



Press release

Augsburg, November 14, 2024

With its own photovoltaic system, Messe Augsburg relies on 100 percent green electricity. Milestone for sustainable events in Augsburg.

Messe Augsburg is taking yet another big step in terms of sustainability: state-of-the-art photovoltaic systems were installed on the roofs of Halls 2, 4 and 5 this fall. With this, Messe Augsburg is switching to a 100% sustainable power supply.

With around 2,500 modules on a roof surface of 20,000 square meters, the large-scale PV system will enable Messe Augsburg to cover its electricity requirements solely with renewable energies in future. The new PV system covers approximately one third of Messe Augsburg's total electricity requirements, while the share of self-consumption is around 45 percent. The modules installed on the hall roofs are one of the largest and most powerful PV systems in the Augsburg city area. The annual amount of PV energy generated is around one million kilowatt hours (kWh) – enough to supply 380 households with electricity for a year, or to achieve a CO₂ reduction of up to 420 tons.

Mayor Eva Weber commented: "As Chairwoman of the Shareholders' Meeting, I am delighted to have been involved in the installation of such a large photovoltaic system on the roofs of the trade fair center. This is a strong signal for more sustainability in Augsburg and perfectly fits into our "Blue City" concept."

"With this project, we are not only creating a sustainable source of energy; we are also taking another major step towards greater sustainability," Lorenz A. Rau, Managing Director of Messe Augsburg, explains. "We are delighted that we can commission the system now and consider it a decisive step on our way toward more climate-friendly trade fairs and events in Augsburg."



With the photovoltaic system, Messe Augsburg has reached another milestone on its path toward making sustainability a tangible experience on its own grounds. Apart from the electricity it produces itself, Messe Augsburg has already been sourcing its required electricity from renewable energy sources since June 01, 2024, – 100% green electricity from HKN EU hydropower.