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| ­**­Press release** | 14.01.2020 |
| Mesago Messe Frankfurt GmbH launches „Power & Beyond“, an online platform for power electronics market insights and trends | Bernhard Ruess  Tel. +49 711 61946-76  Bernhard.Ruess@mesago.com  [mesago.com](http://www.mesago.com/) |

With [Power & Beyond](https://www.power-and-beyond.com), Mesago Messe Frankurt adopts a 365-day presence approach for PCIM, the world’s leading exhibition and conference for power electronics.

Addressing the digital transformation of the exhibition business, Mesago Messe Frankfurt GmbH now launches [Power & Beyond](https://www.power-and-beyond.com), an online content platform providing curated insights from the power electronics industry. Managed by ngn – new generation network GmbH, a subsidiary of Vogel Communication Group, the platform provides a full range of content–from power electronics trends to component releases, the latest research, and market dynamics. Power & Beyond is a digital extension of PCIM Europe, the world’s leading exhibition and conference for power electronics, intelligent motion, renewable energy, and energy management.

#### **Tremendous growth opportunities in the power electronics market**

Technical advancements and digital trends are transforming every industry today. Being no exception, the power electronics market has changed rapidly in the past decade due to the developments of the semiconductor devices and the microprocessor technology. The power electronics market is anticipated to witness a CAGR of 5.0 percent over the forecast period of 2019–2024.

Staying on top of trends is essential for everyone working either directly in or in contact with the industry to leverage emerging opportunities. Power & Beyond addresses this very need and provides the latest scoop on all major power electronics market segments. To cater to both purchasers, executives, decision-makers, developers, designers, engineers, and scientists and make it easy for every reader to find the information most relevant for them, Power & Beyond’s articles are cataloged under four main categories:

* **Products & Applications:** New product releases and present product innovations
* **Industry News:** Current market trends and innovative business models
* **Research & Development:** Breaking science news and articles on power electronics
* **Tools & Software:** Information on smart tools and power electronics software

“We are extending our well-established physical communication platform PCIM Europe with an all-year digital format through [Power & Beyond](http://www.power-and-beyond.com). We are pleased to work with ngn - new generation network, and in extension, Vogel Communications Group. The collaboration ensures that we can make our deep and broad expertise on power electronics accessible to our audience in the shape of high-quality content,” explains Petra Haarburger, Managing Director of Mesago Messe Frankfurt.

“Digitalization has changed and keeps changing the way businesses in all industries work with communication and marketing across different channels. Following this trend, the exhibition industry is adopting innovative solutions to get the added value of online communication and networking. The timing is just right for a platform like Power & Beyond and we are delighted to contribute to increasing the audience for PCIM Europe worldwide through this partnership with Mesago Messe Frankfurt GmbH," says Doris Beckmann, Managing Director of ngn, new generation network.

**Mesago Messe Frankfurt GmbH**

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 160 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. ([mesago.com](https://www.mesago.de/en/Mesago/home.htm))

**Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

\*preliminary figures 2019

**ngn - new generation network GmbH**

ngn - new generation network GmbH, founded in 1998 and located in Berlin, is a strategic digital partner to German and international exhibition organizers. Since 2010, The company belongs to Vogel Communications Group, one of Germany’s leading B2B trade publishers, giving ngn access to the group’s extensive media expertise and 100+ publications. ngn helps trade show and conference organizers take a 365-day presence approach and grow their audience worldwide by integrating live events, online content platforms, and digital communication. (ngn-global.com)

**Vogel Communications Group**

Vogel Communications Group is one of the leading service providers for B2B communications in the German-speaking realm. With four agencies at its Berlin location, the group offers a wide range of expertise in the area of communications. The group’s services span from trade fair services, corporate publishing, social media services, PR, networks and communities to market intelligence and insights as well as their own unique congress center. The publishing departments manage 100+ trade journals, 100+ web portals, 100+ business events as well as numerous mobile services and international activities. The headquarter is in Würzburg. The print and digital media platforms serves approximately 14 branches within the economic sectors of industry, automobile, information technology, law/economy/taxes, and B2B communications. (vogel.com)