

As energy markets converge, Sustainable Solutions Wien returns to Vienna in 2027

The second edition of the specialist B2B exhibition will take place on 28 and 29 April 2027 at Marx Halle Wien

Vienna, 1 October 2026

Solar, Smart Storage, EV charging and Green HVAC are increasingly becoming part of the same energy system. As these technologies become more closely connected, the boundaries between previously separate markets are becoming less relevant for the companies and professionals working across the energy value chain.

This development is at the heart of **Sustainable Solutions Wien**, which will return to **Marx Halle Wien** on 28 and 29 April 2027 for its second edition. Formerly known as Solar Solutions Wien, the exhibition enters its next phase with a new name and visual identity, reflecting its broader focus on the connected sustainable energy market.

Sustainable Solutions Wien brings together **Solar, Smart Storage, EV Charging and Green HVAC** in one B2B exhibition, creating opportunities for professionals to explore technologies and business connections across these increasingly interconnected markets.

From solar-focused to connected energy

The change from Solar Solutions Wien to Sustainable Solutions Wien reflects a development already taking place across the industry. Solar installations increasingly interact with battery storage, electric vehicles, heating systems, buildings and energy management technologies. For installers, distributors, project developers, consultants and other energy professionals, this means that business opportunities and customer needs increasingly extend beyond individual technology categories.

Sustainable Solutions Wien is designed around this development. For exhibitors, the broader positioning provides an opportunity to reach professionals from adjacent parts of the energy market, including potential customers and partners outside their traditional customer base.

For visitors, the exhibition offers the opportunity to see solutions across several connected technology areas in one location and to explore how different technologies can work together in practical energy systems.

Building on the 2026 market entry

The first edition in 2026 established Sustainable Solutions Wien's presence in the Austrian market. The event welcomed **101 exhibitors and 2,844 professional visitors**.

The visitor profile also provided an initial indication of the professional audience being reached. **23 percent of visitors were business owners, 22 percent held senior management positions and 20 percent were managing directors.**

Visitors represented different parts of the energy value chain, including energy generation and supply, electrical installation, construction and installation consulting, and B2B wholesale.

The exhibition attracted a predominantly Austrian audience, with **76 percent of visitors coming from Austria and a further 15 percent from Germany.**

For 2027, the focus is on developing this market presence further and connecting a broader range of professionals around the increasingly integrated energy market.

A B2B meeting point across four connected markets

Sustainable Solutions Wien is aimed exclusively at professionals active in sustainable energy and related technology markets.

The exhibition brings together **installers, manufacturers, distributors, wholesalers, project developers, consultants and other industry professionals** working across solar, storage, EV charging and green HVAC.

The broader positioning reflects the way many of these professionals increasingly operate. An installer may work with solar and storage, an energy professional may be involved in electrification and charging infrastructure, while project developers and building professionals increasingly have to consider several energy technologies within the same project.

By bringing these markets together, Sustainable Solutions Wien aims to make it easier for exhibitors to meet new customer groups and for visitors to discover solutions beyond their traditional areas of expertise.

Innovation at the centre of the exhibition

Innovation will again be a key element of Sustainable Solutions Wien 2027.

The **Innovation Boulevard** will give exhibitors the opportunity to present products, services and technological developments introduced to the market within the previous twelve months. An independent jury will select the winner of the **Best Innovation Award**, giving notable developments additional visibility among industry professionals.

For visitors, the Innovation Boulevard provides a concentrated overview of new solutions entering the market. For exhibitors, it offers an additional platform to present their latest developments to a professional audience.

Knowledge sharing will also form part of the 2027 programme. The seminar programme is currently being developed and will address topics relevant to professionals across the sustainable energy market, including market developments, new technologies, regulatory changes and practical challenges.

The programme will be organised and moderated by **Heiko Schwarzbürger**, Chief Editor of *photovoltaik* and *pV Europe*. Further details about speakers and seminar topics will be announced in the coming months.

The 2027 edition is already taking shape

Preparations for Sustainable Solutions Wien 2027 are underway, with companies from across the sustainable energy sector joining the second edition.

A limited number of exhibition spaces remain available for companies interested in presenting their products and solutions in Vienna. Partnership opportunities are also available for organisations looking to engage with the Sustainable Solutions Wien audience beyond the exhibition floor.

Companies interested in exhibiting or discussing partnership opportunities are invited to contact the Sustainable Solutions team.

Part of a growing European exhibition series

Sustainable Solutions Wien is part of the European Sustainable Solutions exhibition series. The organiser has more than ten years of experience connecting professionals across the sustainable energy industry and has worked with more than 1,000 exhibitors, clients and partners worldwide.

Its activities focus on Solar, Smart Storage, EV charging and Green HVAC, supported by media and market research platforms reaching more than 100,000 professionals.

With its second edition in Vienna, Sustainable Solutions Wien continues to develop its position as a specialist B2B meeting point for the Austrian and wider European sustainable energy market.

Sustainable Solutions Wien 2027

28 and 29 April 2027

Marx Halle Wien

Vienna, Austria

Exhibitor and partnership enquiries

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Professional visitor information and registration details will be announced through the Sustainable Solutions Wien channels.