

N NetZero
Milan
expo —
summit

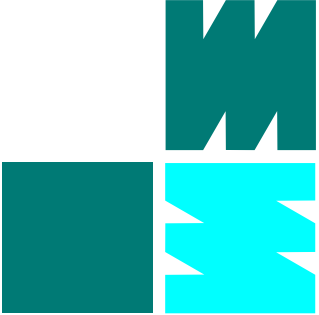
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**CATALYSING
TRANSFORMATIVE
BUSINESS DYNAMICS**

**Milan, Allianz MiCo
14—16 May 2025**



FIERA MILANO



INTRODUCING NET ZERO MILAN

The challenge of the century, the achievement of **climate neutrality in Europe by 2050**, is an epochal goal, unprecedented in contemporary history, which will require the mobilisation of gigantic economic levers. This is why **NetZero Milan brings together all the actors of change**, in a unique qualified event on the strategies, solutions and opportunities of the Net-zero economy. We don't just want to create an exhibition, we aim to build a catalyser that ignites partnerships, ideas, projects for change.



about the event

NetZero Milan is the new **high-profile B2B event, cross-technology** and **multi-stakeholder** by design, presented by Fiera Milano for the entire range of decarbonisation technologies, bespoke energy transition finance, strategic corporate consultancy and tax & law advisory.

Set to take the stage in **14—16 May 2025**, it is offered in the format of a C-level, culturally dense **Expo & Summit**, where all key actors, spanning high-profile analysts (from across think-tanks and business management consultancies) and legislators, business leaders in deployable technologies and cutting-edge innovators, developers, decarbonisation-engaged utilities and green financiers, who will come together to delve deeper into technology trajectories and market scenarios, share visions, forge new ideas, generate powerful connections.

It aims to

- **disseminate** world-class energy technology research and market intelligence
- spark **new ideas** and stimulate corporate climate ambitions
- bring together business leaders and innovators, while **generating highly focused business matchmaking** at an Italian and European level.



NETZERO MILAN a multifaceted journey towards carbon neutrality



A MULTIDIMENSIONAL PROCESS

Acknowledging the complexity and the multidimensionality of the full decarbonisation process, Net Zero is positioned at the intersection of all the disruptive technologies that will drive the energy transition towards the 2030-2050 targets: from utility-scale and industrial solar to hydro and wind power, from battery storage to green hydrogen, from all the emerging energy technologies and fuels to carbon removal and offsets.



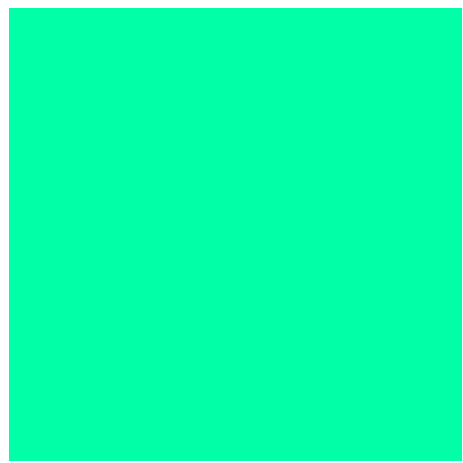
A STAGE FOR ALL ACTORS OF CHANGE

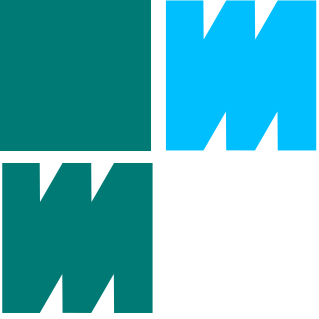
On the other hand, NetZero is set to cover electrification, digitalisation and decarbonisation solutions for a comprehensive range of the most climate-critical industries: from power generation to next-generation grids, from light and hard-to-abate industries to heavy-duty road transport, from aviation and shipping to construction and machinery.



A TRUE INDUSTRY-CROSSING COMMUNITY

In addition, NetZero Milan has been conceived to be a true enabling environment to build much-needed bridges between all these industries and leading players in the fields of corporate climate advisory, bespoke green finance and net-zero asset management.





NET ZERO EVENT

Key Features

CROSS- VERTICAL

A rigorous cross-vertical event format, **to span across & deep dive in the entire range of net-zero industry goals**, opportunities and challenges: decarbonisation-seeking industries on one side, and the full range of technological solutions on the other.

HIGH-LEVEL CONNECTIONS

High-quality connections and insights within a prestigious environment where you can **network with peers and senior executives** from leading companies. Seize this opportunity to engage with industry leaders and foster invaluable relationships for mutual growth and success.

KNOWLEDGE

Learning, inspiration, experience-sharing, networking, partnering and customer prospecting - take part in all of this at NetZero Milan: the cutting edge of technology analysis, R&D advances and costs, with **fresh trajectory** and **market forecasting**.

INTERNA- TIONAL

International agencies, European legislators, thought-provoking leaders, frontline researchers, prominent business leaders and green financiers - an unrivalled line-up of speakers to meet all expectations for in-depth analysis and discussion.

HIGH PROFILE EXHIBITORS

A select cohort of national and international exhibitors, focusing on cutting-edge technologies for the industry decarbonisation, ready to engage in new revolutionary business projects and partnerships for the achievement of net-zero goals.

SELECTED AUDIENCE

The right public for fruitful interaction, **from all sectors involved in the decarbonisation goals**, with a focus on hard-to-abate industries such as steel, cement, paper, petrochemicals, aviation, construction and shipping.

MILAN

In the vibrant city of Milan, one of the most prominent capitals of industry, finance and innovation.





AN INNOVATIVE MULTI—TECHNOLOGY, MULTI—SECTOR PLATFORM

The scope of a cross-vertical event



POWER SECTOR

- Utility-scale Solar
- Floating Solar
- Windpower
- Offshore Windpower
- Hydroelectricity Repowering
- Renewable Power Origination, Project Development, EPC
- Renewable Power Asset O&M, Asset Management
- Green Electricity Trading
- Decarbonisation Fast-tracking Utilities
- Net-zero Digitalised Transmission & Distribution Grids
- Utility-scale Battery Storage
- Pumped Hydro Storage



INDUSTRY

- Industrial Electrification (High-temp Heatpumps for Process Heat, Electric Radiant Space Heating)
- Industrial Digitalisation and Optimisation (IoT, Monitoring & Control Systems)
- Industrial Efficiency (Cogeneration & Trigeneration, Relamping, Evaporative Cooling for Industrial Buildings)
- Commercial & Industrial Solar; Industry-scale Storage
- Concentrating Solar Thermal Process Heat
- Process Heat Recovery, ORC Generation
- Green Hydrogen & Green Ammonia Project Development, System Integration, EPC
- Electrolysers
- Fuel Cells
- Integrated Solutions for Hard-to-Abate Industry Efficiency, Electrification & Decarbonisation
- Bio-based & Recycled Industrial Feedstocks



TRANSPORT

- Deforestation-free Biofuels & e-Fuels for Heavy-duty Road Transport, Aviation, Shipping & Rail
- Heavy-duty Electric Road Transport, Construction & Mining Equipment (Battery / Fuel Cells)
- Marine Electric Motors (Battery / Fuel Cells)
- MW-range Battery Charging Systems
- Corporate e-Fleets
- Decarbonisation of Corporate Supply Chain Logistics
- Hydrogen Refuelling Station



AGRICULTURE

- Agrivoltaics
- Agricultural Electric Machinery & Robots
- Biogas & Biomethane
- Carbon Farming, Carbon Removals
- Certified Carbon Offsetting



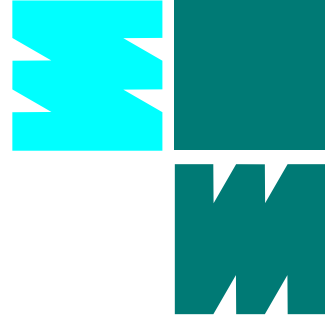
IEA'S EMERGING TECHNOLOGIES

- Next-Generation Batteries
- Long-Duration Energy Storage
- Carbon Capture, Utilisation and Storage
- Nuclear Small Modular Reactors



CROSS-SECTOR SERVICES

- Corporate Climate Action Consultancy
(Corporate Net Zero Planning, Carbon Management, Sustainability Reporting)
- Product & Company Carbon Footprint Certification, Supply Chain Sustainability Due Diligence, Green Claims Management
- Net Zero Banking
- Net Zero Capital Markets
- Net Zero Asset Management
- Corporate Climate Insurance
- Net Zero Legal Practices



A SOLUTION —AND CUSTOMER— ORIENTED APPROACH

At NetZero Milan, we firmly believe that emphasising the need for ambitious corporate climate action should not overshadow the challenges of maintaining competitiveness, to withstand the potential risks of deindustrialisation - in any case the need to move along pathways of just transition.

This is why we are committed to offering our participants, exhibitors and visitors an **event that is not self-referential or celebratory**. On the contrary, we do not want to lose sight of the value for money of the event and its **true customer focus**.





JOIN NETZERO TO:

- **Understand** trajectories and scenarios, get top-notch market insights, navigate change
- **Bring your ideas**, raise your profile and brand exposure
- Call on your customers, nurture your prospects, **generate leads**
- **Cross industry boundaries** and meet your peers, create new opportunities
- Contribute to **positive lobbying** towards legislators and decision-makers
- Enrich your network, make



JOIN NETZERO WITH:

A full spectrum of key players

- **Market leaders** in fast-deployable technologies and cutting-edge innovators
- **Offtakers** and integrated climate solution **providers**
- **Developers**, decarbonisation-leading **utilities**, green **finance** and institutional **investors**
- **High-profile** analysts (from across multilateral agencies, think-tanks and business consultancies), thought leaders, legislators and policy-makers

PARTECIPATION PATHWAYS IN NETZERO MILAN

Exhibition, Summit and focussed Vertical events together with networking, social events and Milan evening experiences to get the most out of a truly business-catalysing event

THE EXHIBITION: SHOWCASE YOUR BRAND

Our event is aimed exclusively at the forerunners of decarbonisation technology and trendsetters in energy markets, while attracting a high-profile audience of leaders in science-based, non-rhetorical corporate innovation practice.

A dynamic platform designed to connect businesses with their target audiences through a smooth exhibition set-up: our exhibition packages will provide your brand with prime space to showcase your offerings, interact with attendees and generate leads.

- **Turnkey premium booths**, standard and custom exhibition solutions
- Exhibition, conference rooms and networking areas on the same floor: perfect **osmosis between visitor flows**
- Dedicated **support** from our team for a trouble-free participation experience.
- **Business lounge** solutions available to exhibiting companies to privately meet key stakeholders and nurture partnerships.



SPONSORSHIP PACKAGES: MAXIMISE YOUR PRESENCE

With a range of sponsorship options available, you can choose level that best suits your marketing objectives and budget. Our sponsorship packages are designed with you to maximise your impact and ROI.

- increase b2b contact opportunities with conference-targeted sponsorship
- boost your brand with our advertising/marketing & communication tools
- increase your visibility by sponsoring networking areas.

Talk to our

dedicated account managers to discover the participation profile and package best suited to your needs and ambitions, or to create your own path into NetZero Milan.





NET ZERO SUMMIT & VERTICAL EVENTS

CONFERENCE PROGRAMME

In NetZero Milan you will find a content-intensive event, made up of different tracks:

NetZero Summit (May 14-15):

a run-alone event in plenary room, curated by our Knowledge Partners.

Stay tuned for the in-progress agenda to get cutting-edge insights and inspiration, from a wealth of top-notch international panellists.

NetZero Vertical events (May 15-16):

Delve into the Verticals: understand latest industry trends, meet your peers and bring your ideas in professionals-curated workshops.

A selection of sessions held as parallel events in the other rooms, with a focus on

- Industry electrification
- H2 economy
- Industrial solar power
- Solar asset management
- Battery technologies & LDES
- CCUS
- Green Ports & Airports & SAF
- Heavy-Duty Transport
- Net-zero Finance
- Net-zero Tax & Law
- Carbon Disclosure Project: Corporate Climate Action
- Corporate Carbon Offsets
- Emerging technologies

... and more to be announced soon



NETWORKING & SOCIAL PROGRAMME

Branded conference breaks, receptions and side events to get a buzz out of the participation in NetZero Milan.

NetZero Social Dinner and **NetZero Milan accompanying programme** to break ranks between industries and go social in the broader community.

Stay tuned for the full agenda details!

EVENT VISIBILITY

The communication plan, which includes both online and offline tools, allows NetZero Milan and its customers to always be present in the market and in constant dialogue with the entire community.

PRESS COVERAGE

Our press coverage will bring **insights and comprehensive updates on every aspect of the event and its protagonists**. Our first co-design event already got the spotlight of newspapers like: Corriere della Sera, Il Sole 24 Ore, MF – Milano Finanza, Repubblica.it, Sky TG 24, TGCom24, Hydronews, Qualenergia, Staffettaonline, PV Magazine.

DIGITAL MARKETING AND BUSINESS MEDIA PLAN

We will focus on various main **digital marketing touchpoints** like LinkedIn and Google Ads, to attract and involve all actors of the decarbonization and **create the community of NetZero Makers**, and media partnerships among national and international newspapers and trade press.

The community-building process will be reinforced by in-person Teaser Events and NZM Webinars that will be developed from Fall24-Spring25 for participants in the NetZero Summit and the Vertical events.

STAKEHOLDER -DRIVEN COMMUNI- CATIONS

Milan is absolutely one of Europe's capitals of manufacturing, business, finance and consulting. A new high-profile catalyst platform like NetZero could not be better located.

At the same time, our commitment to making NetZero Milan an event with a genuine European DNA also rests on the rollout of a capillary network-building activity at Brussels level, reaching out to all renewable, electrification and **decarbonisation-relevant European trade associations** (spanning technology providers, premier offtaker associations, and general business associations).

As powerful multipliers to their own constituencies, each of these stakeholders (and proposed partners) at EU level will drive further interest and information dissemination.

Finally, we shall also engage with broader, global, sustainable **business and green finance alliances/coalitions**.



TARGETED LEAD GENERATION

Lastly, we will further strengthen press coverage, business media campaign, digital marketing and stakeholder-driven communications with **specific end-to-end marketing actions to generate leads among premium targets**, including:

- electricity- and gas-intensive companies
- CSR-sensitive, Sustainability Reporting Directive-ready, Green Claims Directive-ready companies
- innovation, digitalisation and AI-driven companies,
- while leveraging the powerful portfolio of connections held by key professional interfaces such as corporate strategy consultancies
- sustainability managers
- energy managers, ESCOs, integrated carbon solution providers
- technical specialists, system designers, EPCs
- project developers
- asset owners, asset managers, green investors

**More info released on a
continuous basis, stay tuned!**

about the event

Milan, one of Europe's capitals of innovation and entrepreneurship, is the ideal setting for an event that brings together international and national stakeholders.

Milan plays a key role in all advanced industrial sectors: communications, commerce, design, finance, manufacturing, consulting, banking.

Founded in 1994, **Allianz MiCo** is the largest conference centre in Europe, dedicated to business and high-end events, and is the venue for the most important international association and corporate congresses, which choose it for its structure, organisational skills and expertise, state-of-the-art technology, and the variety and flexibility of its offerings and services.



To be true to our goals, we chose a location that is certified to operate on 100% green energy and has fulfilled the requirement of the Leed Green Building rating system with a gold certification on building operations and maintenance, is compliant with the standard UNI ISO 20121:2013 for the event sustainability management system, and more.







THE CO-DESIGN PROCESS OF NETZERO MILAN

NetZero Milan is an event we are co-designing together with the main stakeholders of the decarbonization economy: take a look at how we started!

June 13, 2024: Milan, ISPI headquarters





PRESS COVERAGE

NetZero Milan already got its start in the Italian press: among the newspapers, NetZero Milan launch appeared on Il Sole 24 Ore, Corriere della Sera, Avvenire, MF – Milano Finanza, Il Giorno, Repubblica.it, Sky TG 24, TGCom24, Hydronews, Qualenergia, Staffettaonline, PV Magazine, and more.

FIRST CO-DESIGN RESULTS

What are the most important features of NetZero Milan for your business? The stakeholders answered during the first co-design session:

- a strictly B2B event aimed at highly profiled professionals
- a C-level event
- a conference program combining a high-profile Summit with themed Vertical Events
- a Brand identity and Brand exposure-raising opportunity
- a Match-making platform with Green Financiers, Investment Funds, Institutional Investors, Green Banks
- a Match-making platform with high-profile Strategic Business Consultancies, Business Law Firms, Carbon Management Specialists
- a positive lobbying opportunity with legislators (EU, National) and other key decision-makers (multilateral agencies, regulatory authorities ministry and permitting officials)
- a networking platform within each industry involved in the event scope

The co-design process will continue with further invite-only brainstorming sessions.

Stay tuned for the next steps!

NET ZERO MILAN INFO

NetZero Milan Expo – Summit
Allianz MiCo, Milano MI
14—16 May 2025

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