

# transformIT europe

Trade Show for Sustainable Transformation

Brussels Expo · 6 – 7 May 2025





Jan Nintemann,  
Founder TransformIT Europe,  
CEO Global Fairs

## ESG/CSRD: Trade shows create the future

Only six years ago, a great trade show in Europe helped define the computer era. Anyone who attended CeBIT at its peak will remember it as THE platform for companies to transition to the computer era. I believe we are entering a new technology era: an era in which the latest IT technologies are used for digital transformation to drive the greater sustainability in the economy demanded by the EU. It's no longer possible to have "business-as-usual." We need a trade show dedicated to bringing together the technology and solutions for the transformation to the sustainable economies that Europe must become under the EU's Green Deal and Corporate Sustainability Reporting Directive (CSRD).

**TransformIT Europe (TIE 2025) will be the best opportunity in Europe for all companies, to strive for change and compliance with EU regulations to discover first-hand the latest solutions and digital transformation that will drive successful sustainability.**

# 01 Why TransformIT Europe?

**TransformIT Europe** is a trade fair, conference and marketplace for solutions that focuses on the tools and technologies for accelerating the new sustainable economy in the EU and on the digital drivers of corporate transformation. Many manufacturers and suppliers now offer sustainable solutions that help protect the climate and environment in almost all industries. **TransformIT Europe** would like to offer these providers in particular an international stage to enable the accelerated marketing of Greentech across the economy and society.

The focus of **TransformIT Europe** is to be the most important event for business leaders from all sectors who are facing the challenges of the EU's increasing standards for corporate sustainability and reporting (CSRD). Although the topic of sustainability comes up repeatedly at major events, most trade fairs do not provide the specific tools and motivation for the truly urgent changes that digital transformation can offer.

In the coming years, all European companies with 10 or more employees will be legally required to submit a mandatory climate-environmental report (CSRD report) through their tax advisors and auditors. Each of these companies will have problems and questions about how to reorganize their company to meet the requirements and submit a climate-friendly report year after year (there are approximately 23 million companies in the EU).

**TransformIT Europe** will bring together the EU's most important industrial sectors on a single event platform to drive digital transformation using the latest ICT and AI technologies in the context of sustainability.

# 02

## Our Objectives



To promote a **better understanding of EU legislation** and create a **marketplace to support the Net-Zero Industry Act (NZIA)** and accelerate the **development and adoption of clean technologies** across Europe.



To **bring together the latest technologies and necessary tools** for sustainable digital transformation, to help Europe become the first climate neutral continent by 2050.



To **provide Europe with the world's most important Green Tech Marketplace and Forum**, where knowledge, business-contacts, financing, and innovators come together.



To offer European companies and organizations a wide choice of **practical solutions** that **offer economic viability and financial return**.



To **create an information and job exchange** for job-seekers in the EU who share our understanding that digitalization and sustainability go hand in hand—and who want to make a difference in Europe. **Transform IT Europe** aims to offer the young generation in particular, who have grown up with digital media, a platform to actively shape the transformation.



# 03

## Facts & Figures (for the Springboard Conference in May 2025)



### 1. Venue

Brussels Expo is located at the Capital of Europe. Home to the EU Commission and Parliament and their numerous other institutions, 210 foreign embassies, NATO, numerous multinational HQs, and financial institution such as Euroclear and Swift, as well as hundreds of offices of the most important umbrella organisations and institutions in Europe. Easy Access from across Europe.

### 2. Estimated volume

- 40 conference speakers
- 600 conference delegates
  - 25 conference exhibitors
  - 100 representatives of the international press
- 4 workshop rooms
- auditorium for 500 delegates; physical & streamed conference

### 3. Visitors

(Industry Professionals, Education Sector, Government Employees, Media Representatives and Job-seeking Professionals Only.)

TARGET GROUP PROFILE: 20,000+ business visitors (70% channels with digital relevance, 30% users)

#### AUDIENCE PROFILE (By industry)

- IT & Communications  
(hardware, software & services)
- Banking and Financial
- Government members
- Industries in all sectors with sustainable solutions
- Healthcare/Pharmaceuticals/Biotech
- Retail and Distribution
- Agriculture
- Automotive & Transport
- Robotics
- Environmentally friendly energy/electricity
- Education
- Business services
- Advertising and marketing

#### AUDIENCE PROFILE (By job title)

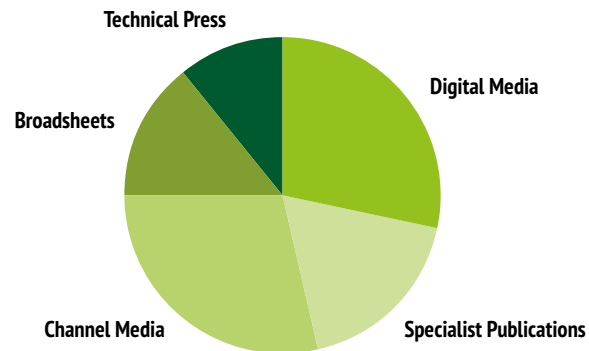
- **INDUSTRY** CEOs, corporate sustainability officers, corporation transformation managers, senior IT executives, procurement managers, Experts in construction and smart building, circular transition brokers, supply chain managers, business analysts, engineers, technicians, trainers, educators.
- **TRADE** System integrators, value added resellers, service providers, consultants.
- **FINANCIAL** venture capital, private equity, investors in circular construction and infrastructure projects, supply chain, clean environment, bioeconomy value chains.
- **GOVERNMENT** European, national, and regional public service officials in charge of public procurement, empowering consumers, circular economy, Innovation, digital transformation, Circular action for Climate Neutrality, Green Deal.

# 04 Media Support & Partnerships

**TransformIT Europe** will cooperate with a broad selection of press titles, digital media and social influencers to support the event's purpose of accelerating the understanding and adoption of ESG & CSRD related practices and policies.

Our media team is in discussion with a number of publishers. Please contact Eric Dauchy for more info.

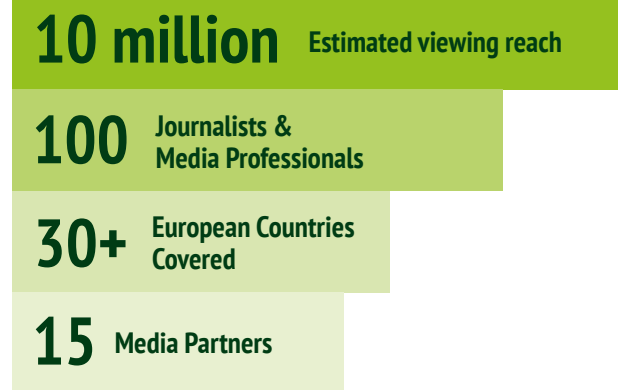
## Media Breakdown



## Specialist Media by Category



## Media Reach





# 05 The Role of Europe's Associations

## The road to net zero is a complex challenge.

Collaboration is a key, and we believe that the many associations across Europe have a critical role to play in the drive towards carbon neutrality. Their work, purpose and passion brings together industry stakeholders, businesses and organisations with a common goal.

**TransformIT Europe** will develop strategic partnerships with in-country and pan european associations to foster ideas on transformation strategies and accelerate discussions on how best to develop and adapt to incoming legislation.

## An active role.

With Brussels already an important hub for influential associations and ESG policy advocates, we will partner with a select number of organisations in line with our event objectives, to facilitate working groups, debates and panel discussions so expertise can be shared and ideas formed to further the development and implementation of key ESG and CSRD policies and processes.



Action



Community



Expertise



Purpose

# 06

## Conference Programme

### DAY 1

Opening by an EU Commissioner, VIP tours, panels & networking, followed by the trade fair party with Greentech stage presentations

### DAY 2

Panels (Smart)Building Industry Circular Economy, VIP tours, parallel workshops in the Expo zone, start-up & investor meetings, closing conference

### SPONSORING

Stand out as a partner of the conference and the stage presentation:  
4 sponsor packages with attractive benefits guarantee maximum visibility.





# 07

## Conference topics and objectives

**TransformIT Europe** will make an important contribution to achieving the EU's decarbonization goals in energy, infrastructure and transportation and the digital transformation necessary to reach these goals. This European event focuses on a circular economy where a broad range of Green Tech pro-

ducts and solutions in the industrial, government, educational, commercial and private sectors play an important role.

**Exhibitor Theme Zones (preliminary) :**



EU Commission, EU regulations advisors, national pavilions; ESG, CSR, CSRD, supply chain, business, and engineering consulting and others.

Software, hardware and communication products and solutions (ICT, AI, IoT, M2M, Industry 4.0, etc.) that make a viable contribution to decarbonization as well as cybersecurity, education & training, and a Job Exchange.

Energy storage for industry, buildings and mobility; green buildings: smart city, smart building, smart home, BIM, renewable energies, waste management, HVAC, IAQ, water management. (Including greener data centers, edge computing, liquid computing, liquid cooling and virtualization.)

Including solutions with recycled, renewable or reused resources. Focus on B2B circular economy innovations.

Startup Zone, VIP area, get-together evening event with stage program

# 08

## The Difference a Trade Show Makes

This fair is not about “business as usual”, but about the accelerated distribution and application of Greentech across the breadth of Europe’s economy and society. In other words, it is about the problems (and opportunities!) of converting over 20 million companies in Europe to the new climate and environment-related EU regulations. The EU regulations (CSRD etc.) are not just about reporting, but about a new understanding of how a company can operate as sustainably as possible.



# 09

## Summary

The kick-off conference in May 2025 in Brussels is the first cross-industry B2B green tech conference to bring together companies, experts and policymakers from across Europe. It prepares the way for the **TransformIT Europe trade fair in 2026** and promotes innovative green solutions and new marketing channels. The aim is to establish sustainable economic activity more firmly in the economy and society. Highlights include the presentation of leading green tech innovations and the strategic planning of the trade fair's orientation.

*“The required transformation of EU business will be far too slow or will not succeed at all – unless a key transformational trade fair (like CeBIT back then) motivates companies to secure, realign or even completely rebuild their entrepreneurial future with a wide range of new climate and environmentally friendly business models, products, and supply chains,” explains Nintemann.*

*“In the last era, it was about computer systems – today it is all about climate, energy conservation, and environmentally friendly products and solutions. This is the job our TransformIT will do for Europe ... And both the climate itself and the EU regulations will show us that the forthcoming transformation requires an even more accelerated transformation than CeBIT did back then. No one will be able to avoid this. Green tech is the (only) business of the future ...”*



**Visitors, inspired by our digital transformation in action, will move more quickly to transition their own business, organization, and business model to sustainability in line with European expectations.**

**TransformIT Europe:**  
**An event where the deals of the Green Future can be forged in sustainability.**

**Join TransformIT Europe and be part of the Future.**

Organized by **TransformIT Management GmbH**. Advised by a Board of 15 industry and government advisors, and by 30 media partners from 22 countries. Held at Brussels Expo at the heart of the EU.

**More detailed information here:**

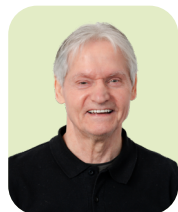




# 10 Contact

TransformIT Europe has a motivated team of climate conscious young people and tech industry veterans who together with the Founder, Jan Nintemann, are united by a common goal – **ZERO 2050!**

**Please feel free to contact us directly:**



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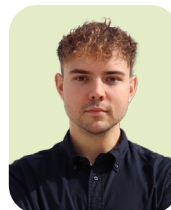
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# TransformIT Europe Advisory Board – Shaping the Future Together



**TransformIT Europe** is more than just a trade fair – it is a movement for sustainable transformation. To actively drive this change, we are launching the **TransformIT Advisory Board**. This high-level panel of experts will set the economic, political, and technological course for a sustainable future in Europe.

## Why an Advisory Board?

The major challenges of our time – from climate neutrality to digital transformation – require decisive action. **The Advisory Board will bring together leading decision-makers from business, science, and politics** to strategically strengthen Europe's GreenTech market and help shape **TransformIT Europe 2026**.

## Who Should Join?

We are looking for **C-level experts** from the following fields:

- **Climate Research & Science** – to translate the latest findings into economic solutions.
- **Representatives of the EU Commission** – to enhance the harmonization of regulations and market practices.
- **Companies & Industry Experts** to ensure economic innovation and practical relevance.
- **Institutions & Sustainability Organizations** – to foster cross-sector collaboration.

## Next Steps

The Advisory Board will be officially launched during the **TransformIT Springboard Event on May 6–7, 2025, in Brussels**. The first constitutive meeting will take place shortly after the event.

**Be part of this initiative and actively shape the future of Europe's leading sustainability fair!**

### Interested in joining?

Contact us at:

[jan.nintemann@transformit.eu](mailto:jan.nintemann@transformit.eu)

# 11.2

## Members of the Advisory Board TransformIT Europe

The Advisory Board of TransformIT Europe determines the content and strategic direction of the follow-up trade fair every year. The 25-member committee is made up of experts from business, politics, society and the trade media.

**Interested? Join the committee!**




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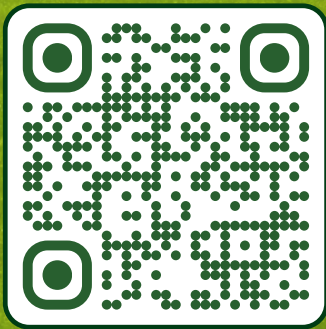


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Take part in TransformIT Europe  
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Europe's cross-industry Green-  
tech economy!

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*NET ZERO*  
*2050*