

22 - 23
SEPTEMBER
2026

VICENZA
EXPO CENTRE
ITALY

Organized by

ITALIAN
EXHIBITION
GROUP
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PRESS

Press release

IEG - ITALIAN EXHIBITION GROUP ANNOUNCES

SSEC - Storage & Solar Expo Conference

AT THE FAIR IN VICENZA FROM 22 TO 23 SEPTEMBER 2026

- A new exhibition event entirely dedicated to solar energy and energy storage systems.
- A two-day format, agile and focused on business and networking.
- Announced in preview at KEY – The Energy Transition Expo 2026, SSEC is the new trade fair brand created to ensure continuity of relations with the market and establish itself as a leading vertical event for the supply chain.

Vicenza, 9 March 2026 – Presented to the international industry community on 4 March during the opening day of **KEY – The Energy Transition Expo (4–6 March 2026)**, **SSEC – Storage & Solar Expo Conference** is the new trade fair organised by **IEG – Italian Exhibition Group**, entirely dedicated to solar energy and energy storage systems.

The first edition will be held **from 22 to 23 September 2026 at the Vicenza Exhibition Centre**, in a strategic area in terms of industrial density and demand for energy efficiency.

Created as a complementary and synergistic initiative to KEY, SSEC inherits its authority, international network and organisational capabilities, presenting itself as a vertical and highly specialised event, geared towards direct business between qualified operators.

*"The global energy system is undergoing an unprecedented structural transformation. With demand constantly growing and over 80% of new electricity capacity now renewable, photovoltaics remains a strategic lever for industrial competitiveness. In line with the path set out by KEY – The Energy Transition Expo, we want to offer our communities a second dedicated annual event, creating an opportunity for concrete discussion on opportunities, development models and business prospects," says **Corrado Peraboni, CEO of IEG – ITALIAN EXHIBITION GROUP.***

FOCUS ON

Italian Exhibition Group S.p.A., società con azioni quotate su Euronext Milan, mercato regolamentato organizzato e gestito da Borsa Italiana S.p.A., ha maturato negli anni, con le strutture di Rimini e Vicenza, una leadership domestica nell'organizzazione di eventi fieristici e congressuali e ha sviluppato attività estere - anche attraverso joint-ventures con organizzatori globali o locali, come ad esempio negli Stati Uniti, Emirati Arabi Uniti, Cina, Messico, Germania, Singapore, Brasile - che l'hanno posizionata tra i principali operatori europei del settore.

SSEC / STORAGE & SOLAR EXPO CONFERENCE

Powered by KEY - The Energy Transition Expo

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FORMAT AND POSITIONING

SSEC stands out for its highly professional format, designed with the aim of creating a truly useful, business-oriented, sector-specific and “smart” event, with high-quality stand solutions that can be customised with add-on graphics, allowing companies to focus on their customers and commercial opportunities.

The event is aimed at **manufacturers, distributors, EPC contractors, installers, designers, investors and large energy users**, establishing itself as a point of reference for those operating in the solar and storage sectors, not only as a technology, but as a strategic lever for energy efficiency and industrial transition.

CONFERENCES, EXPO & NETWORKING

SSEC offers a programme of thematic workshops and in-depth sessions dedicated to: regulatory developments, emerging technologies, business models, innovation in energy processes, integration of storage systems, application of advanced data analysis tools and Artificial Intelligence through the contribution of industry associations, technical-scientific bodies, research centres and exhibiting companies.

Alongside the conference, the expo area will host a highly specialised offering dedicated to solar photovoltaic technologies, storage systems, integrated energy management solutions and supply chain support services, promoting direct contact between supply and demand and dialogue between operators.

There will also be formal and informal evening events in iconic locations in Vicenza, designed to promote the area while encouraging networking and quality relationships between exhibitors, buyers and stakeholders.

For more information: [SSEC – Storage & Solar Expo Conference](#)

Media information

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SSECO / STORAGE & SOLAR EXPO CONFERENCE

Powered by KEY - The Energy Transition Expo

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This press release contains forward-looking statements and estimates that reflect the current opinions of management, particularly with regard to future operating performance, investments, cash flow trends and changes in the financial structure. Forward-looking statements are inherently subject to risk and uncertainty because they depend on future events. Actual results may differ significantly from those announced, due to a variety of factors, including, but not limited to: trends in the food service market and tourist flows in Italy, trends in the gold and jewellery market, trends in the green economy market, changes in raw material prices, general macroeconomic conditions, geopolitical factors and changes in the regulatory framework. Furthermore, the information contained in this press release does not claim to be complete, nor has it been verified by independent third parties. The projections, estimates and targets presented herein are based on information available to the Company at the date of this press release.

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Meneghini&Associati, società del Gruppo Meneghini&Associati Talent Union, è un'agenzia di comunicazione strategica con sede a Vicenza che affianca imprese, istituzioni e organizzazioni nello sviluppo di progetti di posizionamento, reputation e relazioni con i media. Attraverso un approccio integrato, supporta i clienti nella definizione di strategie di comunicazione, media relations e valorizzazione del brand.