

Press release

PowerTage 2026: The Meeting Point for the Swiss Electricity Industry in a Decisive

Zurich, March 31, 2026 – From June 16 to 18, 2026, the PowerTage at Messe Zurich will once again serve as the central hub for the Swiss electricity industry. Since 2004, this biennial event has brought together over 2,000 industry professionals and around 150 exhibitors to exchange insights on technological advancements, regulatory frameworks, and business strategies. The PowerTage stand for in-depth knowledge transfer, high-caliber networking, and tangible business opportunities across the entire value chain of the electricity sector.

The Swiss electricity industry faces critical turning points. Security of supply, affordable energy prices, ambitious climate goals, the new electricity law, collaboration with Europe, and the accelerated expansion of energy infrastructure demand sustainable solutions. "The transformation of the energy system requires close dialogue between energy providers, technology suppliers, grid operators, and policymakers. The PowerTage provide a platform where key market players come together to discuss concrete solutions," says Corinne Thirion, Exhibition Director of the PowerTage. Together with leading associations such as the Association of Swiss Electricity Companies (VSE), Electrosuisse, and swissmig, the PowerTage ensure that topics are rooted in practical challenges and address the current issues facing the Swiss electricity industry. Corinne Thirion emphasizes: "In a phase where security of supply, grid expansion, digitalization, and regulation are simultaneously shaping the industry, there is a need for spaces where market, technology, and policy intersect directly. This is precisely the role the PowerTage fulfill."

The event covers key areas such as energy generation and storage, power grids, trading, and distribution. These are complemented by cross-cutting themes including measurement, forecasting, and control, mobility, energy efficiency and sustainability, information technology (IT) and operational technology (OT), as well as education and training. Industry visitors gain a comprehensive overview of innovations, market trends, and developments – with direct access to relevant providers and solution approaches.

Attractive Presentation Formats for Exhibitors

For companies in the electricity sector, the Powertage offer an ideal opportunity to position themselves in the market. Beyond maintaining existing customer relationships, new business contacts can also be established. Interest in participation for 2026 is high: over 80 percent of the exhibition space has already been booked, including around 10 percent new exhibitors.

The Powertage provide various participation formats – from all-inclusive packages with different booth sizes to co-exhibitor packages and content-driven presentation opportunities. In the Speakers Corner, exhibiting companies showcase practical innovations, products, solutions, and best practices to a specialized audience.

A new feature for 2026 is the integration of startups and scale-ups directly into the exhibition. Companies active in the market for a maximum of seven years benefit from special conditions and prominent inclusion in the networking platform. This initiative specifically fosters exchange between established market players and innovative newcomers. Universities and applied sciences also have participation options, with a focus on concrete research projects and studies highly relevant to practical applications.

Powertage Forum 2026: "Shaping the Future of Electricity!"

A central element of the event is the Powertage Forum under the guiding theme "Shaping the Future of Electricity!" Over three days, the forum examines the transformation of the energy system from political, technological, and practical perspectives.

- **June 16 - Politics:** Under the patronage of VSE, the focus is on regulatory frameworks. Discussions will address the system integration of renewable energies, long-term security of supply, and the economic design of the energy transition.
- **June 17 - Technology:** In collaboration with Electrosuisse, digitalization, automation, and artificial intelligence take center stage. Topics such as smart grids, flexible systems, and cyber resilience highlight how technological innovations can enhance the stability and efficiency of the energy system.
- **June 18 - Transformation:** The third day is dedicated to the concrete implementation of the energy transition. Key topics include infrastructure projects, accelerating approval processes, public acceptance, and new cooperation models for realizing renewable energy projects.

Secure Your Presence Now

The Powertage 2026 position themselves as the leading national event for the Swiss electricity industry – characterized by high expertise, political relevance, and strong practical focus. Companies looking to present their solutions and expertise to a qualified professional audience and actively contribute to shaping the future of electricity will find the perfect stage here. Further information and registration options for exhibitors are available at:

www.powertage.ch

MCH Exhibitions & Events Ltd.

MCH Exhibitions & Events Ltd. is a subsidiary of the internationally active MCH Group, headquartered in Basel, Switzerland. The company develops and organizes 12 own exhibitions and events in Basel, Zurich, and Lausanne – including established platforms such as Swissbau, Igeho, Giardina, ilmac and the professional education fairs. In addition, MCH Exhibitions & Events Ltd. hosts around 170 guest events annually at its Basel and Zurich locations. With Messe & Congress Center Basel and Messe Zürich, the company operates the largest and most versatile event venues in Switzerland. The MCH Group employs more than 800 people, approximately half of whom are based in Switzerland and the United States.

www.mch-group.com / www.messe-basel.ch / www.messe-zuerich.ch

Powertage 2026 – Meeting Point for the Swiss Electricity Industry

- Duration, Opening Hours: Tuesday, June 16 to Thursday, June 18, 2026, 9:00 am – 5:00 pm
- Exhibition Space: Hall 3 and Hall 4
- Forum and Side Events: Hall 6

Organizer

MCH Exhibitions & Events GmbH
Powertage
Messeplatz 10
4005 Basel, Switzerland
Further Informationen: www.powertage.ch

Venue

MCH Exhibitions & Events GmbH
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www.powertage.ch/en/media