

Technica sheet

Fair	International Electrification and Decarbonization Week. GENERA y MATELEC
Dates	18 - 20 November 2025
Venue	Halls 3, 4, 6, 8 y 10 IFEMA MADRID
Opening times	10:00am to 7:00pm
Frequency	Yearly
Type	Professional
Companies	800

Exhibitor Area

The International Week of Electrification and Decarbonisation, featuring GENERA and MATELEC, will hold its first edition under this umbrella, establishing itself as the leading professional meeting point for the energy sector in Spain and one of the key benchmarks in Europe. Its aim is to provide a comprehensive overview of solutions, technologies and innovations focused on sustainability, energy efficiency and the use of renewable sources.

Activities

More than one hundred sessions and activities will shape a programme of high strategic and technical value, aimed at companies, public administrations, associations, installers, network operators, distributors and technology providers.

Sectors

The spaces will be:

- Global Forum
- Installer's World
- General Solar Forum
- North Convention Centre
- KNX Forum
- ESCs Forum
- Networking Forum Hall 10
- Networking Forum Hall 4

[Programme of activities](#)

Visitor's Profile:	<ul style="list-style-type: none"> - Professionals and experts in the field of renewable energy and energy efficiency - Installer - Architects, designers and interior designers - Construction companies - Developers - Manufacturers - Property managers - Training and consultancy - Renovation companies - Import exports and distribution companies - Wholesales - Warehouses and selling points - Facility manager - Hospitality managers - Associations
Exhibitor's profile:	<ul style="list-style-type: none"> - Renewables energy companies - Tech manufacturers - Energy efficiency solution suppliers - Consultoras y Empresas de Ingeniería - Consulting and engineering firms - Sustainable construction companies - Startups and entrepreneurs - Energy project developers - Material and parts manufacturers - Installers - Architects, designers and inter - Cons - Training and consultancy - Renovation companies - Import/export and distribution - Wholesalers, warehouses and selling points - Facility manager - Associations
Supporting (Genera):	IDAE, Instituto para la Diversificación y Ahorro de la Energía
Organizing:	IFEMA MADRID

GENERA and MATELEC join forces to launch the International Week of Electrification and Decarbonisation

IFEMA MADRID introduces a new initiative aimed at uniting the entire value chain of the electrification and decarbonisation sector, leveraging the strengths of two leading energy trade fairs.

The International Week of Electrification and Decarbonisation will take place at the Recinto Ferial in Madrid from 18 to 20 November 2025.

IFEMA MADRID unveils the International Week of Electrification and Decarbonisation. This initiative aims to drive the growth and visibility of the two converging industries represented by **GENERA** and **MATELEC**, fostering synergies between these events. By uniting their shared interests, the project will create a major meeting point and business forum, adding value to the entire sector.

The International Week of Electrification and Decarbonisation will bring together key industry players, including **manufacturers, distributors, installers, engineering firms, mobility companies, institutions and training professionals**. The event aims to drive innovation and sustainable development across sectors such as **renewable energy, power generation, energy efficiency, industrial applications, electrical installations, sustainable mobility, lighting and charging infrastructure, among others**. The International Week of Electrification and Decarbonisation serves as a strategic platform for companies in the sector, supporting them in achieving their commercial objectives both nationally and in key international markets, including the EU, North Africa and LATAM. With an estimated 600 participating companies, the International Week of Electrification and Decarbonisation is set to become the leading event for energy transition and energy efficiency in Southern Europe.

In odd-numbered years, the **International Week of Electrification and Decarbonisation (GENERA and MATELEC) will coincide with the Air Conditioning and Refrigeration (C&R) Trade Fair**, creating a comprehensive industry showcase tailored to the sector's evolving needs. This synergy will enable professionals and companies to discover innovative solutions in a single space, fostering sector growth and enhancing collaboration across various energy fields.

Through this initiative, **IFEMA MADRID reaffirms its commitment to the future of energy**, providing an ideal platform for showcasing new technologies, generating business

Press Kit

opportunities, and facilitating networking. The event will also feature an extensive programme of conferences, round tables, and presentations, offering insights into the future of electrification and decarbonisation while addressing the sector's trends and challenges.

The call for GENERA and MATELEC - **International Week of Electrification and Decarbonisation** will take place from 18 to 20 November 2025, aligning with the strong momentum both fairs are currently experiencing. This is reflected in the impressive numbers from the latest editions of these events, with **GENERA** attracting **over 43,000 visitors** and **MATELEC** drawing more than **24,000**. These figures underscore the pivotal moment currently shaping the energy, electrical and electronic sectors.

For more information about GENERA and MATELEC, visit their official websites.

GENERA and MATELEC present ambitious programme of activities to drive electrification and decarbonisation

The Global Forum will be the centrepiece of a programme that brings together the principal stakeholders in the energy sector around the challenges of the electricity transition.

The World of the Installer, the Genera Solar Forum, North Convention Centre, the KNX Forum and the CAEs Forum complete a technical programme that will turn IFEMA MADRID into the epicentre of innovation and energy efficiency from 18 to 20 November.

From 18 to 20 November, **IFEMA MADRID** hosts the **International Week of Electrification and Decarbonisation**, a major professional event that brings together the **GENERA** and **MATELEC** trade fairs, making it one of the most important occasions on the European calendar to drive the energy transition and the transformation of the industrial model. **Over 100 sessions and activities** make up a programme with a strategic and technical angle aimed at companies, public administrations, installer associations, grid operators, distributors and technology sector stakeholders.

Visitors will find spaces dedicated to **energy and regulatory policy, the roll-out of renewables and self-consumption, electrification of demand, electric infrastructure, storage, renewable hydrogen, digitalisation, energy efficient, renewable gases and new financing models.**

Global Forum: the great meeting point of the electricity sector

The **Global Forum**, sponsored by **SIMON** and with the participation of the Institute for Energy Diversification and Energy Saving (**IDAE**) and the Ministry for the Energy Transition and Demographic Challenge (**MITECO**), cements its place as the highlight of the week for strategic reflection.

During the three days of the event, this space will host round-table discussions and conferences on the pillars of the energy transition: smart grids, sustainable mobility, rural and industrial electrification, electrical safety, and sustainable materials.

Highlights include the **IDAE** sessions, reflections on “**What kind of electricity grid do we need?**,” the debate on the **electrification of rural areas** by **CIDE Asociación**, and the section on **flexibility, decarbonization of housing, and electrical equipment safety**, led by **AFME**. There will also be time to look at renewable energies, with the participation of **APPA Renovables, AEDIVE, SOLARTYS, AEPIBAL**, and **FEVYMAR**, addressing topics ranging from self-consumption and storage to renewable gases and biomass. The forum will close with a session sponsored by **SIMON**, focusing on **flexibility as the driving force behind electrification and decarbonisation**.

The World of the Installer: practical knowledge and professional development

Organised by **FENIE**, the **World of the Installer** returns as one the most dynamic spaces of **MATALEC**, with a comprehensive programme combining workshops, technical debates and participative activities.

Over three days, installers, distributors and manufacturers will raise awareness around **collective self-consumption, energy efficiency, digitalisation, new supply solutions and services**, and participate in the traditional **raffles and cocktail receptions for networking**.

Genera Solar Forum: the future of self-consumption and electrification

Under the coordination of **UNEF**, the **Genera Solar Forum** at **Hall 8** will bring together the leading experts in photovoltaic solar energy to analyse the present and the future of **self-consumption, integration with storage, digitalisation and electrification of demand**.

The programme will tackle key issues like security at facilities, the challenges of the National Integrated Energy and Climate Plan (PNIEC), electrification of residential and industrial demand and diversity and employment in the photovoltaic sector, with the presentation of the report *Women in the Ecological Transition 2025*.

CCNorte: technological innovation and industrial transition

CCNorte, the North Convention Centre space, will be the venue for the main technical conferences of **GENERA**, dedicated to new energy technologies, industrial decarbonisation and applied research.

Highlights include **Mission Innovation**, debates on **solar thermal energy, cogeneration, hydrogen, and energy storage**, and meetings focused on **demand flexibility, heating and cooling network regulation, and energy efficiency financing**.

CAE Forum: efficiency, savings, and decarbonisation with A3E and ANESE

The **CAE Forum**, organised by **ANESE** and **A3E**, will place the focus on **Energy Saving Certificates (CAEs)** as a key tool for accelerating efficiency and decarbonization. Over three days, round-table discussions will be hosted looking at **decarbonisation markets, financing, digitisation, and best practices**, as well as success stories in the **industrial, tertiary, residential, and public sectors**.

KNX Forum: automation and digitisation in smart buildings

This space will see leading brands such as **Zennio, ONNA, MBS, JUNG, and KNX Simulator** offer technical presentations and live demonstrations. The program will include the **final of the Michael Sartor competition**, rewarding excellence in KNX training in education centres, and the **KNX Spain 2025 awards ceremony**, followed by a networking event for visitors.

A key event for the future of energy

With this program, **GENERA and MATELEC** cement their place as the leading professional events, offering a comprehensive vision of the transition to a low-carbon economy. The events are hosted to coincide with the **International Air Conditioning and Refrigeration Exhibition (C&R)**, together generating a key energy ecosystem.

For more information about [GENERA](#) and [MATELEC](#), visit the official websites.

GENERA and MATELEC cement international status with over 20 countries represented at the exhibition

International Week of Electrification and Decarbonisation sees Spain's leadership in the energy, electrification and energy efficiency sectors consolidated, with the participation of more than 800 companies from over 20 countries.

At IFEMA MADRID, from 18 to 20 November 2025

The International Week of Electrification and Decarbonisation, encompassing the **GENERA** and **MATELEC** trade fairs, organised by **IFEMA MADRID**, reaffirms **Spain's** position as a leader in the energy and electricity sectors, and the **international appeal of both events**.

With the participation of **more than 800 exhibiting companies from over 20 countries**, **GENERA** and **MATELEC** have established their status as the **main meeting points** in **southern Europe** for the **energy industry, electrical equipment, applied technological innovation and efficient solutions sectors**.

The countries represented at the **International Week of Electrification and Decarbonisation** include **Germany, Belgium, China, USA, France, India, Italy, Luxembourg, Norway, Netherlands, Poland, Portugal, Romania and Turkey**, revealing the growing global appeal **GENERA** and **MATELEC**. The participation figures confirm that Spain, with major events such as the **International Week of Electrification and Decarbonisation**, is cementing its position as a platform for international connections between manufacturers, investors and technology companies from all over the world.

GENERA and MATELEC will also boost their international visibility through collaboration with important media partners in the different markets. Visiting from Portugal will be **Renováveis Magazine**, specialising in renewables; and **O'Electricista**, aimed at electrical installers. Also attending the event will be the magazine **Solar B2B**, covering the solar sector. Italy will be represented by **Staff Editoriale**, which covers the energy and industrial sectors, while Germany is represented by **Photovoltaik**, a leader in solar energy and storage. They will also be joined by **Strategic Energy Corp** which operates in Latin America and Europe, and the Belgian company **Allicht**, focussed on lighting technologies. The global nature of the event is completed by platforms like **Voltimum**, an international

portal for electrical professionals, and [**pv magazine**](#), one of the most influential photovoltaic magazines in the world.

GENERA and **MATELEC** have demonstrated the country's commitment to the objectives of decarbonisation and the development of innovative solutions that boost the competitiveness and sustainability of the global energy sector.

For more information on [**GENERA**](#) and [**MATELEC**](#) visit the websites.

GENERA and MATELEC's Innovation Gallery highlights 31 projects in electrification, energy efficiency and renewable energies

From floating solar power to smart charging: the Innovation Gallery 2025 at the International Electrification and Decarbonisation Week features 31 innovative products that are shaping the future of the sector.

GENERA and MATALEC will be held between 18 and 20 November 2025 at IFEMA MADRID.

As part of **International Electrification and Decarbonisation Week**, which will be held from **18 to 20 November 2025** at **IFEMA MADRID**, the **GENERA** and **MATELEC** trade fairs have announced the projects selected for the **Innovation Gallery**, a space that showcases the most outstanding technological advances in **energy efficiency, renewable energies and electrical installation**.

This initiative, already consolidated as a benchmark in the promotion of innovation in the energy sector, has recognised a total of **31 projects** from **exhibiting companies and organisations committed to sustainability, digitalisation and efficiency**.

Together, a committee of experts, made up of **FENIE, AFME, ANFALUM, IDAE, A3E, AEE, ANESE, ASIT, CIDE, COGEN and UNEF**, is responsible for evaluating these projects, taking into account their **technological innovation, the applicability of the projects, their impact on the energy transition and their contribution to the decarbonisation goals**.

GENERA - Selected projects Innovation Gallery 2025

Renewable energy and photovoltaics.

- **BauWatch Solar by BauWatch.** Photovoltaic monitoring system to ensure security on site even without an electricity connection, with integrated solar energy and alternative power supply, maintaining continuous operation in adverse weather conditions.

- **ASTERIx-CAESar by CENER.** Energy storage and manageable production solution to stabilise the electricity grid and facilitate the integration of renewables, with a long lifetime, high recycling potential and minimal environmental footprint.
- **Chargevite OASIS by CHARGEVITE NERGY.** Modular photovoltaic canopy that integrates solar generation and AC charging points, creating covered and self-sufficient parking spaces for fleets, public car parks and commercial environments, with efficiency and sustainability.
- **floating solar systems by EMICA SOLAR.** Innovative solution using water surfaces for solar generation, optimising the use of space and reducing competition for agricultural or urban land.
- **Genergy Power Products by GENERGY POWER PRODUCTS.** Innovative solutions in lighting, power generation and photovoltaic systems, including portable and fixed lighting towers, emission-free battery-powered generators and high-efficiency photovoltaic systems.
- **SURICATOKEN by LINC-EVOLUTION.** Digital platform to democratise investment in renewable energy and electric mobility assets through tokenisation, allowing any user to participate in photovoltaic plants, storage systems or charging points.
- **Research into a new agrovoltaic model by METAL FRAME RENEWABLES.** Development of a sustainable agrovoltaic model that combines plant production and energy generation, optimising soil, water and light efficiency of strategic crops.
- **VERISAFE by PANDUIT EUROPE.** Advanced system for the management and security of electrical infrastructures, compatible with multiple applications and designed to optimise connectivity and operational efficiency.

Digitisation and energy control.

- **COMBI PRO MAX by TOSCANO ELECTRONIC LINE.** Modular system that protects homes against voltage failures, allowing solar panels and batteries to operate in island mode, and integrating IGA and over-voltage protection.
- **ELEC CALC: The TRACE SOFTWARE INTERNATIONAL Smart Engine.** Advanced software for sizing, optimisation and efficiency of electrical and photovoltaic installations, supporting the sustainable design of buildings and energy infrastructures.

- **ARCBOS by VIRIDIAN SOLAR.** Arcing containment system for solar installations, ensuring fire safety and maintaining safe operating temperatures through patented design with hinges and refractory materials.

Electric Mobility.

- **TERA NOMAD 3R by TERA BATTERIES.** Portable, efficient and sustainable power station, aligned with the circular economy, offering clean energy anywhere by reusing electric vehicle battery components.
- **Zaptec G02 by ZAPTEC.** Smart charging system for electric vehicles that integrates real-time dynamic control, balancing the load between phases and optimising the relationship between electric mobility, local infrastructure and the general grid.

MATELEC - Selected Projects Innovation Gallery 2025

Photovoltaics and energy efficiency.

- **AISCAN's FlexiUV tube.** Flexible tube specially designed for photovoltaic installations, resistant to UV radiation, flame retardant and boasting high resistance to compression and impact, guaranteeing safety and durability in demanding environments.
- **FuelGae by ANALISIS-DSC.** Innovative project produces advanced liquid fuels from microalgae and CO₂ emissions, integrating digital modelling, hydrothermal liquefaction processes and biogas, with a focus on environmental sustainability and economic viability in the aeronautical and industrial sectors.
- **Nylofix Ecoline Range by INTERFLEX.** Sustainable solution for industrial products that considers the entire life cycle, from raw materials to waste management, providing environmental impact reduction and an innovative approach to the circular economy.

Digitisation and energy management.

- **SMART NB2 Series by CHINTELECTRICS.** New generation of modular low-voltage switchgear that integrates protection, metering, communication and remote control, combining electrical engineering and digitalisation to optimise efficiency, safety and connectivity in residential, industrial and renewable energy environments.

- **UMG 800 Multichannel Energy Meter by CYDESA** Advanced electrical monitoring equipment with up to 96 current channels, additional digital inputs, Modbus TCP/IP support, and harmonic and micro-cut analysis capabilities, facilitating complete and reliable energy management.
- **EnerPilot - Electrical Optimisation System by ISTA METERING SERVICES ESPAÑA.** Compact device that optimises the quality of the low voltage power supply, reducing losses, balancing phases, stabilising voltage and monitoring energy parameters in real time.
- **WEOZ by LEGRAND.** Smart building manager designed for sustainability, user autonomy and operational efficiency, offering an affordable solution for small and medium-sized spaces, and enabling the management of multi-site buildings.
- **CAE Claro by LSF Energía Iberia.** Digital platform that simplifies and automates the management of the Energy Saving Certificate (ESC) system, promoting efficiency, transparency and collaboration between installers, beneficiaries and public authorities in the energy transition.

Electric mobility and industrial solutions.

- **Grabo XR 18V Electronic Suction Cup by DEWALT (Stanley Black & Decker).** Cordless vacuum lifter for handling heavy or fragile materials, from stone and metal to glass and MDF, with precision and ease, offering loads of up to 120kg horizontally and 60kg vertically in upright position.
- **OGVGRIP System by FACOM (Stanley Black & Decker).** Patented sockets for loosening and turning damaged, rounded or rusted nuts and bolts, guaranteeing safety and efficiency in industrial and automotive applications.
- **Elevah E5 ES Move by FARAONE IBÉRICA.** Compact and efficient lifting platform for transporting materials in industrial and construction environments, designed to maximise safety and productivity in demanding spaces.
- **G&S Diesel by GREEN&SAFE PRODUCT.** Diesel fuel additive that combines energy efficiency, sustainability and ease of use, reducing consumption and emissions with a biodegradable and hydrocarbon-free formulation.
- **Vegetation Management by NORFARMING.** Comprehensive solution for the sustainable management of vegetation in ground-mounted photovoltaic plants,

reducing the use of machinery, emissions and herbicides, optimising operating costs and the performance of the installations.

- **CTM SMART by ORBIS TECNOLOGIA ELÉCTRICA.** Intelligent control and management system for common facilities, optimising access, energy consumption and administration through hardware, RFID and cloud platform.
- **VIARIS CITY+ PRO by ORBIS TECNOLOGIA ELÉCTRICA.** Charging point for electric vehicles in public and corporate environments, with accessible design, metrological certification and easy maintenance.
- **PV4Plants by R2M Solution Spain.** Research project funded by Horizon Europe for the decarbonisation of the agricultural and energy sectors, combining photovoltaic generation and crop optimisation.
- **Fly Fibra by SVELT.** Insulated fibreglass ladder with non-slip aluminium rungs, anti-tip system and folding handrails, ideal for electrical professionals working in confined spaces.
- **TriShot® KV by WISKA SYSTEMS IBERICA.** Gland manufactured by three-component injection moulding in a single process, reducing the carbon footprint by 54.5% and offering efficiency, sustainability and advanced functionality.

Innovation at International Electrification and Decarbonisation Week

With this initiative, MATELEC and GENERA reaffirm the **commitment to technological innovation, energy efficiency and the promotion of the ecological transition**, making this the essential meeting point for professionals who are leading the sustainable future of the sector.

For more information about [GENERA](#) and MATELEC, visit the official websites.

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SEMANA INTERNACIONAL DE LA **ELECTRIFICACIÓN** Y LA **DESCARBONIZACIÓN**

 genera +  matelec

En coincidencia con:

