



Case Study

Language services for a sustainable energy industry

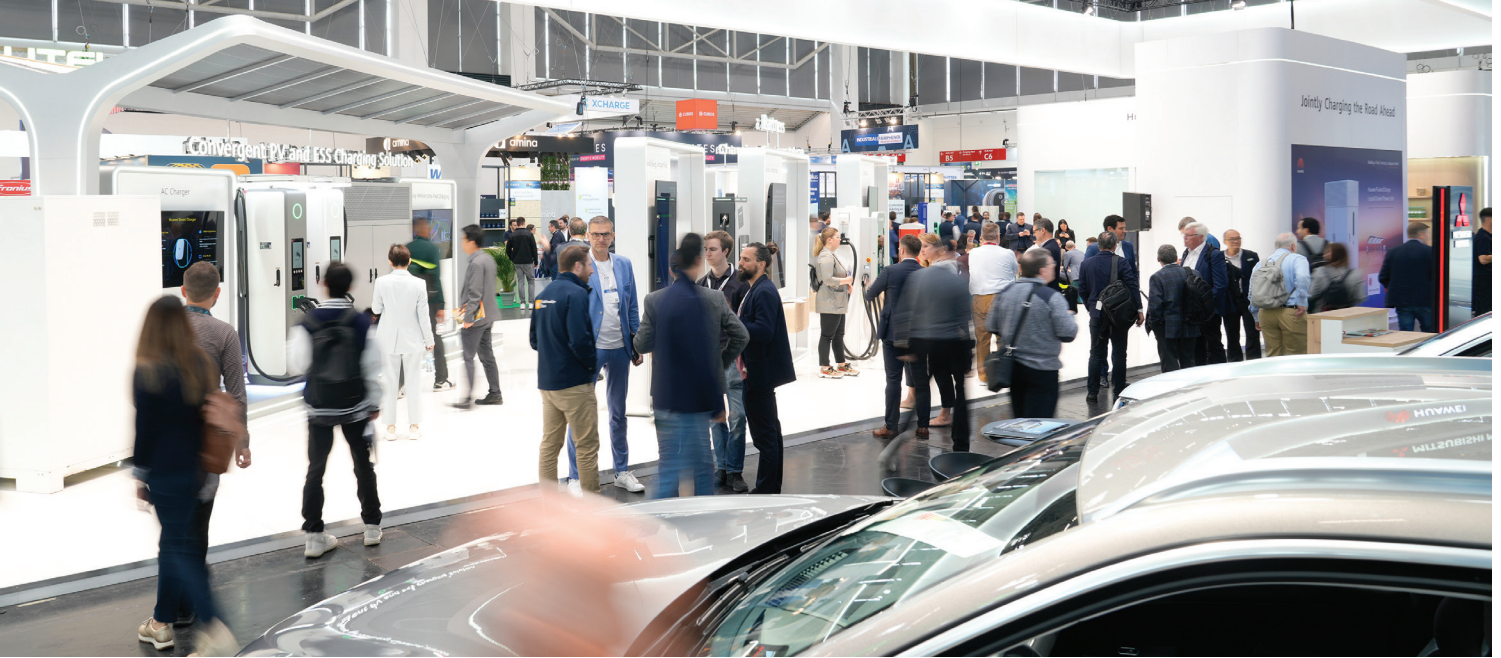
The Smarter E Europe, June 2025

Europe's largest alliance of trade fairs for the energy industry is jointly organised by Solar Promotion GmbH and Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG (FWTM). Due to the strong international focus of the event, the demand for language services has also increased—a task that Peschel Communications GmbH has been supporting the organisers with for decades.

The challenge

Powered by a vision of a sustainable energy industry, what began as a small solar trade fair has evolved into a global series of exhibitions and conferences, connecting the key players of the future of energy. At the heart of this growing network is The smarter E Europe – Europe's largest alliance of energy industry trade fairs, held annually at Messe München. The event brings together four leading trade fairs under one roof: Intersolar Europe (photovoltaics and the solar industry), ees Europe (energy storage solutions), Power2Drive Europe (e-mobility and charging infrastructure) and EM-Power Europe, (energy management and integrated energy solutions). Each year, these events attract visitors and exhibitors from all over the world. To foster international knowledge exchange and innovation, a wide range of texts – including newsletters, press releases, expert interviews and technical articles – is translated from German into multiple languages. The most common are English, French, Italian and Spanish, although Dutch, Polish, Portuguese and Romanian are also used. While these translations demand linguistic precision and technical expertise, they must also be delivered to tight deadlines. The packed schedule surrounding the trade fair means that much of the copy must be translated at short notice. Extensive wording lists add to the complexity of the challenge – specific terminology and stylistic guidelines must be adhered to.





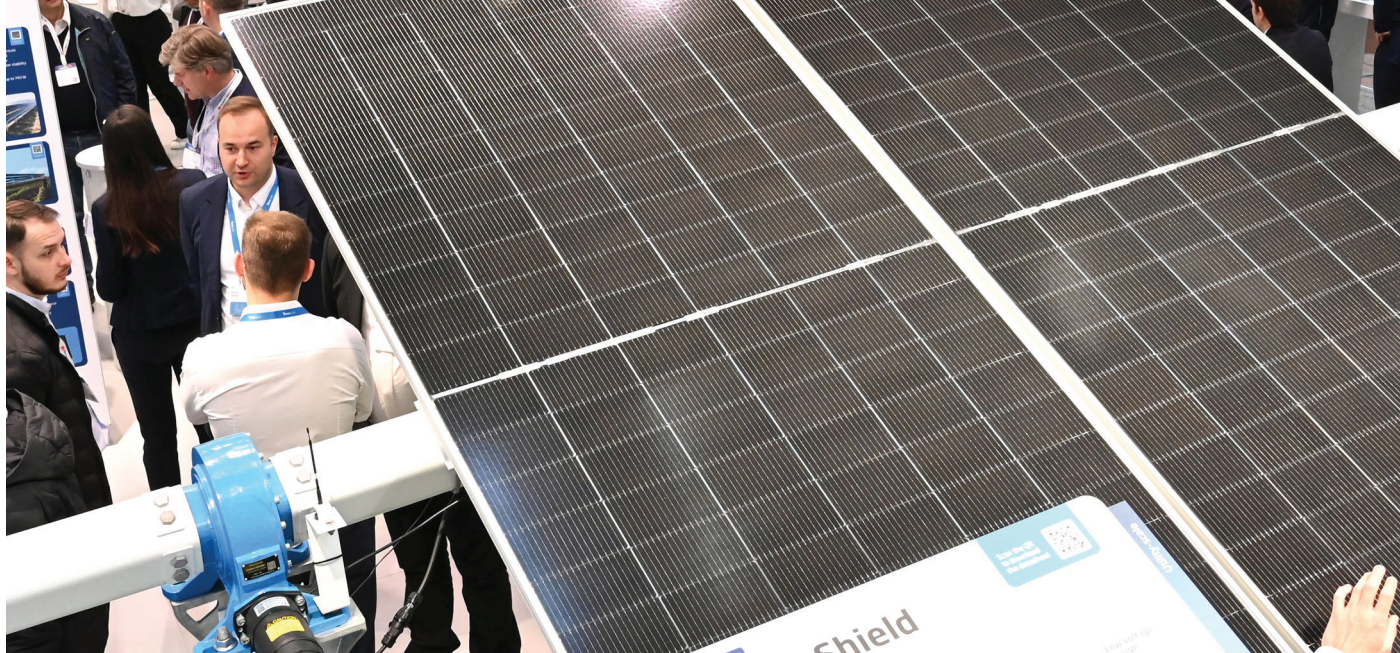
Our approach

To ensure translations are delivered quickly, on time and to the highest standard, Peschel Communications has built a dedicated team of translators consisting of experienced professionals with in-depth specialist and terminological knowledge. All texts are translated, reviewed and archived for future use using a computer-assisted translation (CAT) tool to ensure consistency across all texts. The team can easily refer back to previous translations at any time. Moreover, the translators maintain a terminology database to ensure standardised use of technical terms. Terminology and other linguistic guidelines are developed in close collaboration with the client and updated as needed. The collaboration between Peschel Communications and the client has also resulted in a detailed style guide, covering both formal and stylistic conventions, which all translators are thoroughly familiar with. Capacity planning is handled by the project management team at Peschel Communications, ensuring fast turnaround times – even on short notice in the critical days leading up to the exhibition.

“Peschel Communications delivers translations that are linguistically precise and maintain consistent terminology – no matter how complex the technical content. Thanks to our long-standing collaboration, we can always count on exceptional consistency and quality. What’s more, I value the mutual trust and professionalism that defines our partnership.”

- Peggy Härter-Zilay, Head of Group Communication & PR. -





The outcome

The translation workflow has been refined over the many years of close collaboration – on the customer's side, at Peschel Communications' project management department and with the team of core translators. The extensive experience and expertise is reflected in the high quality of the translations. A detailed style guide and an extensive terminology database ensure that translations are both consistent and technically correct. Capacity planning at Peschel Communications is flexible to allow for fast turnaround times and adherence to deadlines. The language services provided by Peschel Communications facilitate the effective dissemination of knowledge and innovation at an international level.

PESCHEL COMMUNICATIONS GmbH

Peschel Communications is an ISO 9001 and 17100 certified language service provider based in Freiburg im Breisgau. In addition to translation and interpreting, the company offers DTP, proofreading, terminology management and audiovisual translations, particularly in the fields of science, medicine, pharmaceuticals and medical technology, law, renewable energies and marketing.

CONTACT

contact@peschel-communications.de
+49 761 3809690

Wallstr. 9
79098 Freiburg
www.peschel-communications.de

TEXT	Anja Peschel
PHOTOS	Solar Promotion GmbH
EDITORIAL	Holly Quinn



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Übersetzen • Dolmetschen • Lektorat