

## **Europex Unveils Refreshed Brand Design and New Website**

Brussels, 10 September 2025

Europex announced a brand refresh today, unveiling an upgraded visual identity that reflects the association's evolving role and forward-looking approach. The updated design complements Europex's mission to promote efficient, liquid, accessible, competitive and transparent energy and environmental wholesale markets.

"For over two decades, Europex has supported the development of well-functioning energy and environmental markets," said Christian Baer, Secretary General of Europex. "Our new visual identity reflects our continued commitment to enabling effective market solutions and the dynamic vision of our members."

The refreshed brand builds on Europex's established reputation and positions the association for its next chapter. To complement the update, Europex has also launched a redesigned website aimed at improving communication and accessibility. The new site offers a streamlined user experience, making it easier for stakeholders to access information about Europex's latest publications, activities, priorities and overall mission.

A dedicated page explains the role energy exchanges and delegated operators play in facilitating price discovery, risk management and the integration of renewable energy sources, helping visitors understand their importance within the energy system. The website also features an updated resource on legislation relevant to wholesale energy trading, covering both physical and financial markets.

With its refreshed visual identity and enhanced online presence, Europex is strengthening its ability to promote efficient, transparent and competitive energy and environmental markets. The new website, together with the association's social media channels, will serve as a central platform for sharing insights, positions and updates with members and stakeholders.

## About

Europex is a not-for-profit association of European energy exchanges with 37 members. It represents the interests of exchange-based wholesale electricity, gas and environmental markets, focuses on developments of the European regulatory framework for wholesale energy trading and provides a discussion platform at European level.

## Contact

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