



E-world
energy & water

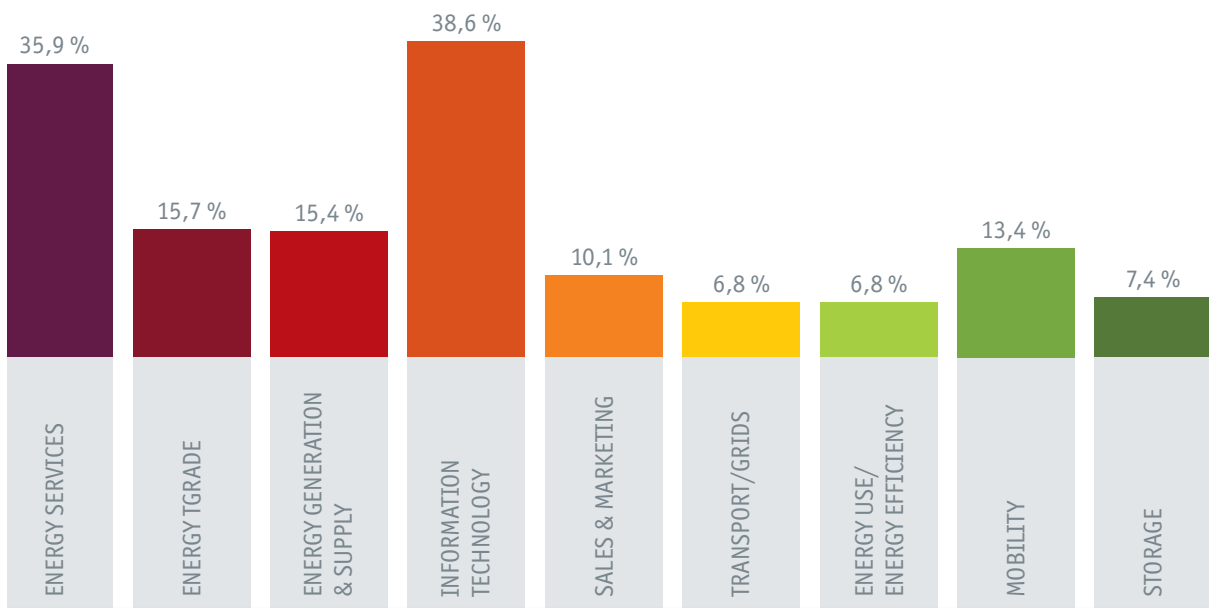
E-WORLD ENERGY & WATER

EXHIBITOR SURVEY 2022



EXHIBITORS' OFFERS

- 35.9 % focused on energy services and
- 15.7 % of the exhibitors concentrated on energy trading.
- The power generation and supply sector was represented by 15.4 %.



(multiple answers possible)

- 38.6 % of the exhibitors represented at the tradeshow featured information technology.
- 10.1 % focused on marketing and / or sales and
- 6.8 % focused on energy use and energy efficiency.
- 13.4 % presented solutions for mobility, 7.4 % for storage and 6.8 % for transport and grids.
- 80.4 % of the companies presented new products or enhancements of existing products at the fair.

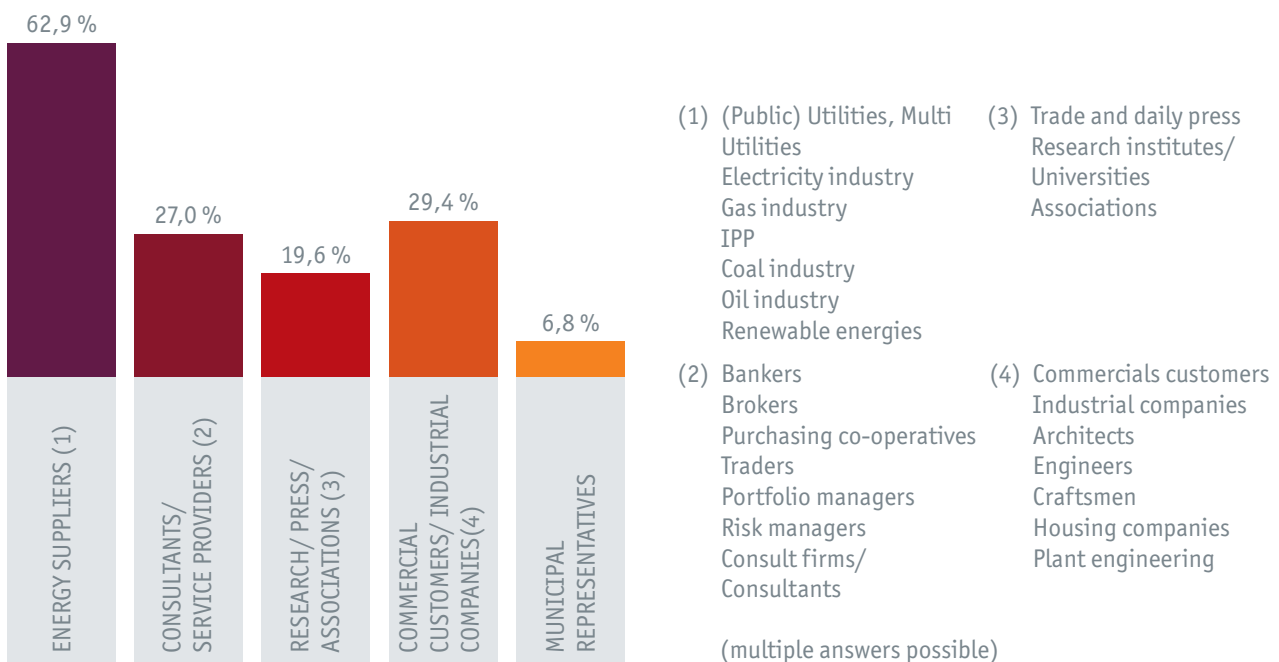
REASONS FOR PARTICIPATION (multiple answers possible)

- 92.6 % of the exhibitors came to E-world to make new business contacts, 84.9 % wanted to strengthen existing partnerships and business contacts.
- 51.3 % of the exhibitors came to E-world in order finalize deals.
- For 73 %, however, the focus was on initiating business.
- 72.7 % of the exhibitors were there for prestige purposes and representing their brand / business.
- 57 % wanted to get an overview of the industry.
- For 39.2 % the focus was on the targeted search for employees.

TARGET GROUP

- 86.4 % of the exhibitors described energy suppliers and utilities as their most important target group, 36.5 % asked for consultants / service providers, local authority representatives were particularly important for 11.3 % and 45.1 % were interested in commercial customers and industrial companies.
- With 90.2 % almost all exhibitors were able to reach their most important target groups.

EXHIBITOR CONTACTS TO VISITOR GROUPS IN 2022



INTERNATIONAL CHARACTER

- About 32 % of the exhibiting companies surveyed had their headquarters abroad.
- The most frequently mentioned countries were Switzerland, Great Britain and the Netherlands, followed by Austria, Norway and the United States.
- 66.2 % of the exhibitors stated that they were able to establish international contacts.
- Outside of Germany, the European sales markets are for 65.6 % of the exhibitors of great importance, followed by America with 20.8 % and Asia with 14.2 %.
- 94.3 % rated the exhibitor structure positively with regard to internationality.
- 31.8 % planned the preparation of export activities after the fair.

NUMBER OF VISITORS

- 89,2 % of the exhibitors were satisfied with the number of visitors.
- 71.6 % of the exhibitors were satisfied with the number of visitors at their booth, and 81.1 % with the total number of visitors at E-world.

CONFERENCES

- The combination of trade fair and congress at the 2022 E-world energy & water received a very positive response from 82.7 % of the exhibitors.
- 87.4 % of the exhibitors were satisfied with the quality of the visitors.

EVALUATING THE RESULTS OF THE COMPANY'S PARTICIPATION

- 85.4 % of the companies gave a positive assessment of the results of their participation.
- 86.4 % expect very good to satisfactory post-fair business.
- 65.6 % of the exhibitors attach great importance to their participation in E-world energy & water 2022 compared to other sales-oriented measures.
- 13.4 % of the companies that want to participate again, plan to enlarge their booth next year.

KEY FIGURES FOR THE TRADE FAIR

OVER
15.000
TRADE VISITORS

736
EXHIBITORS

