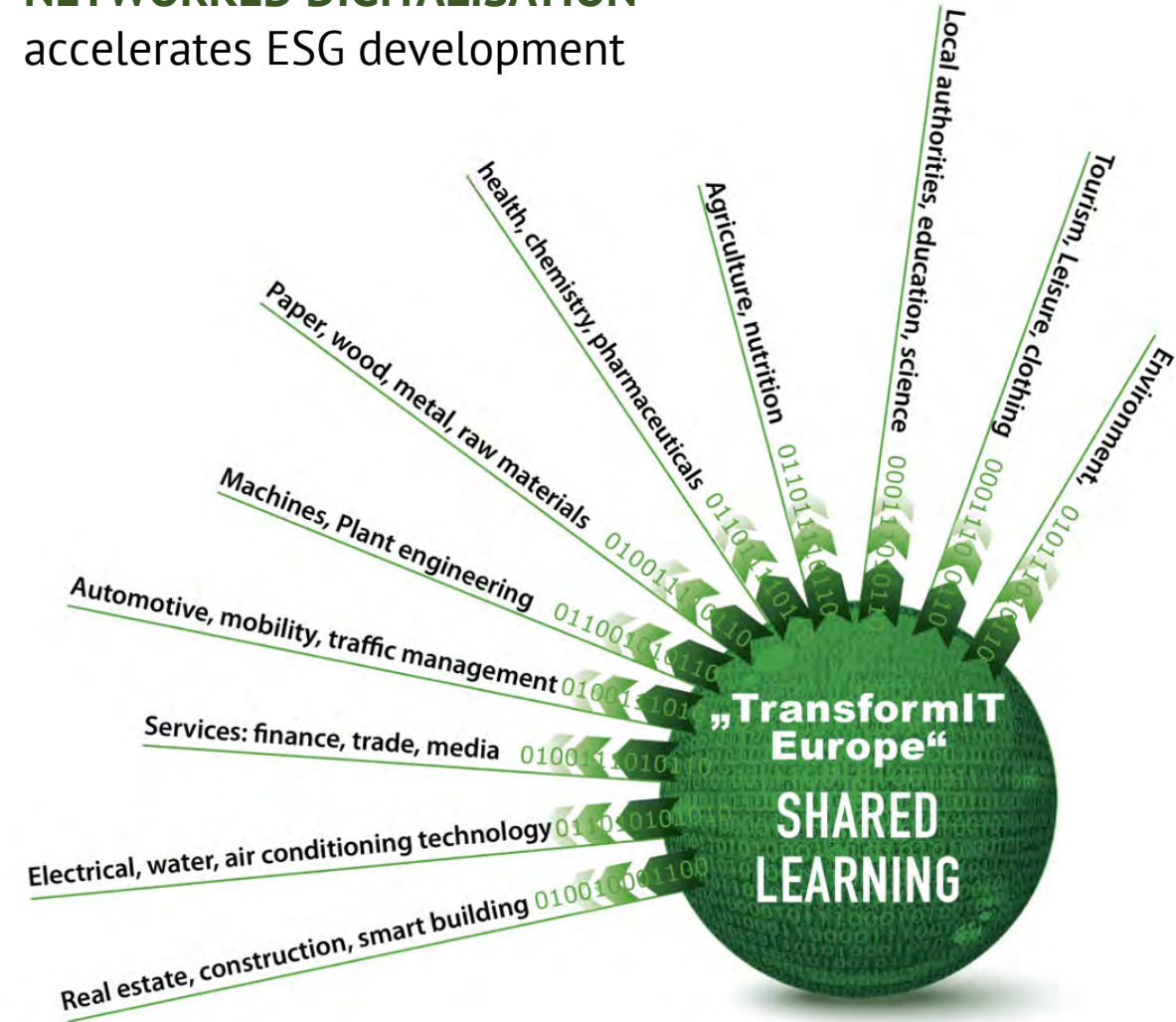
Vividz Foto – stock.adobe.com



## SEPERATED VERTICALS put the brakes on digitalisation and synergy

Real estate, construction, smart building	0100100011
Electrical, water, air conditioning technology	0110101011
Services: finance, trade, media	0110000011
Automotive, mobility, traffic management	0101110010
Machines, Plant engineering	0110100011
Paper, wood, metal, raw materials	0101100011
health, chemistry, pharmaceuticals	0110100011
Agriculture, nutrition	0110110011
Local authorities, education, science	0100101011
Tourism, Leisure, clothing	0101100011
Environment, climate	0110110011

## NETWORKED DIGITALISATION accelerates ESG development



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

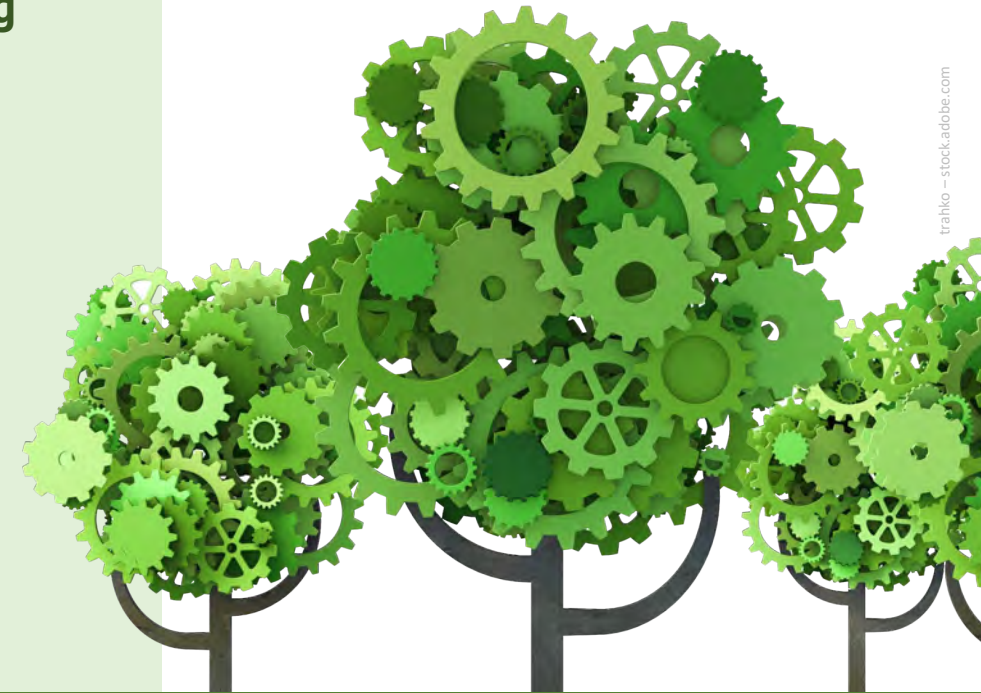


# TransformIT Focus: Accelerate Tech

- 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





# 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
- Hospitality
- Healthcare facilities
- Chemical industry
- IIOT / IoT / M2M / AI for Manufacturing & Energy Efficiency
- Digital Twin
- Green Data Center

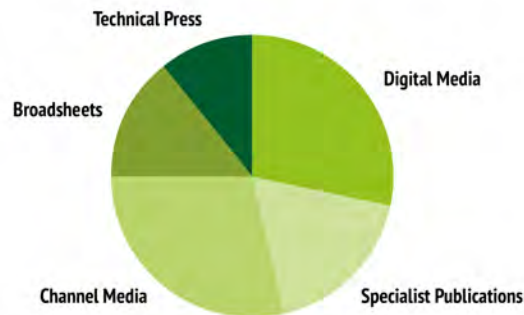
# TransformIT Europe Visitors include:

- Decision makers for mobility from industry, trade and government authorities
- Telecommunications service providers & system integrators
- Distributors and ICT buyers for reselling and professional use
- Public authorities of many countries
- Tax consultants, auditors, business analysts, futurologists
- IT system houses and ICT resellers
- Material management experts, supply chain & repair
- IT managers from all companies and authorities
- Sustainability officers from companies and government authorities
- Building technology planners and architects
- 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.

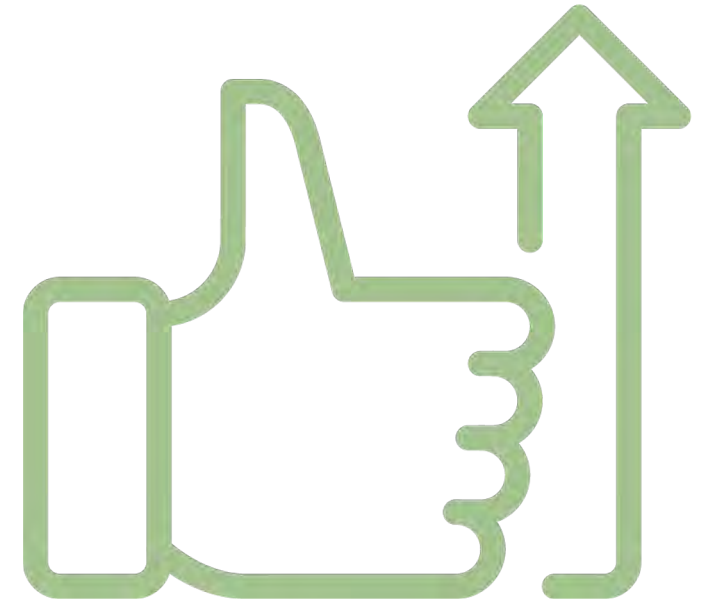




# Concept Approval by Industry

## Feedback on the "TransformIT Europe" concept:

In a detailed (personal) survey, over 300 business and government leaders in Europe confirmed to support TransformIT Europe



# TransformIT Europe Schedule



# Step 1: Activate your Programme

Begin building your Transform IT Europe programme by selecting one or more features from any of these 5 categories

## 1 Space on the Show Floor

- Exhibit space
- Meeting/Working Room

## 2 Tell your story

- Side Stage
- Runway Stage
- Partner workshop

## 3 Networking-Receptions/Parties

- Investor Reception
- Partner Party
- Women@TransformIT EUROPE Networking Reception
- After Party

## 4 Specialty Branding

- Branded Side Stage
- Branding on Awards
- Branded admission lanyards
- Branded admission badges
- Video breaks Main Stage

## 5 Exposure to VIPs

- Speaker + VIP dinner
- Media Dinner
- Business lounge branding
- Startup Alley lounge branding
- Investor lounge branding
- VIP lounge branding
- Hotel room drop

# Step 2: Establish a branding level

LEVEL	EVENT BRANDING	CONFERENCE PASSES				EVENT MARKETING				
Branding level + required minimums	Included in all branding levels	Visitor Pass	General Pass	Full Pass (Opening ceremony included)	VIP Dinner	Logo in shared marketing emails and website	Dedicated marketing-emails	Dedicated hanging Banner at Expo Hall	Website Ads	App Push/ Notification
<b>BRONZE Level</b> € 80k min spend	40-word description	30	10	2	1	✓	✗	✗	✗	1
<b>SILVER Level</b> € 200k min spend	60-word description; Quarter screen ad on plasmas in Expo Hall	50	20	3	2	✓	✗	✓	✓	1
<b>GOLD Level</b> € 350k min spend	75-word description; Half screen ad on plasmas in Expo Hall	80	30	5	3	✓	1	✓	✓	2
<b>PLATINUM Level</b> € 600k min spend	100-word description; Full-screen ad on plasmas in Expo Hall	100	50	8	5	✓	2	✓	✓	2



# 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



**Petrus Lahm**  
Sales Manager  
TransformIT Europe

Mini-CV  
Petrus Lahm

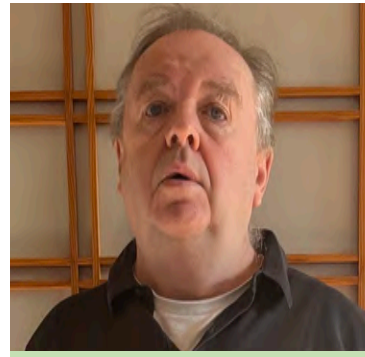
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**Liam McSherry**  
Conference and  
Partnerships Manager

Mini-CV  
Liam McSherry

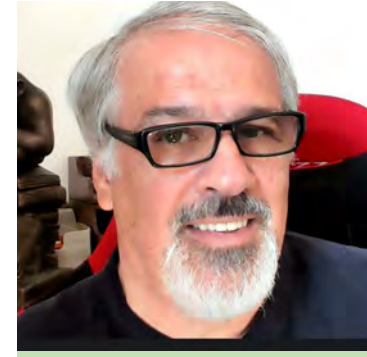
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**Eric Dauchy**  
Media Manager

Mini-CV  
Eric Dauchy

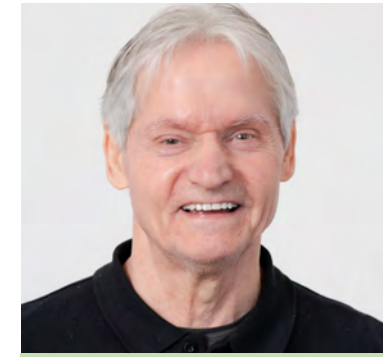
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**Bob Snyder**  
Event Advisor, Industry  
Editor & Speaker

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Bob Snyder

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**Jan Nintemann**  
Initiator & CEO  
of the Expo

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# Let's Shape the Future Together

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