EXHIBITOR SURVEY 2020
E-WORLD ENERGY & WATER 2021

EXHIBITORS’ OFFERS

• 45.3 % focused on energy services and
• 19.7 % of the exhibitors concentrated on energy trading.
• The power generation and supply sector was represented by 17.5 %.

45.3 %
19.7 %
17.5 %
41.3 %
11.6 %
10.4 %
10.9 %
14.2 %
7.8 %

ENERGY SERVICES
ENERGY TRADE
ENERGY GENERATION & SUPPLY
INFORMATION TECHNOLOGY
SALES & MARKETING
TRANSPORT / GRIDS
ENERGY USE / ENERGY EFFICIENCY
MOBILITY
STORAGE

(multiple answers possible)

• 41.3 % of the exhibitors represented at the tradeshow featured information technology.
• 11.6 % focused on marketing and / or sales and
• 10.9 % focused on energy efficiency.
• 14.2 % presented solutions for mobility, 7.8 % for storage and 10.4 % for transport and grids.
• The satisfaction of exhibitors with the range of products and services on offer has risen to 97 %.
• 50.9 % of the companies presented new products at E-world.

REASONS FOR PARTICIPATION (multiple answers possible)

• 94.4 % of the exhibitors came to E-world to make new business contacts,
  89.4 % wanted to strengthen existing partnerships and business contacts.
• 55.9 % of the exhibitors came to E-world in order finalize deals.
• For 78 %, however, the focus was on initiating business.
• 75.4 % of the exhibitors were there for prestige purposes and representing their brand / business.
• 63.8 % wanted to get an overview of the industry.
• For 40.3 % the focus was on the targeted search for employees.
TARGET GROUP

- 89.9% of the exhibitors described energy suppliers and utilities as their most important target group, 36.2% asked for consultants/service providers, local authority representatives were particularly important for 18.5% and 50.1% were interested in commercial customers and industrial companies.
- With 95.4% almost all exhibitors were able to reach their most important target groups.

EXHIBITOR CONTACTS TO VISITOR GROUPS IN 2020

- About 24.1% of the exhibiting companies surveyed had their headquarters abroad.
- The most frequently mentioned countries were Austria, Great Britain and Switzerland, followed by Norway, the Netherlands, France and Hungary. The strongest non-European country in demand was Australia.
- 68.8% of the exhibitors stated that they were able to establish international contacts.
- Outside of Germany, the European sales markets are for more than 60% of the exhibitors of great importance, followed by Asia and America.
- 93.3% rated the exhibitor structure positively with regard to internationality.
- 36.5% planned the preparation of export activities after the fair.

INTERNATIONAL CHARACTER

- (1) (Public) Utilities, Multi Utilities, Electricity industry, Gas industry, IPP, Coal industry, Oil industry, Renewable energies
- (2) Bankers, Brokers, Purchasing co-operatives, Traders, Portfolio managers, Risk managers, Consult firms/Consultants
- (3) Trade and daily press, Research institutes/Universities, Associations
- (4) Commercials customers, Industrial companies, Architects, Engineers, Craftsmen, Housing companies, Plant engineering

(multiple answers possible)
NUMBER OF VISITORS

- 85.6% of the exhibitors were satisfied with the number of visitors at their booth, and 93.4% with the total number of visitors at E-world.
- 94.6% of the exhibitors were satisfied with the quality of the visitors.

CONFERENCES

- The combination of trade fair and Congress at the 2020 E-world energy & water received a very positive response from 90.9% of the exhibitors.
- 90% found that the conference program was satisfactory.

EVALUATING THE RESULTS OF THE COMPANY’S PARTICIPATION

- 92.6% of the companies gave a positive assessment of the results of their participation.
- 81.1% of the exhibitors plan to participate again next year, a further 17.4% consider it likely.
- 93.1% expect very good to satisfactory post-fair business.
- 79% of the exhibitors attach great importance to their participation in E-world energy & water 2020 compared to other sales-oriented measures.
- About 15% of the companies that want to participate again, plan to enlarge their booth next year.

DEVELOPMENT OF E-WORLD