



E-world
energy & water

E-WORLD ENERGY & WATER

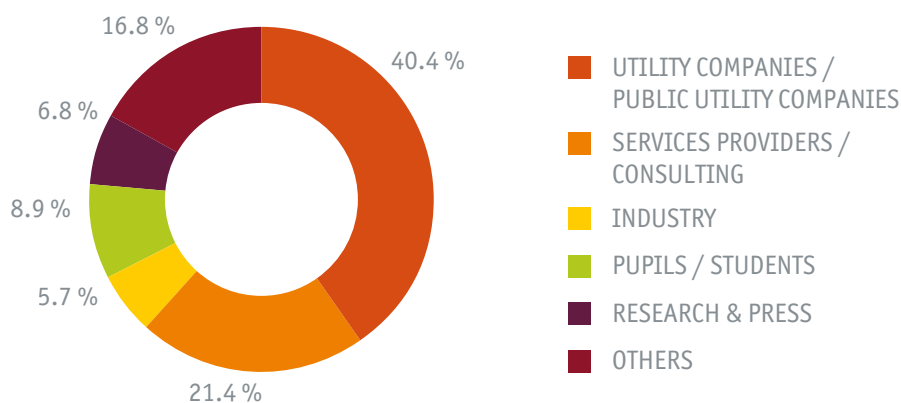
VISITOR SURVEY 2023



INTERNATIONAL CHARACTER

- About 26.8 % of visitors at E-world energy & water 2023 came from abroad.
- Great Britain and Northern Ireland formed the strongest foreign visitor group with 20.4 % of all visitors from abroad. Other strong visitor nations: Netherlands, Denmark, Belgium, as well as Switzerland, Italy and France.
- 86.8 % of the visitors were satisfied with the degree of internationality of the trade fair.

VISITOR STRUCTURE



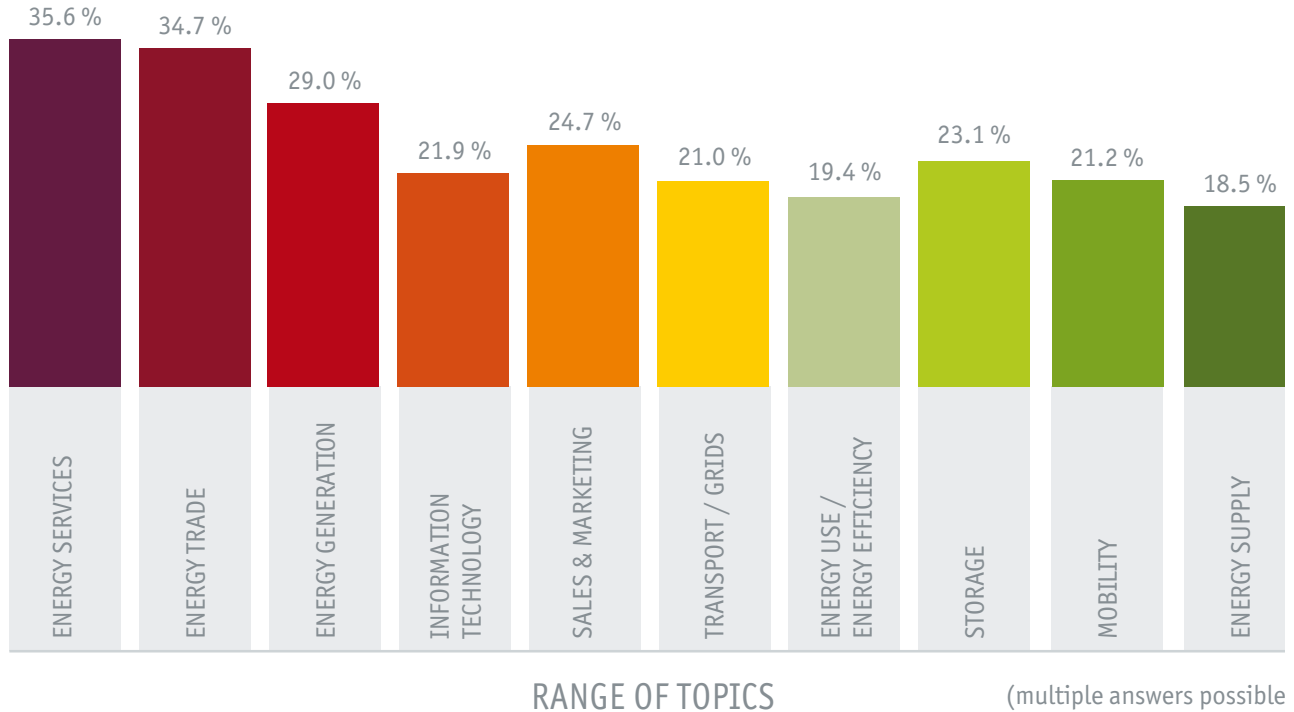
BRANCH OF INDUSTRY

- The proportion of trade visitors at E-world energy & water 2023 was 99.1 % this year, even higher than in previous years.
- 70.8 % 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

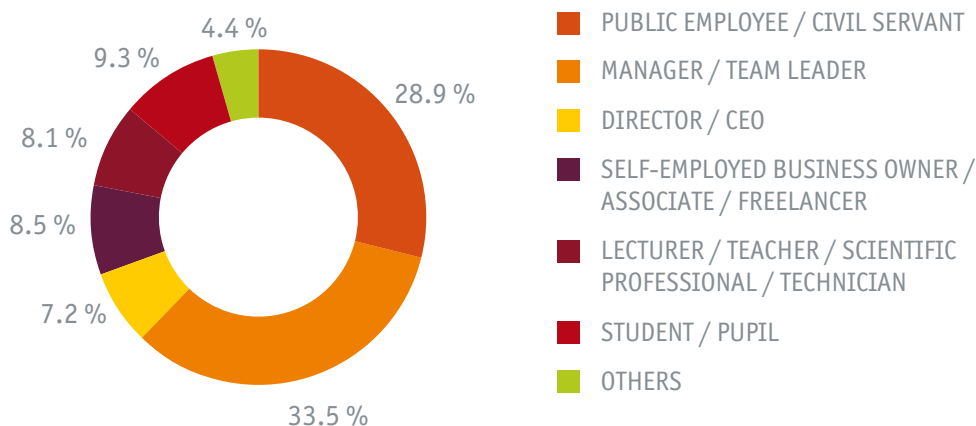
- High up in the ranking of visitor objectives was the cultivation and initiation of business contacts, which is once again an indication that visitors see their customers and suppliers in particular represented at the fair.
- 67.7 % wanted to keep appointments made before E-world.
- The exchange of experience and information continues to play an important role. 28.6 % visit the trade fair to find out about industry trends and innovations.
- All in all, the visitors were again very satisfied with the achievement of the goals they had set themselves (97 %).

INTEREST IN OFFERS



- 89.0 % of E-world’s visitors considered the range of products and services on offer at the fair to be satisfactory, and around 88.6 % of the visitors were satisfied with the range of new products.
- 60.0 % of the visitors consider the topic area of renewable energies to be particularly important.
- In addition to electricity with 58.8 %, the topics of digitalization (43.6 %) and gas (29.8 %) are significant for the trade visitors of E-world energy & water.

CAREER BACKGROUND



PROGRAM AND SIDE EVENTS

- The combination of trade fair and lecture program at E-world energy & water 2023 was well received by 94.4 % of the visitors.
- A total of 90.6 % of the visitors were satisfied with the broad, varied conference program of E-world energy & water.
- The open expert forums in the exhibition halls met with broad approval, especially the New Energy Systems Forum was found to be good or very good by over 59.0 % of visitors.

SIGNIFICANCE OF E-WORLD

- 80.4 % of the visitors clearly see E-world as a meeting place for the industry and about 71.8 % found innovations and trends here.
- 90.6 % stated that their visit to E-world was important or very important compared to other trade fairs.
- Almost 75.5 % made a clear recommendation to colleagues or business partners to visit the trade fair.

TRADE FAIR RESULTS

- 94.3 % were overall satisfied with their visit to E-world energy & water 2023. Just like the previous year, this value is constantly at a high level.
- 95.1 % of the visitors are planning to attend E-world energy & water in Essen again next year.

KEY FIGURES FOR THE TRADE FAIR

OVER
20.000
TRADE VISITORS

820
EXHIBITORS