



E-world
energy & water

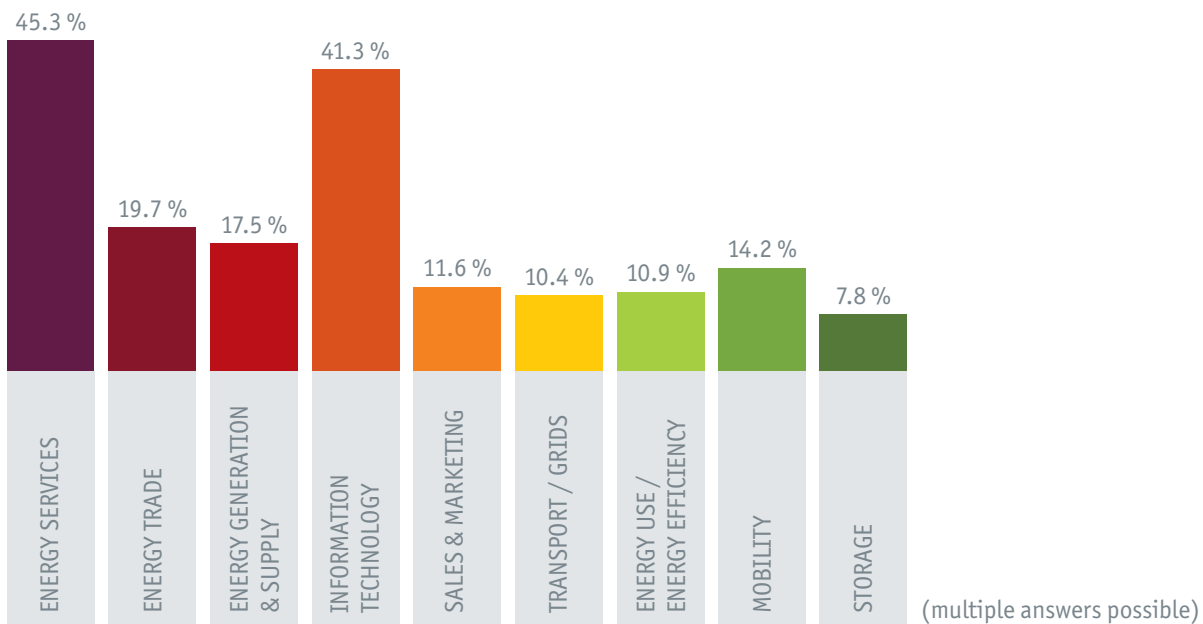
E-WORLD ENERGY & WATER

EXHIBITOR SURVEY 2020



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 %.



- 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.

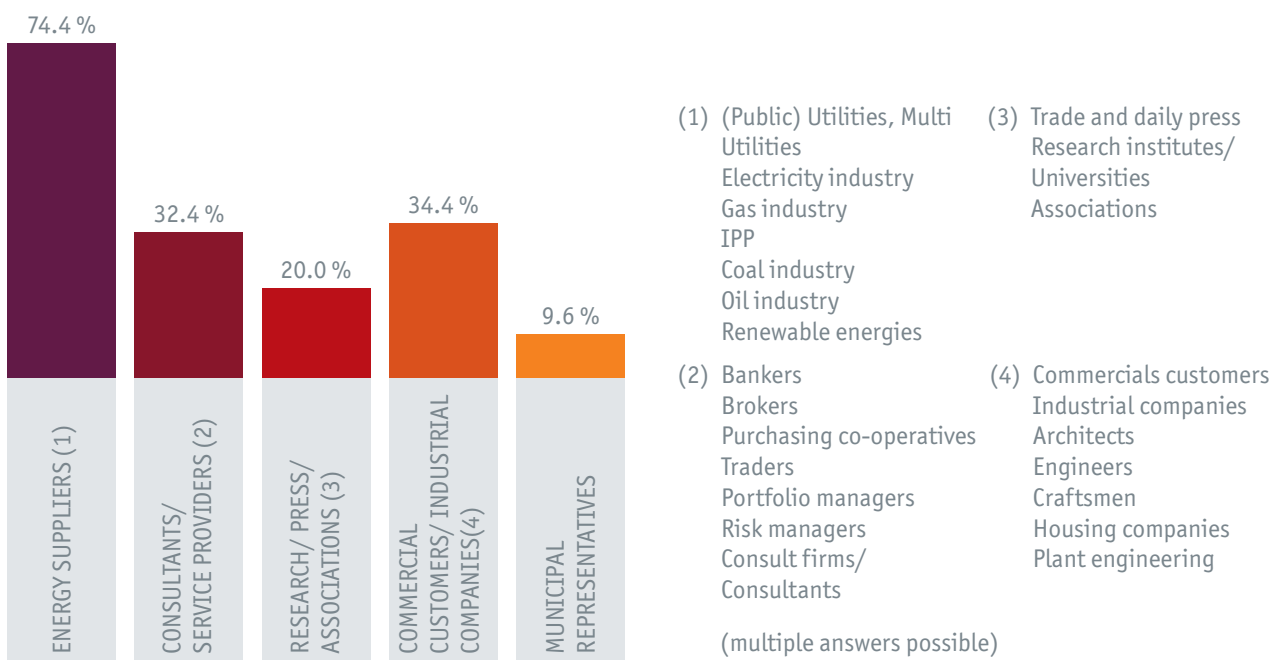
REASONS FOR PARTICIPATION (multiple answers possible)

- 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 to 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



INTERNATIONAL CHARACTER

- 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.

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

