

TransformIT Europe 2026: Europe's first GreenTech trade fair comes to Brussels

Sustainable technologies, climate-friendly innovations and business-oriented solutions for Europe's green transformation.

Osnabrück, June 19, 2025 - From May 6 to 9, 2026, TransformIT Europe will celebrate its premiere at Expo Brussels - as the first pan-European GreenTech trade fair for innovative climate protection technologies and sustainable business models. Developed in close cooperation with over 1,000 European companies, the new leading trade fair will bring forward-looking solutions and expertise across all sectors to the big stage in the capital of Europe.

It is a trade fair concept that has been very well received and pursues a key objective: To accelerate the market penetration and implementation of innovations and processes to protect the environment and climate - in line with EU ESG regulations and the “Zero 2050” climate target. TransformIT Europe will be held annually in Brussels from 2026.

The aim is to drive forward the transformation of the economy and society with the necessary momentum. “Europe has long had a wealth of climate and environmentally friendly products and solutions that would make carbon zero achievable in just a few years,” explains Jan Nintemann, initiator and organizer of the trade fair.

"However, many of these green technologies have not yet reached the market or society - let alone found broad application in industry or infrastructure. They remain in sector-specific niches and remain unused due to a lack of synergies and cross-sector platforms."

Driving forward the green transformation with dynamism

The involvement of European umbrella organizations, national pavilions and numerous media partners as well as wide-ranging social media and press campaigns are intended to create visibility throughout Europe and internationally. Trade visitors will be specifically targeted - in particular sustainability managers from companies, authorities and social organizations. Representatives of the EU Commission have also already expressed their interest in actively participating.

A cross-industry advisory board with up to 30 decision-makers from business, civil society and institutions - including members of the EU Commission - is currently being formed. The aim of the committee is to harmonize the EU ESG regulations more efficiently with more European technological standards and thus accelerate the transfer of sustainable innovations to the European internal market.

TransformIT Europe is organized by Global Fairs TT-Messe under the direction of founder Jan Nintemann - supported by a dedicated team of sustainability, technology and event management experts.

The kick-off conference in May 2025 brought together over 30 top-class speakers from business, science and society - including sustainability managers and industry experts from Bosch, Siemens, BASF, Schneider Electric, T-Systems, KNX, EnOcean, ZBT - Center for Fuel Cell Technology, TCO, AfB, Steinbeis Center of Circular Economy and the Google Developer Group.

Current information on the trade fair, the hall plan, registration options and partner information can be found at www.TransformIT.eu.

All presentations and panels from the 2025 kick-off conference are available on the official YouTube channel: <https://www.youtube.com/@TransformITEurope>

Highlight video and participant testimonials now online:

- <https://www.youtube.com/watch?v=xOmab3NNRGQ>
- <https://youtu.be/sTs1virNRIQ>

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