

Press release

Family company gets involved at the world expo

LAPP in the spectacular sustainability pavilion at the Expo in Dubai



80 kilometres of LAPP photovoltaic cables are integrated within the spectacular sustainability pavilion

Stuttgart, 4 October 2021

The Baden-Württemberg House was opened last weekend at the Expo 2020 Dubai. Lapp, a family company, is involved here as a partner for the project initiated by the state of Baden-Württemberg. “It is a stroke of luck that Baden-Württemberg is the only state to appear among the 192 nations at the Expo in Dubai. And I am very proud that we, too, have the opportunity to present our connection solutions and our innovative power to a global audience here,” said Andreas Lapp, Chairman of the Board at Lapp Holding AG, during the ceremony.

After an initial tour of the Expo site, Andreas Lapp commented: “I am impressed and fascinated. The Expo in Dubai is an exhibition of superlatives with spectacular architecture and sustainable eco concepts – and LAPP is right in the middle!”

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This refers to the sustainability pavilion Terra, which forms the centerpiece of the Expo. The famous architectural office Grimshaw Architects has realised a zero-energy building here that uses neither energy nor water. The 130-metre wide, tree-shaped pavilion is surrounded by a row of energy trees that follow the sun's position like a sunflower, acting as mobile shade providers outside the pavilion. The pavilion is fully clad with 1055 photovoltaic modules, generating 4 GWh of power per year. The connection solutions for the modules are provided by LAPP.

80 kilometres of solar cables are deployed there. These consist of extremely flexible cables for supplying power to the mobile wing of the UAE pavilion, and EPIC® connectors which can withstand the extreme climate (high temperature, dusty environment, and high humidity). The ÖLFLEX® SOLAR XLR-E cables have proven themselves under extreme conditions. The insulation and the outer sheathing were manufactured using special electron beam cross-linked polymer, which improves the tensile strength, abrasion resistance and thermal stability at high temperatures. The cables are suitable for ambient temperatures of up to +90°C.

Within Baden-Württemberg House, LAPP is introducing itself with the slogan “Innovative for the future”, whereby the family company focuses primarily on connection solutions for wind turbines and photovoltaics. And, of course, LAPP cables are used for the technology here as well.

Incidentally, the Middle East is an important region with a great deal of growth potential for LAPP, stretching from Saudi Arabia to Oman and as far as Syria. This is why, with LAPP Middle East, LAPP has had its own very successful sales company in Dubai for many years.

You can find the image in printable quality [here](#)

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About LAPP:

Headquartered in Stuttgart, Germany, LAPP is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. The company's portfolio includes standard and highly flexible cables, industrial connectors and cable entry systems, customized system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. LAPP's core market is in the industrial

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machinery and plant engineering sector. Other key markets are in the food industry as well as the energy and the mobility sector.

LAPP has remained in continuous family ownership since it was founded in 1959. In the 2019/20 business year, it generated consolidated revenue of 1,128 million euros. LAPP currently employs approximately 4,575 people across the world, has 20 production sites and around 43 sales companies. It also works in cooperation with around 100 foreign representatives.

