

2nd Edition



Energy Storage

Central Eastern Europe

HOSTED BY

n·gen

energy system solutions

24-25 September 2024

Hilton Warsaw City, Warsaw, Poland



See what to expect,
watch the promo video.



SCAN ME

**Revenues and Regulations:
Enabling Large-Scale Regional
Energy Storage Deployment**

Partnership Prospectus

Our 2024 Sponsors

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Storage
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APSTE
Association of
Professional Storage
Technicians

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& Storage

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International Alliance
BATTERY &
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WIRE

Countries We Will Explore



Poland



Romania



Bulgaria



Estonia



Hungary



Ukraine



Czech Republic



Lithuania

Welcome to the Energy Storage Summit Central Eastern Europe 2024

The first edition of the Energy Storage Summit Central Eastern Europe was an event full of life, excitement, and promise. With the entire industry facing unprecedented growth as never seen before, one of the main aims of our Summit was to bring together market experts in the region to signpost the next chapter for energy storage in Central Eastern Europe. As we move into 2024, storage assets are beginning to connect to the grid and countries are preparing for large-scale buildout. This Summit will explore in depth how “Central Eastern Europe has the opportunity to leapfrog developed markets” – one of the key takeaways from 2023.

Last year's event saw over 250 investors, developers, IPPs, utilities, TSOs, technology providers, optimisers, consultancies, and law firms gather together to discuss the fundamental trends, challenges, and opportunities in the regional markets, as well as where the industry is headed for 2024 and beyond.

The second edition will shine a spotlight on regional markets; introducing our brand-new breakout sessions in 2024 which will offer market expertise in markets including Poland, Romania, the Baltics, the Balkans, and many more. The Summit will also explore how new revenue streams could unlock the large-scale buildout, varying business models, increasing regulatory support, ancillary services and the future of the capacity market. The Energy Storage Summit Central Eastern Europe will also highlight the importance of a resilient grid for energy security, as well as best practice advice from experts in wider Europe.

As numerous regional markets grow and mature at speed, the Summit will offer second-to-none networking opportunities with key stakeholders in each of these markets, including traditional content such as panels, presentations and keynotes, as well as innovative and more intimate formats such as workshops, fireside chats and debates.

If your goal is to meet other industry professionals and create valuable business partnerships to better harness business opportunities in the region, then the Energy Storage Summit Central Eastern Europe is the right place for you.

We look forward to hosting you in Warsaw.



Lucy Jacobson-Durham

Head of Content, Energy Storage

✉ lucy@solarmedia.co.uk



Our mission

To inspire change and create the knowledge and networks that will accelerate a decentralised, intelligent and sustainable energy market.



Our approach

Energy Storage Summit is far more than just another storage event – our unique proposition is that we are obsessed with delivering unique insights creating dialogue and partnerships. Your customers attend this summit to better understand the technology disrupting the market, build strong partnerships with new and existing customers and to seek help with making the right investment decisions.

As Energy Storage evolves at pace and we see more projects in the pipeline, only the most innovative players will succeed; now is the time to invest in marketing and business development that puts your unique proposition and brand at the forefront of decision makers minds.



Our commitment

To our commercial partners, we are committed to delivering ROI and optimising your time and budget; whether you want to fuel a sales team with new leads, heighten your brand or launch new products, no one is better placed to help than our team. Thank you for taking the time to discuss our offering and we look forward to taking this exciting journey with you.

Who Will You Meet?

Buyside
68%

- Utilities
- DSO/TSO
- Energy Generators
- Developers
- Local Authorities
- Large Energy Buyers

- Investors / Financiers / Banks
- Wholesale Traders
- Asset Owners
- Land Owners

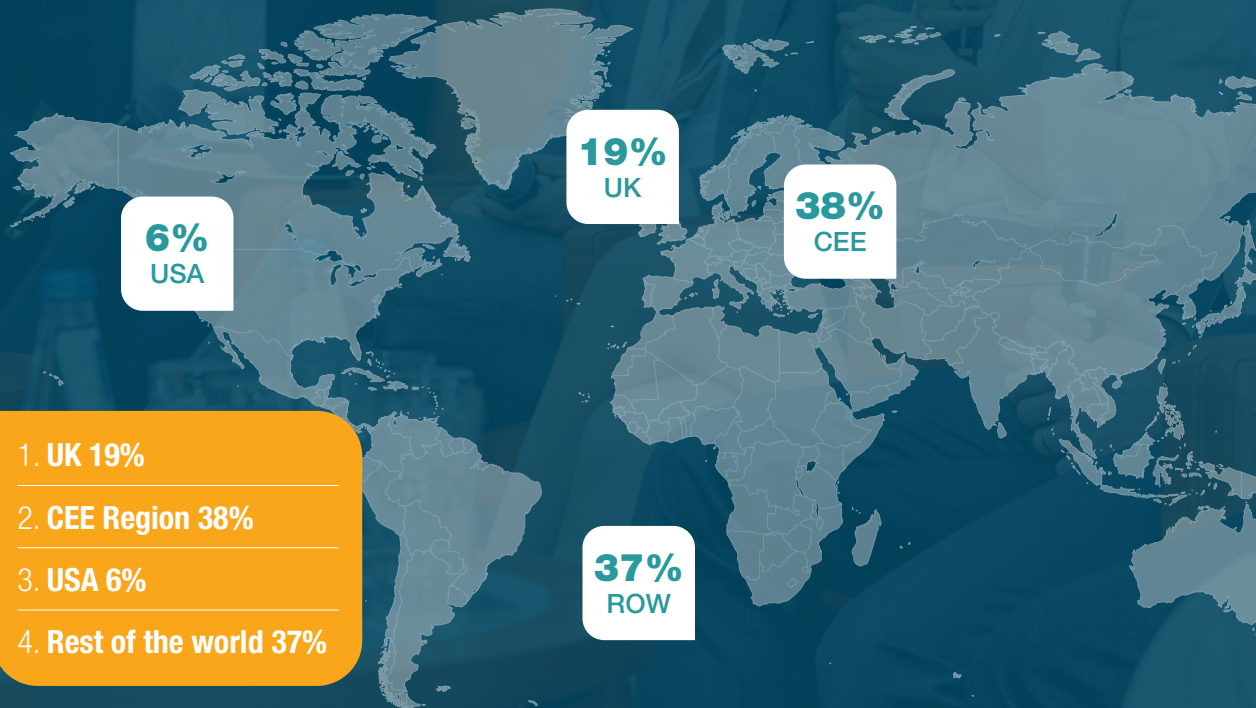
Sellside
27%

- EPCs
- System Integrators
- Aggregators
- Stationary & Mobile Storage
- Software & Data

- Analytics
- Energy Management Systems
- Distributors
- Technical Advisors
- Insurers
- Law Firms

Policy Makers
5%

Attendees by Country



1. UK 19%
2. CEE Region 38%
3. USA 6%
4. Rest of the world 37%

Event in Numbers



250+
Delegates



75+
World-Class
Speakers



70%
Decision
Makers



25
Exhibition
Stands



15
Hours of
Networking

Key Themes for 2024

The Energy Storage Summit Central Eastern Europe will cover all the most prominent themes and conversations associated with driving the industry forward. You can expect to meet all the key developers, investors, lenders, networks and utilities operating in the region, along with other market participants from technology, advisory and solutions businesses.

New Market Opportunities



Forecast for Poland



Financing and Funding Energy Storage Projects



Deployment: Permitting and Connections



Unlocking Revenue Streams



Market Experts Roundtables



Storage Supporting the Grid and Energy Security



Regional Spotlights



We are always keen to hear from the market, get in touch with the team if you have any suggestions for this year's event!





Recommend a Speaker to us Today! Contact me

Lucy Jacobson-Durham: lucy@solarmedia.co.uk



Our 2024 Speakers



Piotr Czembor
Managing Director
Hynfra Energy Storage



Michał Smyk
Country Manager Statkraft
Poland, Head of Wind, Solar
and Storage Development
Statkraft



Filip Ostrowski
Vice President
Grupa TAURON



Jan Fousek
CEO
**Association for Energy
Storage AKU-BAT CZ**



Pálma Szolnoki
Senior Research Associate
Hungarian Battery Alliance



Maayan As
Director of Energy Storage
Nofar Energy



Ewelina Szulc
Managing Director, Poland
DIF Capital Partners



Dariusz Perkowski
Energy Storage Business
Development Manager
Energix Group



Mariyana Yaneva
Vice Chair
**Association for Production,
Storage and Trading of
Electricity (APSTE)**



Jakub Küpcü
Investment Manager
Renewables & Storage
CLARITAS Investments



Ewelina Walisiak
Managing Director,
Global Debt Financing
Santander Bank Polska



Jokubas Ciurlionis
Manager of Energy Storage
Engineering Technologies
Ignitis Renewables



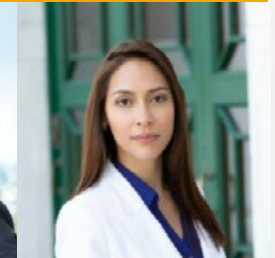
Yuri Katanov
Board Member &
Executive Director
Renalfa



Barbara Adamska
President
**Polish Energy Storage
Association**



Kilian Leykam
Director, Investment
Management Battery Storage
Aquila Capital



Shannon O'Connell
Founder and CEO
Stora Energy



Michał Mackowiak
Executive Director
Harmony Energy Poland



Maksym Sysoiev
Partner
Dentons LLP



Ladislav Tolmaci
Executive Director, Corporate
Finance Solutions
Erste Bank AG



Daniel Swirzydź
Energy Storage
Development Manager
GoldenPeaks Capital



Anna Chmielewska
Associate Director,
Senior Banker
**European Bank for
Reconstruction and
Development**



Fredrik Karlsson
Co-founder and
Head of Strategy
Polar Capacity



Ville Rimäli
Investment Director,
Energy Storage
Taaleri Energia

Connect With the Entire Market

Technology Providers & Suppliers



Developers & Utilities



Consultants & Law Firms



Associations



Banks & Funds



TSO/DSO & Regulatory



Delegate Profiles

C-Level/Founder/
Board

12%

Director/
President

33%

Business Development/
Sales/Marketing

45%

Technical
Role

10%

Job Titles

Ambassador
Analyst
Associate Director, Energy & Infrastructure Advisory
BESS Lead Developer
BESS Vice President EMEAT
Board Member & Executive Director
Business Development & Marketing Engineer
Business Development
Business Development Engineer
Business Development Lead
Business Development Manager
Business Marcom Specialist
Business Origination Europe
Chief Commercial Officer
Chief Executive Officer
Chief Financial Officer
Chairman of the board
Chief Administrative Officer
Chief Commercial Officer & Country Manager, Bulgaria
Chief Energy Specialist
Chief Investment Officer
Chief Risk Officer
Chief Technical Officer, Chilmena
Co-Founder
Commercial & Modelling Manager
Commercial Asset Manager
Commercial Associate
Commercial Director
Consultant & Technical Analysis Team Leader
Country Director Poland
Country Head
Country Manager
Deputy CEO
Developer
Director
Director - Energy & Infrastructure Advisory
Director Development, UK & Europe
Director ESS Business Area
Director Investment & Transactional DD
Director of Energy Storage
Director of Global Strategic Key Accounts
Director of Innovation
Director of Strategy
Director, Investment Management Battery

Storage
Director, Project Development and Finance
Electricity Market Specialist
EMEA Sales Director
Energy Efficiency Manager
Energy Market Analyst
Energy Storage Business Development Manager
Energy Storage Lead
Energy Storage Manager
Energy Storage Product Owner
Energy Storage Specialist
EPC Director
ESS Product Manager
ESS Sales Manager
EVP Global Business Development
Executive Director
Founder
General Manager
General Manager, Business Development
Energy Storage & Optimisation
General Manager, Key Accounts
General Manager, Overseas Sales & Marketing
Global Demand Generation
Growth Associate
Head Legal Advisor, Poland
Head of BESS Department
Head of Business Development & Partner Management
Head of Commercial / Grid ESS Europe
Head of Content, Energy Storage
Head of Development
Head of Energy Storage
Head of Engineering
Head of ESS Sales, Central Europe
Head of International Cooperation Department
Head of Investment
Head of Marketing
Head of PV Sales
Head of Sales
Head of Storage
Head of Strategy and Business Development
Innovation & New Technologies Manger
International Sales Manager
Investment Associate

Investment Director
Investment Manager
Key Account Manager PV + ESS Poland
Land Acquisition Manager
Lead Account Manager - Energy & Sustainability
Lead BESS Project Manager
Legal Director
Local Partner, Warsaw
Lule Build System EPC CEO
Manager European Energy & Resources Team
Manager for Energy Storage and Grid Connection Europe
Manager, Energy Efficiency and New Technologies
Managing Director
Managing Partner
Market Lead, Poland
Marketing Manager
Marketing Specialist
Mechanical Design Engineer
Member of the Board
Operations Director
Operations Executive
Partner
Partner, Head of Energy and Projects - Romania
PhD EE
Poland Country Manager
Policy Director
Power Connections Department Manager
PPA Expert
President
President of Board
Principal Policy Manager - EMEA
Principal, Energy Storage
Product Engineering Manager
Project Development Analyst
Project Finance Manager
Project Manager
Regional Marketing Manager - EMEA
Regional Sales Manager
RES Manager
Sales and Marketing Manager
Sales Development Representative
Sales Director
Sales Manager

“ The summit was insightful and it gave a great opportunity to speak with other key market players. Lasse Boelck Paulsen, Greengo Energy A/S

What Our Attendees Thought:

We surveyed our attendees and asked them how they would rate the Summit for the following?



Will you Attend
Energy Storage
Summit CEE in
2024?

89%
said Yes



Quality of
Speakers

98%
said Good or Higher



Did the Conference
Facilitate any New
Business for You?

67%
said Yes



Did you Make the
Contacts that you
Wanted to Make at
the Summit?

91%
said Yes



Networking &
Quality of Meetings

95%
said Good or Higher



Format of the
Conference

98%
said Good or Higher



Programme
Structure & Timings

96%
said Good or Higher



Sponsorship Benefits

“ A great experience and a chance to discuss the opportunities on the new market.
Adam Koscielniak, A-RES

We are committed to delivering ROI and optimising your time and budget; whether you want to fuel a sales team with new leads, heighten your brand or launch new services, no one is better placed to help than our team.

Schedule an exploratory call with the team 



Lead Generation

Make sure you make the best use of your time, and develop new business opportunities with guaranteed 1-2-1 meetings on-site in Warsaw



Shorten Sales Cycles

Accelerate decisions by accessing qualified decision makers responsible for Energy Storage deployment across the Central & Eastern Europe



Thought Leadership

Present a case study, ensuring the market is fully conscious of the unique benefits of your solutions and advantages of partnering or investing in you



Innovation & Leadership

Join a panel and strengthen your commitment to driving energy storage deployment and position yourself as a key enabler



Relationship Building

Network and have fun with attendees, cementing your position as a leading partner of choice when implementing energy storage projects



Brand Recognition

Amplify your brand around the event and ensure you are front of mind with qualified decision makers and industry stakeholders

Agenda at a Glance | Day 1

8:00-9:00	<u>Networking Registration & Refreshments</u>	
9:00-9:10	Welcome and Opening Address from the Host	
9:10-9:30	<u>Keynote Presentation</u> Welcome Back – The Year in Review	
9:30-10:10	<u>Keynote Panel 1</u> Building the Pipeline: Capacity Market Auctions in Poland	
10:10 -10:30	Presentation Reserved for Platinum Sponsor	
10:30 -11:10	<u>Keynote Panel 2:</u> The Regulatory Landscape: Shifting the Transition	
11:10 -11:30	Morning Networking Break	
11:30 -12:10	<u>Keynote Panel 3</u> Bankability? A Bank's Viewpoint	
12:10 -13:10	Networking and Lunch Break	
<u>Stream One: Regional Spotlights</u>		<u>Stream Two: Financing & Deployment</u>
13:10-13:40	Bulgaria: Developments with Storage	13:10-13:50 New Revenue Streams Unlocked: The Market Outlook
13:40-14:10	Rebuilding Ukraine: How Energy Storage is Key Infrastructure	13:50-14:30 Financial Model of Energy Storage – Different Approaches

Agenda at a Glance | Day 1

Stream One: Regional Spotlights	Stream Two: Financing & Deployment
14:10-14:40 The Balkans: Understanding Opportunities	14:00-14:20 Grid Bottlenecks: Permitting and Connection
14:40-15:10 Hungary: The Business Case	
15:10-15:30 Networking Break	
15:30-15:50 Czech Republic: Energy Storage Roadmap	15:10-15:30 Sponsorship Presentation
16:00-16:30 Estonia and Energy Storage: Growth Forecast	15:50-16:20 Continuing the Conversation: Regulation and Deployment
16:30-16:50 Kosovo: Preparing the Region for Future Growth	16:20-17:00 The Need for Storage: A TSO Perspective
17:00-17:55 Kosovo: Preparing the Region for Future Growth	17:00-17:55 Eurovision Energy Storage Roundtables
17:50-18:00 Closing Remarks	
18:00-20:00 Private Functions and After Party	

Agenda at a Glance | Day 2

8:30-9:30	Registration & Refreshments
9:30-9:40	Opening Remarks from the Chair
9:40-10:20	The Business Case for Colocation – The Impact of Cable Pooling Regulations
10:20-11:00	What is the Forecast for Poland?
11:00 -11:20	Sponsor Presentation
11:20 -11:40	Networking Break
11:40 -12:20	The Energy Storage Roadmap: A European View
12:20 -13:00	Lithuania: Setting the Pace
13:00 -14:20	Networking and Lunch Break
14:20 -15:00	The Opportunity of Europe: New Markets
15:00 -15:40	A Sleeping Giant? The Potential of Romania
15:40 -16:20	New Technologies: Energy Storage and Long Duration

What Sponsorship Looks Like

Speaking Opportunities



Private Dinner & Drinks Reception



Branding



Meetings



Exhibition Stands



Sponsorship Options



	Host £60,000	Diamond £40,000	Platinum £30,000	Gold £25,000	Silver £20,000	Bronze £15,000	Supporting £12,000	Exhibitor £8,000
Conference Influence								
Opportunity to chair the event	•							
Keynote solo presentation	•	•						
Keynote panel position	•	•						
Solo presentation			• Day 1	• Day 1	Day 2			
Panel position			•	Or •	Or •	•	•	
Private round table / workshop	•	•	•	•				
Sponsored Content - 1 piece supplied by client and distributed at event by SM team	•	•	•	•				
Pre or post-event webinar	•	•						
Event Branding								
Exhibition stand with backdrop and basic furniture (*upgraded furniture package)	•*	•*	•*	•*	•	•		•
Enhanced branding - Tier 1	•	•	•	•				
Enhanced branding - Tier 2					•	•		
Logo to appear on all event signage	•	•	•	•	•	•	•	•
Advertisement in event app	•	•	•	•				
Profile and logo in event app	•	•	•	•	•	•	•	•
Meeting & Networking Service								
Delegate passes	10	10	6	5	3	3	2	2
Customer VIP tickets	10	10	5	3	2			
Access to the event networking tool allowing you to set up meetings and capture leads (1 week before - 4 weeks afterwards)	•	•	•	•	•	•	•	•
Target account list invite with 50% off promotional ticket code	30	30	20	20	10	5		
Guaranteed introductions	10	10	10	8	6	3		
Post Show								
Full event delegate list to be shared including: full name, company name, job title and email address.	•	•	•	•				
Sponsors solo presentation or panel discussion participant list only to be shared including: Full name, company name, job title and email address.					•	•	•	
Pre-Event								
Company logo and profile to feature on our website	•	•	•	•	•	•	•	•
Reciprocal Website link to your home page from event website	•	•	•	•	•	•	•	•
Company logo and link to be included in HTML email campaigns	•	•	•	•	•	•	•	•
Promotion on relevant social media channels	•	•	•	•	•	•	•	•

Additional Branding

TIER 1:

Gold level and above

- VIP dinner
- Lanyards & registration
- Networking drinks reception
- Lunch sponsor
- Event app
- Wi-Fi
- Notepad & pens
- Delegate bags

TIER 2:

Silver level and below

- Coffee break
- Seat drop
- Sponsored gift
- Round table host

Also available but subject to price

- Webinars
- Private meeting rooms
- Personalized functions
- 45 minute workshop
- Breakfast briefing
- Delegate bags
- Sponsored gift
- Round table host

Media Partnerships


We work alongside major energy storage associations to further the knowledge of key information of the sector and zero emissions targets.

What a basic package looks like:

- 2x social posts from our Energy Storage LinkedIn page and Solar Energy Events Twitter page
- Your logo and company bio on event website
- Your logo on all HTML emails to our database
- Up to a 20% discount code for your audience

Please note - these are subject to change per agreement

Interested in becoming a media partner?

Contact us  energystorage@solarmedia.co.uk
to learn more about the opportunities available.

“Great opportunity to interact
with other market agents”

SMA

“Excellent event to go in deep
on the ESS topic”

Gotion

“Good opportunity to meet
experience people and get a
good quality knowledge”

Photomate

Ticket Prices

£999

Advanced Pricing
Ends 5th July 2024

£1,299

Super Early Bird
Ends 9th August 2024

£1,699

Early Bird
Ends 6th September 2024

£1,999

Full Price
7th September onwards

Book Online »



Add Delegate Ticket Protection for just £99 when you register and we will refund the cost of the ticket in full* should the named ticket holder ('Holder') be unable to attend due to:

- Sickness, accident or injury of the Holder
- Death of Holder, or death of Holder's immediate family within 30 days of the event
- Preventative travel delays outside of Holder's control
- Extreme or adverse weather (snow, fog, storm) that prevents Holder's attendance to event venue
- Unavoidable jury service
- Strikes, riots, terrorism or other extraordinary national/international circumstance
- Changes of the date, location or main thematic qualities of the event

View full terms here: storagecee.solarenergyevents.com/delegate-ticket-protection



Meet the Team & Get Involved



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