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Apricum the Cleantech Advisory highlights its energy storage expertise at ees europe conference



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- Apricum - The Cleantech Advisory is taking a leading role in the ees Europe conference, the largest energy storage event in Europe
- Named conference committee chairperson for the third time, Florian Mayr, partner and head of energy storage at Apricum, to deliver opening speech on day one

Apricum -The Cleantech Advisory is once again taking a leading role in the smarter E's electrical energy storage Europe conference (ees), the largest energy storage event in Europe. Florian Mayr, partner and head of energy storage, has been named committee chairperson for the third year and has played a critical role in defining the conference's content and panel makeup, along with the conference co-chair. Additionally, Mayr will deliver the opening speech on day one, highlighting Apricum's energy storage expertise and providing insights into the rapidly evolving industry.

The conference, which is being held in Munich from June 13-14, 2023, will feature over 500 exhibitors and attract more than 20,000 visitors from 160 countries. With its reputation as the premier event for the energy storage industry, ees Europe provides a critical platform for industry leaders, policymakers, and experts to discuss the latest developments in the sector.

As committee chairperson, Mayr has been instrumental in shaping the conference's content and ensuring that it reflects the latest trends and developments in the industry. His deep knowledge and expertise in the field of energy storage have enabled him to identify key themes and topics that will ensure the conference adds value for attendees.

Commenting on his role as committee chairperson, Mayr said, "It is an honor to once again serve as committee chairperson for the ees Europe conference. This event plays a critical role in driving innovation and advancing the energy storage industry, and I am excited to be a part of it. At Apricum, we are committed to staying at the forefront of this rapidly evolving industry and sharing our expertise and insights with our clients and industry colleagues."

In addition to serving as committee chairperson, Mayr will also deliver the opening speech on day one of the conference, providing the big picture of the status of the energy storage industry to set the stage for the following sessions of the conference. He will also act as moderator of the first panel.

Charles Lesser, head of Apricum's London-based transaction advisory service, will also play a key role in the conference. He will host the Wednesday conference session titled 'Financing Utility-Scale Storage: Where is Equity Heading Next, and Where Does Debt Belong?' The session will explore the latest trends in financing utility-scale storage projects and provide insights into the best strategies for securing funding.

Lesser's expertise in transaction advisory and his experience working with clients in the energy storage industry have equipped him with a deep understanding of the financing landscape. His session will provide valuable insights for attendees looking to finance energy storage projects and maximize their returns.

Commenting on his session, Lesser said, "Financing utility-scale storage projects remains challenging outside the UK, where

market experience and risk appetite remain low. I am excited to share Apricum's expertise with conference attendees and thank this exceptional panel for sharing theirs."

Apricum's participation in the ees Europe conference highlights the firm's commitment to staying at the forefront of the energy storage industry and providing innovative solutions to clients. With its deep knowledge and expertise in the field, Apricum is well-positioned to help clients navigate the complex landscape of energy storage and unlock the full potential of this exciting and rapidly evolving market.

Founded in 2008, Apricum has established itself as a trusted advisor to leading clean energy companies, investors, and governments around the world.

How Apricum can help

Apricum exclusively services the cleantech and renewables industries. We have exceptional experience and knowledge including the energy storage segment, covering both up and downstream value chains. Our unique blend of strategy consulting and transaction advisory helps clients with both direction and execution. Over 15 years we have delivered over 400 successful projects in 30 countries. We offer a complete spectrum of services in strategy consulting from technology assessment, market screening, value chain analysis, business model development, and due diligence to investment banking (corporate and asset M&A, debt and equity fundraising, and corporate finance). If you would like to learn more about how we can support your company in entering or expanding your activities in the energy storage space please contact Apricum Partner Florian Mayr or visit our dedicated [ees Europe event page](#).

About Apricum

Driving the energy transition forward for 15 years, Apricum is the strategy and transaction advisory firm exclusively dedicated to renewable energy and cleantech. From corporate strategy and product design to financing, M&A and due diligence, we leverage decades of experience for companies, investors and public institutions. Our exclusive focus covers solar, solar materials, wind, energy storage, green mobility, green hydrogen, digital energy, heat pumps, waste to energy, water and bioenergy. With headquarters in Berlin, Germany, offices in London, Paris and Dubai and a local presence in 11 countries, Apricum has over 60 employees. Follow us on [LinkedIn](#) and [Twitter](#) or visit www.apricum-group.com for more information.

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