



**E-world**  
energy & water

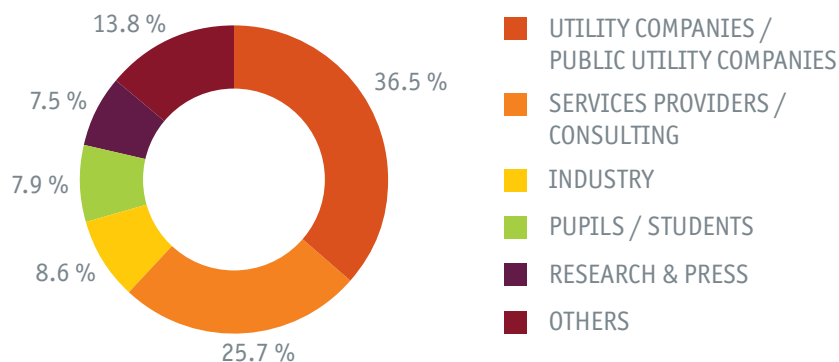
# E-WORLD ENERGY & WATER

VISITOR SURVEY 2022



## INTERNATIONAL CHARACTER

- About 24.4 % of visitors at E-world energy & water 2022 came from abroad, the share of non-European visitors has increased compared to the previous year.
- Great Britain and Northern Ireland formed the strongest foreign visitor group with 16.5 % of all visitors from abroad. Other strong visitor nations: Netherlands, Denmark, Belgium, as well as Switzerland, Italy and France.
- 86.1 % of the visitors were satisfied with the degree of internationality of the trade fair.



## BRANCH OF INDUSTRY

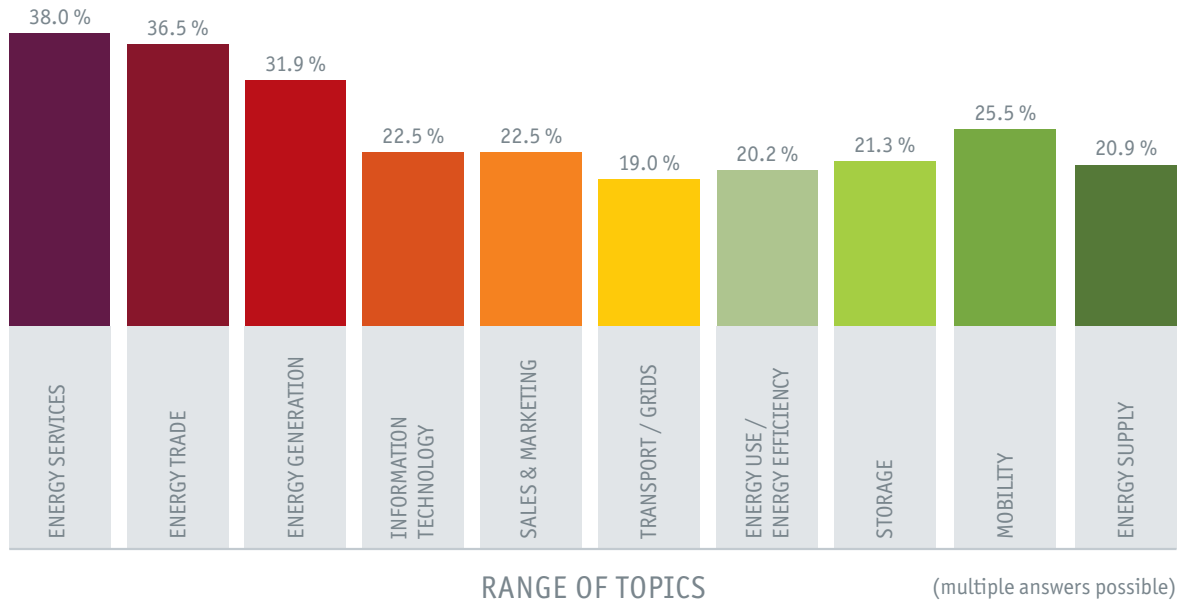
## VISITOR STRUCTURE

- The proportion of trade visitors at E-world energy & water 2022 was 99 % this year, even higher than in previous years.
- 74.1 % of those surveyed are involved in purchasing and procurement decisions specifically related to the range of products and services offered at the fair.

## VISITOR OBJECTIVES

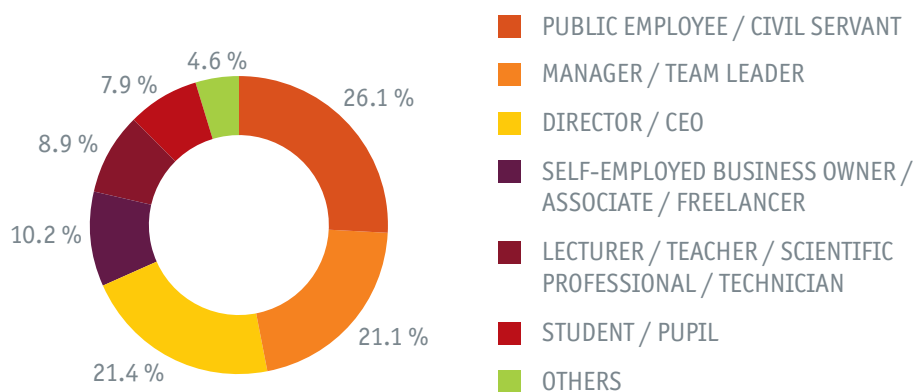
- Strengthening existing partnerships or business contacts and making new ones belong to the top visitor objectives. Once again, this is an indication that visitors see their customers and suppliers represented at the fair.
- 69.2 % wanted to keep appointments made before E-world.
- The exchange of experience / information continues to play an important role. 34.8 % attend the trade fair to find out about industry trends and innovations.
- All in all, the visitors were again satisfied with the achievement of the goals they had set themselves (97 %).

## INTEREST IN OFFERS



- 89.7 % of E-world’s visitors considered the range of products and services on offer at the fair to be satisfactory, and around 88 % of the visitors were satisfied with the range of new products.
- 68 % of the visitors consider the topic area of renewable energies to be particularly important.
- In addition to electricity (63.7 %), the topics mobility (34.8 %) and gas (33.9 %) are particularly important for the trade visitors at E-world energy & water.

## CAREER BACKGROUND



## PROGRAM AND SIDE EVENTS

- 36.9 % of the visitors of E-world energy & water 2022 also took part in events of the congress or planned their participation.
- The combination of trade fair and congress at E-world 2022 was well received by 91.6 % of the visitors.
- The open expert forums in the exhibition halls met with broad approval, especially the Infrastructure Forum. Over 60 % of the visitors considered this forum to be good or very good.

## SIGNIFICANCE OF E-WORLD

- 80 % of the visitors clearly see E-world as a meeting place for the industry and about 67 % found innovations and trends here.
- 90.8 % stated that their visit to E-world was important or very important compared to other trade fairs.
- Almost 74 % made a clear recommendation to colleagues or business partners to visit the trade fair.

## TRADE FAIR RESULTS

- 95 % were overall satisfied with their visit to E-world energy & water 2022. Just like the previous year, this value is constantly at a high level.
- 95.5 % of the visitors are planning to attend E-world energy & water in Essen again next year.

## KEY FIGURES FOR THE TRADE FAIR

**OVER**  
**15.000**  
**TRADE VISITORS**

**736**  
**EXHIBITORS**