The new SUN & WIND ENERGY: Our why, how and what

As the renewable energy generation industry is not only becoming more international, but also more specialised in order to win out over the tough competition in the global marketplace, SUN & WIND ENERGY is aligning itself to the changing information and communication needs of the wind power and solar power industries by realigning its main themes.

Starting from issue 1 of 2014, SUN & WIND ENERGY is being published six times a year as an “S&WE Solar Edition”, which puts emphasis on the fields of photovoltaics and solar thermal, as well as having current news from all fields of renewables. Four times a year SUN & WIND ENERGY is published as a corresponding “S&WE Wind Edition”, which directs its focus on onshore wind power.

Still, both editions remain the well-known SUN & WIND ENERGY for our readership, in terms of the journalistic preparation of information, but now they each concentrate primarily on the respective sectors of solar power and wind power. Subscribers thus continue to receive information on the various forms of renewable energy at the high level of quality they are used to, but each field is now grouped together into more separate issues.

We continue to report on technical developments in the tried-and-tested manner, introduce new products and analyse market conditions and new market models. But we also wish to additionally offer support to renewable energy companies who are having to internationalise more and more. Therefore, SUN & WIND ENERGY is focussing especially on selected main markets – e.g. on Italy and Turkey in this issue. SUN & WIND ENERGY combines technical and market information together in an even more targetted way, and provides the readership with valuable know-how for decision-making across the board, from questions of product development to the strategy for company activities.

Volker Buddensiek

Speaking Italian or Turkish?

We are combining our content focus on selected markets with a main distribution of the magazines at the most important events, plus individual mailing in relevant countries. For these countries we provide translations of selected editorial contributions into the language of each respective country. In this issue there will not only be the usual contributions in English, but also extra translations into Italian and Turkish language. If you live in Turkey or Italy, you may find extra pages with compiled translations in our own personal copy. We provide this extra service to increase our reach in the non-English-speaking countries and accompany renewable energy companies on their journeys in an increasingly globalised world.
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