



E-world
energy & water

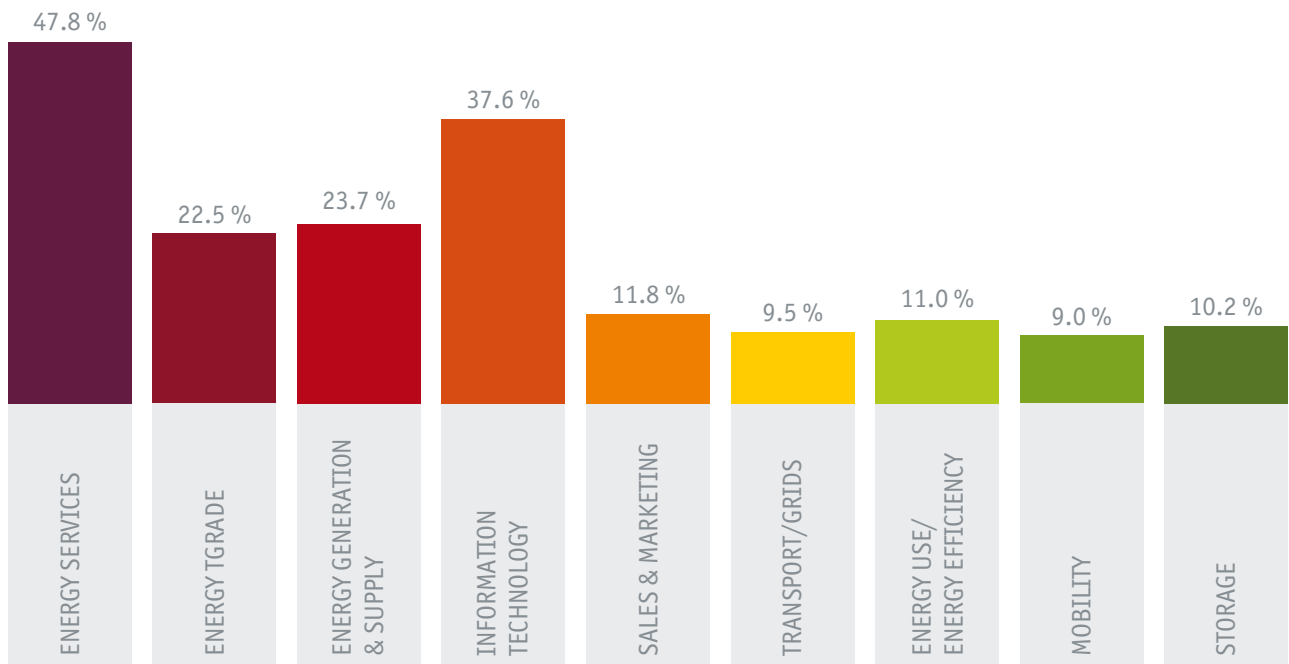
E-WORLD ENERGY & WATER

EXHIBITOR SURVEY 2023



EXHIBITORS' OFFERS

- 47.8 % focused on energy services and
- 22.5 % of the exhibitors concentrated on energy trading.
- The power generation and supply sector was represented by 23.7 %.



(multiple answers possible)

- 37.6 % of the exhibitors represented at the tradeshow featured information technology.
- 11.8 % focused on marketing and / or sales and
- 11.0 % focused on energy use and energy efficiency.
- 10.2 % presented solutions for storage, 9.5% for transport and grids and 9.0% for mobility.
- 87.7 % of the companies presented new products or enhancements of existing products at the fair.

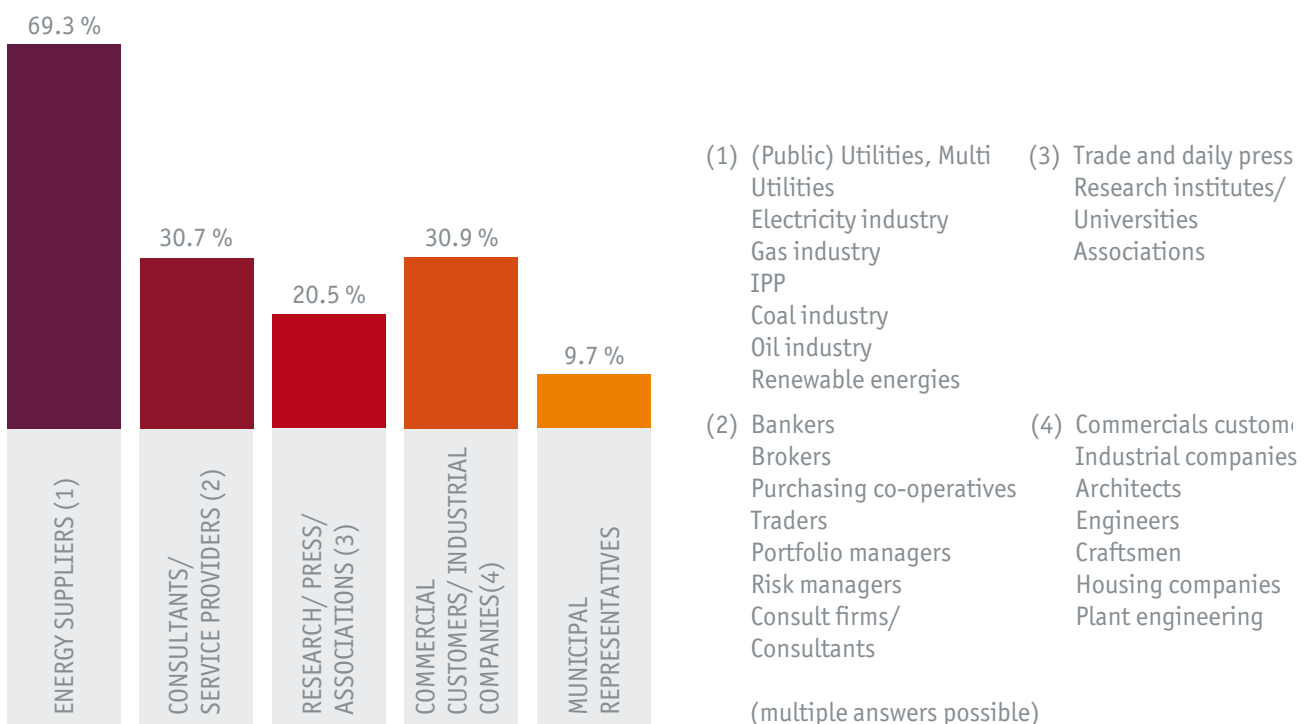
REASONS FOR PARTICIPATION (multiple answers possible)

- 95.1 % of the exhibitors came to E-world to make new business contacts, 90.8 % wanted to strengthen existing partnerships and business contacts.
- 53.2 % of the exhibitors came to E-world in order to finalize deals.
- For 73.0 %, however, the focus was on initiating business.
- 76.5 % of the exhibitors were there for prestige purposes and representing their brand / business.
- 57.5 % wanted to get an overview of the industry.
- For 39.9 % the focus was on the targeted search for employees.

TARGET GROUP

- 89.8 % of the exhibitors described energy suppliers and utilities as their most important target group, 39.6 % asked for consultants / service providers, local authority representatives were particularly important for 15.3 % and 50.6 % 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 2023



INTERNATIONAL CHARACTER

- About 29.0 % 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.
- 73.7 % of the exhibitors stated that they were able to establish international contacts.
- Outside of Germany, the European sales markets are for 62.4 % of the exhibitors of great importance, followed by America with 21.2 % and Asia with 14.1 %.
- 94.7 % rated the exhibitor structure positively with regard to internationality.
- 32.5 % planned the preparation of export activities after the fair.

NUMBER OF VISITORS

- 94.8 % of the exhibitors were satisfied with the number of visitors.
- 85.4 % of the exhibitors were satisfied with the number of visitors at their booth, and 92.9 % with the total number of visitors at E-world.

CONFERENCES

- The combination of trade fair and lecture program was considered positive by 91.1%.
- The broad, varied conference program itself was satisfactory for 89.6 %.

EVALUATING THE RESULTS OF THE COMPANY'S PARTICIPATION

- 94.4 % of the companies gave a positive assessment of the results of their participation.
- 93.5 % expect very good to satisfactory post-fair business.
- 80.7 % of the exhibitors attach great importance to their participation in E-world energy & water 2023 compared to other sales-oriented measures.
- 15.5 % of the companies that want to participate again, plan to enlarge their booth next year.

KEY FIGURES FOR THE TRADE FAIR

OVER
20.000
TRADE VISITORS

820
EXHIBITORS

