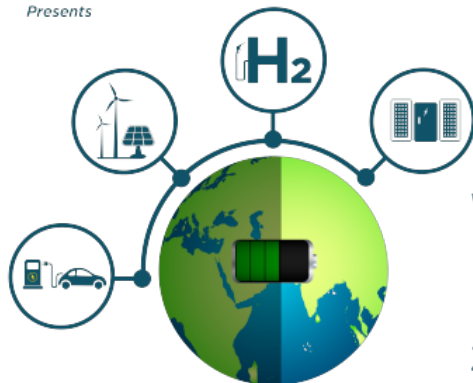


The 5th World Energy Storage Day (WESD): A big opportunity for start-ups in the cleantech space



WORLD ENERGY STORAGE DAY®
22nd SEPTEMBER 2021

Maharashtra, Pune, Aug 31, 2021 ([Issuewire.com](https://www.issuewire.com)) - Customized Energy Solutions (CES) is organizing the 5th World Energy Storage Day (WESD), a virtual Global Conference & Expo to foster a global ecosystem for the promotion of energy storage and emerging technologies. The 24-hour marathon event will be held on September 22, 2021, covering four global regions (encompassing Asia, Europe, Africa, Middle East, Australia, North & South America) with virtual sessions on stationary energy storage, e-mobility and charging infrastructure, manufacturing, innovation, R&D and green hydrogen. The event is expected to attract global participation from over 100 countries with an intent to facilitate bilateral trade, market development, and new research and innovation with the participation of regulators, policymakers, and international speakers.

The highlight of this year's WESD includes Country Roundtable, Technology Workshop, Partner Seminar, 360- Virtual Tour, Start-up Pitch, Global Photography Competition and Student Infor-Artist Competition, Product Launch, Networking Lounge, Virtual Expo, and a Media corner. Amara Raja, Nexcharge, Keysight Technologies, Underwriters Laboratories, Accure Battery Intelligence, Indo German Energy Forum, Schaltbau GmbH, and others are the confirmed partners for the event. Additionally, India's apex planning body, NITI Aayog, and the Government of Western Australia are the country partners.

WESD 2021 is poised to serve as a knowledge and business platform. 100+ global start-ups and key investors are expected to participate in WESD Global Start-up Showcase Program with the sector focus on Smart Energy, Energy Storage, Electric mobility, Energy Access, Green hydrogen, and IoT. The top

10 start-ups will get a free virtual booth worth \$2500 to exhibit their technology/product and the opportunity to pitch to 100+ investors at the WESD event on September 22, 2021. Investors will get the opportunity to make suitable investments in potential start-ups, while the mentors get an opportunity to participate in mentoring and evaluation of global emerging start-ups from the energy storage, EV, and green hydrogen eco-system. The last date of application is September 1, 2021. For more details, visit: <https://startup.energystorageday.org/>

Recently, the WESD team had organized a pre-event curtain-raiser that gave a sneak-peak of the upcoming event. Over 500 global stakeholders from various sectors participated in the curtain-raiser. Among the prominent speakers were **Ohira Eiji**, Director, Fuel Cell and Hydrogen Technology Office New Energy and Industrial Technology Development Organization (NEDO), Japan; **Anil Kumar Bellary**, Co-director, Indo-German Energy Forum (IGEF); **Stefan Louis**, CEO, Nexcharge; **Sandeep Kapoor**, Director – Marketing – Europe, MEA & India, Keysight Technologies; **Vikram Gulati**, Country Head & Sr. VP, Toyota Kirloskar Motors; **Dr. Georg Angenendt**, CTO, Accure Battery Intelligence; **Michael Leuchte**, CSO, CTO & Official Spokesperson of the board, Schaltbau GmbH; **Mathy Stanislaus**, Director, Public Policy and Engagement, Global Battery Alliance Secretariat (by World Economic Forum); **Dr. Judy Jeevarajan**, Research Director, Electrochemical Safety, Underwriters Laboratories Inc. and **Dr. Imre Gyuk**, Director, Energy Storage Research in the Office of Electricity, U.S. Department of Energy.

At WESD, parallel workshops will be held with Start-ups supported by New Energy Nexus, TiE India Angels, Noab Ventures, Theia Ventures, VJTI-TBI, NMIS-AIC, Gold Ventures Investment, and Student Energy; Battery Fires in ESS & EVs supported by Underwriters Laboratories; Solar + Storage Workshop by International Solar Alliance (ISA), Solar Power Europe (SPE) and National Solar Energy Federation of India; Energy Storage Project Modelling supported by CES; Battery Recycling & Re-Use in Sub-Saharan supported by The World Bank and Global Battery Alliance (GBA By WEF); Energy Access Workshop supported by Alliance for Rural Electrification; Long-Duration Energy Storage supported by US Department of Energy(DoE).

Workshops on Energy Storage Financing, EV Infrastructure, Supply Chain, and Urban Air Mobility are all set to have an engaging discussion with the participants. Women in Energy Forum by India Energy Storage Alliance, Clean Tech business Forum by Clean Tech Business Club will also take place during the event.

Below are few comments of industry stalwarts on the upcoming WESD 2021:

Amitabh Kant, CEO, NITI Aayog says- *“Advanced batteries and green hydrogen are key for India’s energy security, economic development, and sustainable future. I wish India Energy Storage Alliance and Customized Energy Solutions best wishes for the World Energy Storage Day global event which will showcase India’s ACC Battery program and green hydrogen mission to the global investors.”*

Brieux Boisdequin, Vice President, Automotive & Materials, BASF India express *“We are witnessing a huge interest globally for energy storage solutions. Innovations that turbocharge energy density, safety, and reduced cost of battery materials are at the core of this transition from fossil fuels to renewables. It is progress worth celebrating and my best wishes to the team.”*

Steve Wilson, Technical Director, Power Generation, Aurecon says *“Energy storage has a crucial role to play in decarbonizing our energy systems and tackling climate change. As incredibly flexible technologies, energy storage assets both enable the transition to renewable energy as well as making networks resilient to more frequent and extreme weather events.”*

The event will have four conference tracks each of six hours that will be available to the participants in different languages namely English, Chinese, Japanese, German, Korean, Spanish, Hindi, and French. Leading organizations, government bodies, national labs, and trade associations across the globe will be presenting their country's contribution in the sector and will deliberate on the latest trends. The regions are divided as

- R1- Australia & New Zealand, Singapore, Philippines, China, Indonesia, Japan, South Korea (Timing- 06:00 – 12:00 IST; 10:00 – 16:00 ACST; 09:30 – 15:30 JST & KST; 8:30 – 14:30 CST; Singapore)
- R2- India, SAARC & Russia Region (Timing- 10:00 – 16:00 IST)
- R3- Europe, UK, MEA (Middle East, Africa (Timing- 13:30 – 19:30 IST; 10:00 – 18:00 CEST; 10:00 – 18:00 SAST; 11:00 – 19:00 MSK; 12:00 – 20:00 UAE; 09:00- 17:00 BST)
- R4- USA, Canada, and Latin America Brazil (Timing- 20:30 – 02:30 IST; 11:00 – 17:00 EDT; 10:00 – 16:00 CDT; 8:00 – 14:00 PDT)

About World Energy Storage Day (WESD)

With energy storage rising to the forefront of industry developments, World Energy Storage Day is celebrated on 22nd September every year by various global industry stakeholders, policy makers, think tanks, and associations to acknowledge its importance across the globe. It is a global movement initiated by various apex trade bodies working to promote and adopt Energy storage, e-Mobility & Charging Infrastructure, and Green hydrogen technologies for a sustainable future. Customized Energy Solutions is the presenting partner and India Energy Storage Alliance is the proud organizer of the WESD-Global Conference & expo.

WESD website: www.energystorageday.org

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