



In line with national decarbonization ambitions

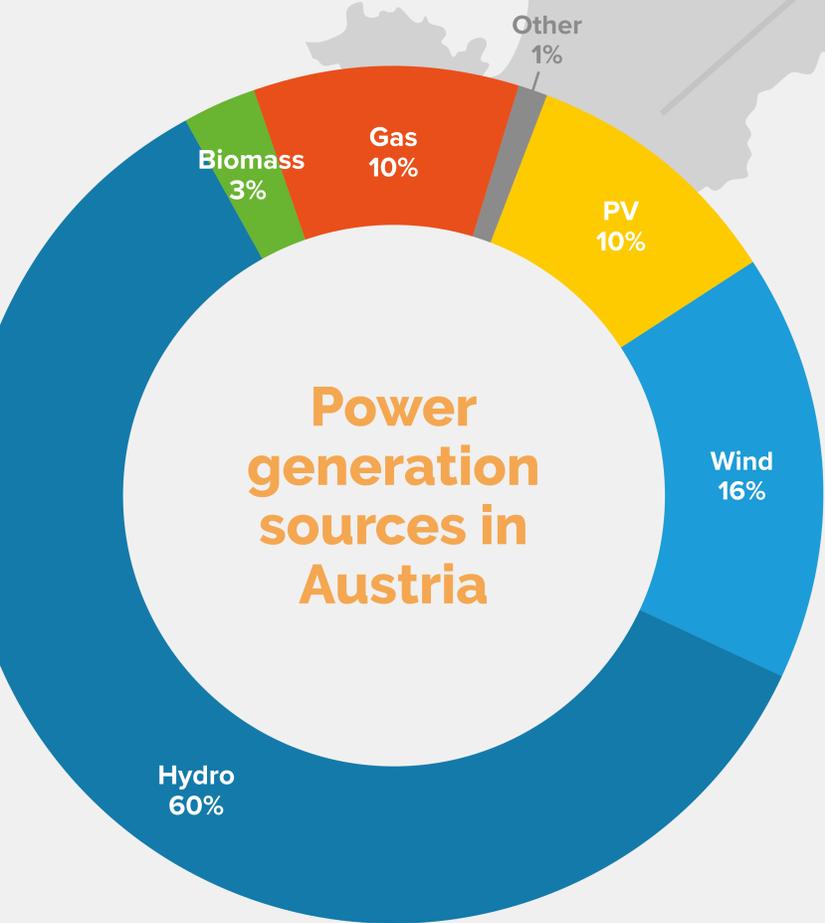
Austria has made remarkable progress in scaling up renewable energy, with over 85% of electricity now coming from low-carbon sources. PV is expanding rapidly, with strong annual growth supported by national incentives. Battery storage is beginning to play a growing role in balancing the grid and integrating variable renewables like solar and wind.

At the same time, Austria is advancing in sustainable mobility and heating: charging infrastructure is expanding nationwide, and the rollout of heat pumps is accelerating - especially in residential retrofits and district heating systems. These four developments form the foundation of Austria's energy transition and are therefore key pillars of our exhibition.

As of now, Austria has reached a total installed PV capacity of

996 Wp per capita

putting it among the leading solar adopters in Europe on a per-person basis.



In 2024, renewable energies contributed 53.6 TWh to electricity generation in Austria, covering around

89%

of the total demand and underscoring the country's strong commitment to clean energy.

In 2024, Austria's PV sector saw strong growth, with PV systems generating around 6 TWh thanks to over 2.5 GW of new capacity. Total installed PV reached 9.1 GWp, covering about 10% of electricity demand. Alongside hydropower and wind, over

85%

of Austria's electricity came from low-carbon sources.

With around 10 GW of PV capacity still needed to reach its NECP target of

19 GW

by 2030, Austria is a rapidly growing PV market with strong investment potential.

Source: www.energy-charts.info

PV growth aligns with Austria's energy plan

In 2024, Austria added 2.5 GWp of new PV capacity, bringing its total installed capacity to 9.1 GWp. To meet the 2030 NECP target of 19 GW, the country needs to maintain an average annual growth of 1.7 GWp—a goal that appears achievable given the recent pace of expansion. The IEA, however, presents a more conservative outlook, projecting Austria's PV capacity to reach between 14.7 and 16.9 GW by 2030. In the same year, Austria imported €290 million worth of PV panels and exported €90 million, with the majority of this trade occurring within the European Union. The country also imported €900 million and exported €300 million in lithium-ion accumulators, again primarily involving EU partners—highlighting Austria's strong regional integration and the growing relevance of energy storage in its clean energy transition.

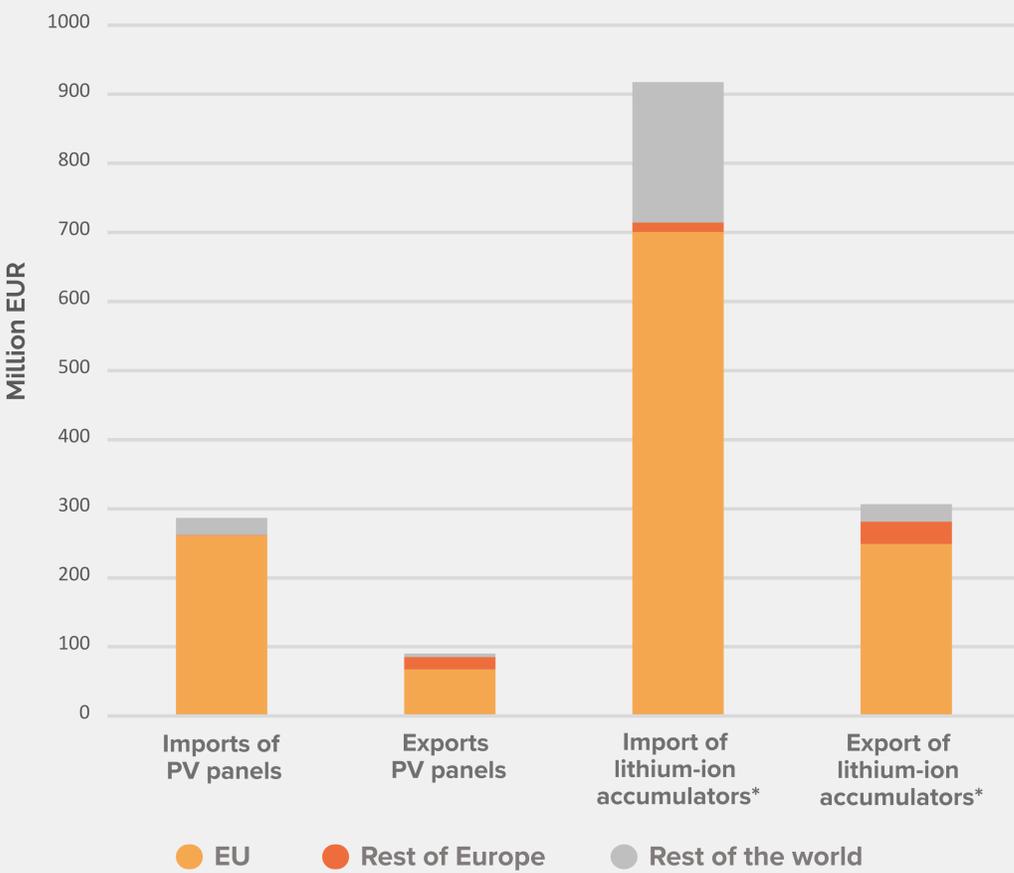


Mônica Anater, PhD
Researcher at Dutch New Energy Research

Battery storage on the rise

Austria's battery storage market closed 2024 with approximately 0.8 GWh of newly installed capacity, distributed across three main segments: residential (70%), commercial and industrial (24%) and utility-scale (6%). By the end of the year, the country's cumulative storage capacity reached 6.7 GWh. Forecasts for 2025 suggest that Austria could add another 1.1 GWh, bringing the total to 7.8 GWh by the end of that year. Looking further ahead, annual new installations are projected to reach 3.9 GWh by 2028.

Source: Tamarindo Global, Blueleph Battery, E-Control Jahresbericht 2024, and European Market Outlook for Battery Storage 2024-2028



PV targets show great potential

In 2024, PV panel imports to Austria reached approximately €290 million, while exports reached around €90 million. In the storage sector, trade volumes were even more significant: lithium-ion battery imports surpassed €900 million, with exports reaching about €300 million. The majority of these transactions take place within the European Union, reflecting the country's strong regional integration in this market. The high volume of battery imports highlights the growing importance of energy storage in Austria's energy transition. With a clear plan to increase solar capacity from 9.1 GW to 19 GW by 2030, the national market shows strong growth potential, creating opportunities for local businesses, grid innovation and green job creation.

* Batteries for electric vehicles included. Source: Eurostat - Comext database



Media Partners



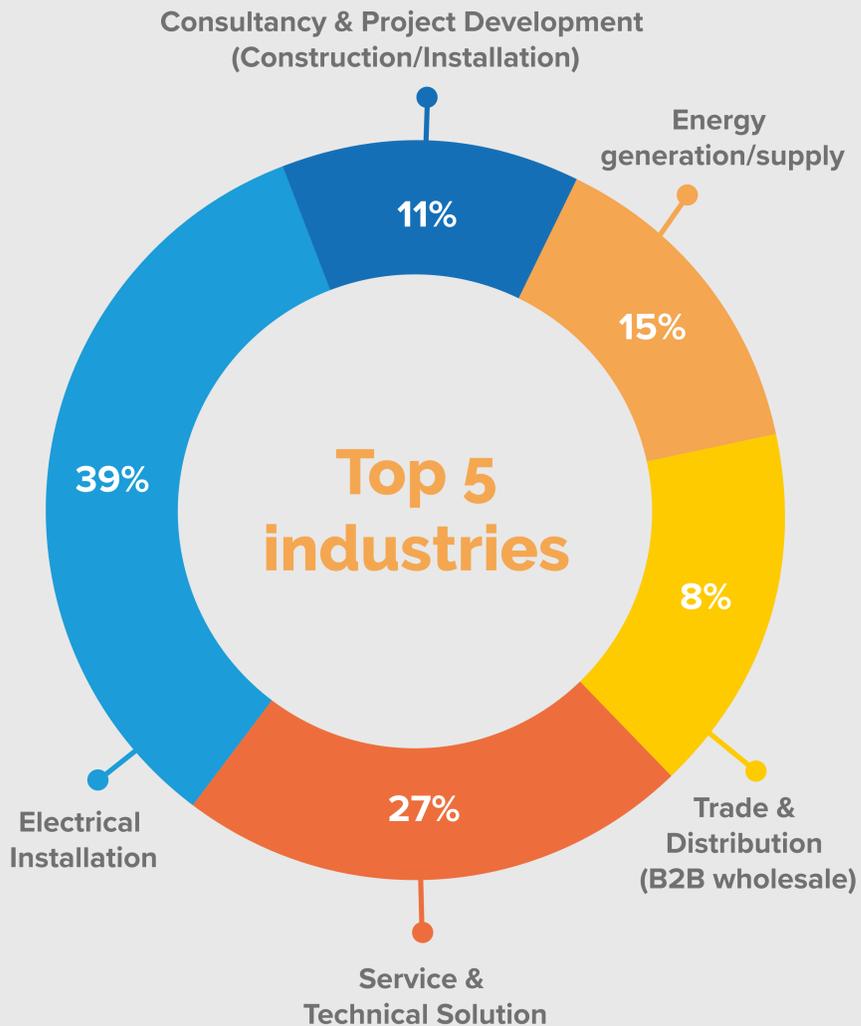
Visitor profile: Solar Solutions Wien

Visitor analysis

Visitor analysis	Total
Expected exhibitors	100+
Expected visitors	5.000

Top 3 countries of origin

Austria	75%
Europe, others	15%
China	5%

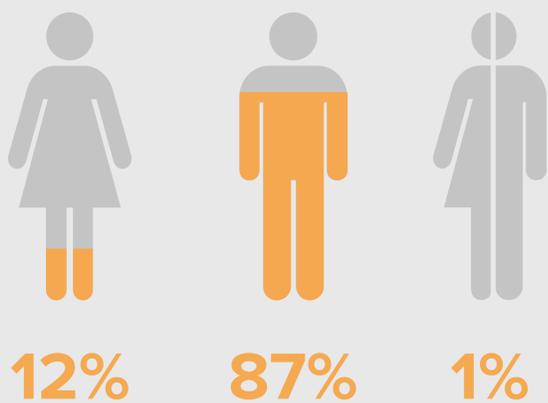


Our visitors are decision makers

Our visitor group primarily consists of key decision-makers within the industry. This includes Managing Directors, Senior Management, Business Owners, experts in Service & Technical Solution, as well as representatives from government institutions and other function groups. This diverse mix makes sure that Solar Solutions Wien brings together the people who shape the future of our sector.

Top 5 functions

1. Managing Director	36%
2. Senior Management	21%
3. Other	22%
4. Technical Employee	11%
5. Business Owner	10%



Gender in the industry

Currently, over 85% of professionals in our industry are men. We are actively committed to initiatives that increase visibility and opportunities for women and non-binary individuals in this male-dominated sector. Through inclusive programs, role models, and targeted support, we aim to contribute to a more balanced representation and help make the industry more attractive and accessible to everyone.

Proven success formula

Backed by over a decade of successful renewable energy exhibitions across Europe, we're proud to be at the forefront of driving sustainable innovation.



Scan to see the agenda!

