

## HUSUM WindEnergy approaches its quarter century

From its humble beginnings as a get-together for wind turbine pioneers, HUSUM WindEnergy is now undisputedly the industry's leading international trade fair. And from 18–22 September 2012 the industry is coming home to Husum once again.

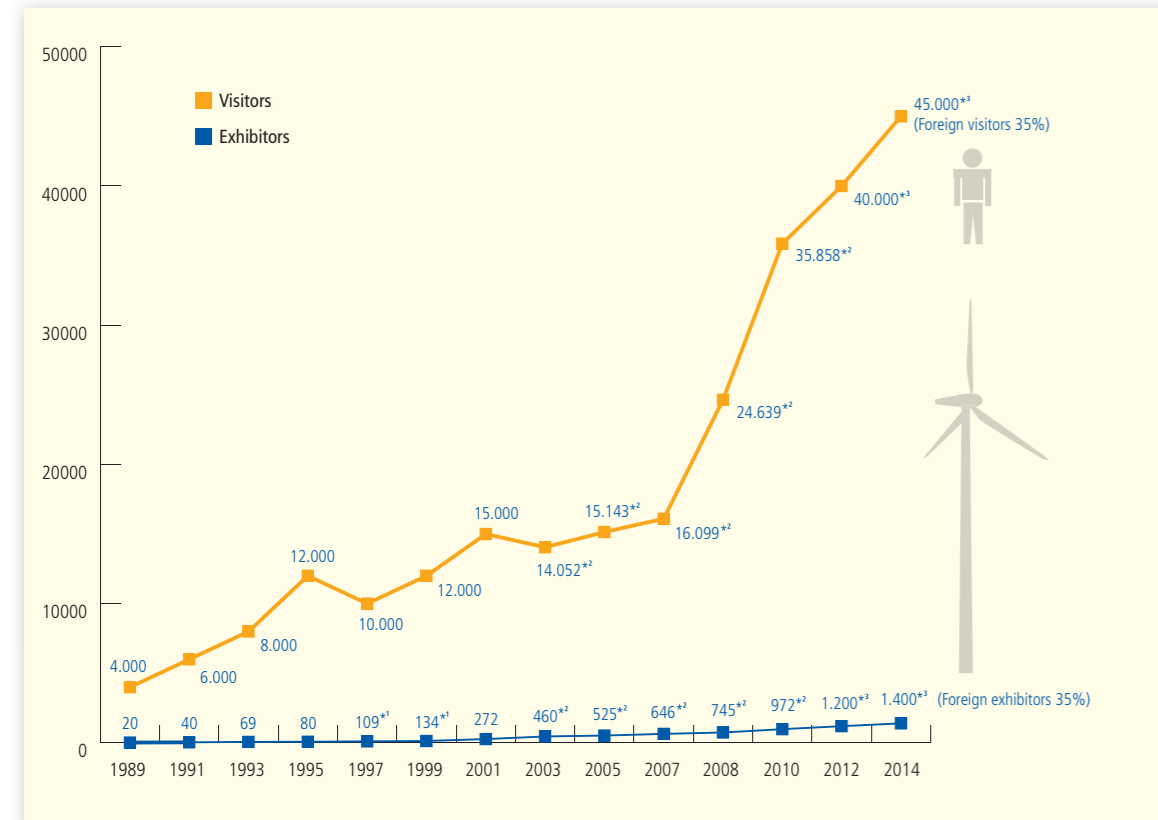
For five days, the eight exhibition halls will be home to 1,200 exhibitors from 30 nations, spread over a total exhibition space of 59,000 square metres, showcasing the most comprehensive range of wind products and services to an expected 40,000 visitors from 90 countries.

The graphics below show the steady growth of HUSUM WindEnergy over the years, mirroring the growth of the industry. With an ever increasing percentage of foreign exhibitors and visitors, there can be no doubt that Husum is still the industry's most important showcase.



**Book now for HUSUM 2014:  
23–26 September**

Development of visitor and exhibitor figures 1989–2014



Visitor figures from 1989–2001 and exhibitor figures from 1989–1995/2001 are given by organizers

\*1 Index of exhibitors published: in 1997 by HWG mbH & Co. KG in 1999 by Wellmann & Klein GbR

\*\*FKM proven figures  
\*\*3 Expected

A co-operation between



Venue:

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# HUSUM WindEnergy: ... more than just a trade fair

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## HUSUM WindEnergy – more than just a trade fair

Who would have thought, almost twenty-five years ago, that for a whole generation Husum would be synonymous with wind energy.

When the first Husum Wind Days were held in a livestock auction hall back in 1989 it was a very different story; the pioneer turbine builders were hardly taken seriously by mainstream energy providers, and the number of supporters in political circles could be counted on one hand. But Husum saw the potential, and continued to offer a home to the emerging industry. This trust and belief has paid off, and the list of exhibitors alone bears witness to the foresight of this small North Frisian port. The fact that we now welcome guests from 90 nations, making up 35% of all visitors and exhibitors proves that HUSUM WindEnergy is the most international trade fair in the country. And as far as energy policy is concerned, for many a politician and ordinary citizen alike the journey to Husum has been a road to Damascus.

With over two decades of service to the wind industry under its belt, HUSUM WindEnergy is now heading towards its quarter century. This is a reflection of how the whole wind industry and the acceptance of renewable energy has developed over the years, and when the time comes to write the history of wind turbines Husum will surely be centre stage.

Husum has the edge over all its competitors because it is literally surrounded by wind farms in action, making it the greatest wind show on earth. Part of Husum's unique attraction is that after a hard day's work, attendees can withdraw to the town to enjoy the delightful atmosphere of the harbourside pubs and restaurants, either to switch off, or to continue doing business in a very relaxed and agreeable atmosphere. Where once upon a time seafarers told of their adventures, HUSUM WindEnergy veterans now tell many a tale of a life with that clean and powerful force of nature they call WIND.

## The HUSUM WindEnergy Congress

The congress has long been the forum for presenting new technology and discussing the new challenges facing the industry, and 2012 will be no exception. The more we have hands-on experience with offshore wind farms, the more we can talk hard facts, discuss experiences and suggest solutions. This is where old hands and newcomers alike can learn from one another, and develop their visionary ideas for the future.

With the challenges that greater decentralised energy generation poses for our grid infrastructures, the four-day congress is the ideal setting for all actors to come together to help shape the future of both the industry and our society in general.

Developing wind nations will be reporting on their experiences, illustrating how different conditions demand different solutions, whereas financial experts will be providing advice about funding communal and large-scale industrial projects.

From onshore and offshore engineering to new developments in the fields of lubrication and weather prediction, the latest financing models for projects of all magnitudes, and company innovations from both well-established enterprises and young trailblazers, the congress is much more than just an enhancement of the exhibition, it is the HUSUM WindEnergy Congress.

The fifth day of the fair is dedicated to the Windcareer job fair, where the industry has the opportunity to meet potential much-needed staff, and jobseekers can meet their potential future employers face to face.



## HUSUM WindEnergy by Night

True to its reputation for being more than just a trade fair, HUSUM WindEnergy 2012 will once again be offering its exhibitors and visitors the full Husum Experience. Whether you are a work hard, play hard type of person, or someone who prefers to gently enjoy the finer things in life after a long day at the fair, we do our utmost to ensure that you find the right experience to suit yourself.

The numerous side events and parties that are held between the exhibition grounds, the harbour and Husum's own brewery, the Brauhaus, are very popular with exhibitors, visitors and local residents alike, and have now become a tradition. Such events encourage networking and getting to know one another in an informal atmosphere.

### International Visitors Reception, 18 September

The Global Wind Energy Council's International Evening, which rounds off the first day of the fair. Here you can meet exhibitors and attendees from around the world, representatives of government and industry, and have a very enjoyable evening as well.

### Windmasters Dinner, 19 September

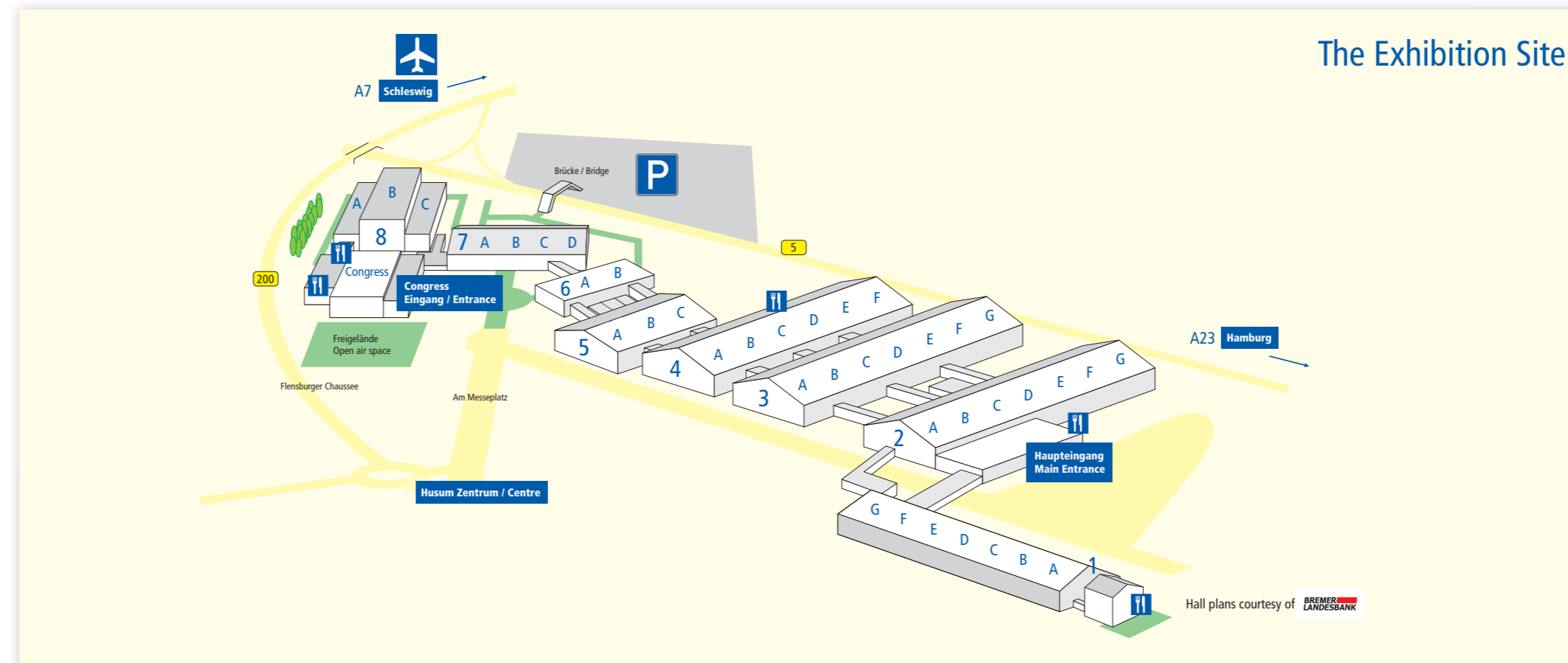
A delightful dinner in the pleasant atmosphere and elegant ambience of Husum Schloss is the ideal opportunity to enjoy a truly exclusive evening with the movers and shakers of industry and politics. With regional specialities and locally sourced produce you will enjoy international standard cuisine with that special North Frisian flair. And while the region may not have its own

vineyards, you can be assured that the wines with your meal will be of excellent quality, and the local schnaps an ideal complement to your after-dinner coffee.

### Windwanderer® Festival, 21 September

A favourite with exhibitors, visitors and Husum's residents is the traditional Windwanderer® Festival, where one ticket admits you to a variety of venues dotted around Husum's picturesque harbour. With at least eight bands and combos offering a variety of musical styles, you can stay listening to your favourite music or wander from venue to venue and enjoy it all.

## The Exhibition Site



## What attendees say ...

“Thanks again for a brilliantly organised HUSUM WindEnergy. We've already booked for 2012!”

Alexander Stark, Umweltbank AG

“I am new to the wind industry and need good contacts, so this is the place to be. It is a great and useful experience.”

Mody Mousaad, EGYenergy

“You can learn more about our industry in one evening at the pub during HUSUM WindEnergy than in two years elsewhere.”

Thomas Richerich, Nordex

“In the wake of the trade fair we would like to thank you once again for fulfilling all our wishes, even the virtually impossible ones. For us the fair was a complete success, and we hope to be just as satisfied in 2012 and 2014.”

Sarah Körth, ENERTRAG Services GmbH

“It was a wonderful experience and learning curve for me, the way your company manages such a big event with ease.”

T. F. Jayasurya, Indian Wind Turbine Manufacturers Association

