



**E-world**  
energy & water

TRADE FAIR  
NETWORKING  
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PANELS

# EXHIBITOR SURVEY 2018

E-WORLD ENERGY & WATER 2019

**E-WORLD ENERGY & WATER**

5<sup>th</sup>-7<sup>th</sup> FEBRUARY 2019

ESSEN, GERMANY

MESSE  
ESSEN

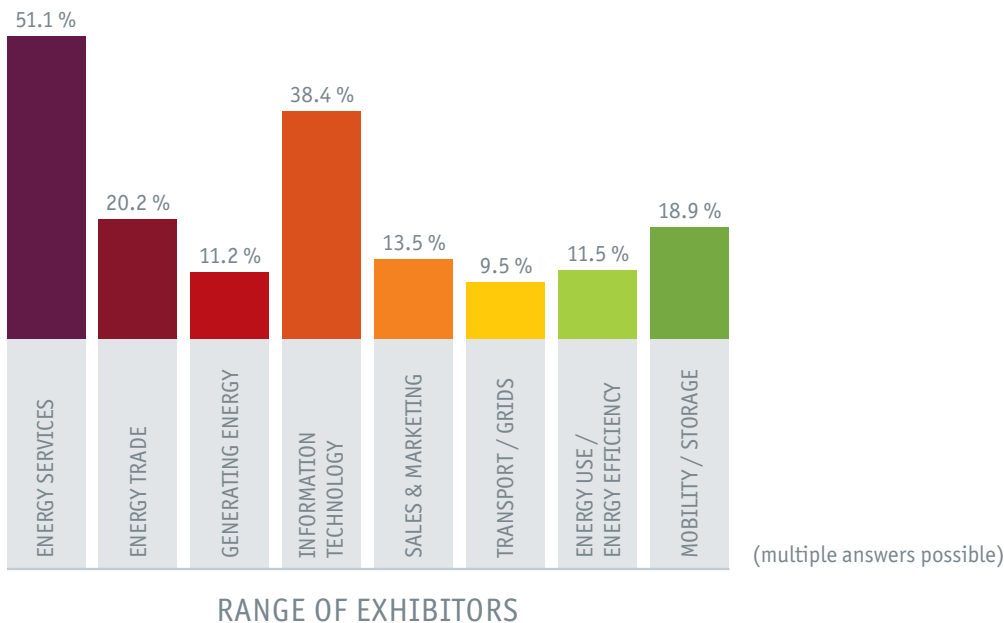
con | energy

[www.e-world-essen.com](http://www.e-world-essen.com)

## HEAD OFFICE

- About 22.2 % of the exhibiting companies surveyed had their headquarters abroad.

## OFFERS



- 51.1 % focused on energy services and
- 20.2 % of the exhibitors concentrated on energy trading.
- The power generation sector was represented by 11.2 %.
- 38.4 % of the exhibitors represented at the tradeshow featured information technology.
- 13.5 % focused on marketing and/or sales and
- 11.5 % focused on energy efficiency.
- 18.9 % represented the “mobility/storage” field and 9.5 % the “transport/grid” field.
- 96 % of the exhibitors were satisfied with the range of topics at the tradeshow.

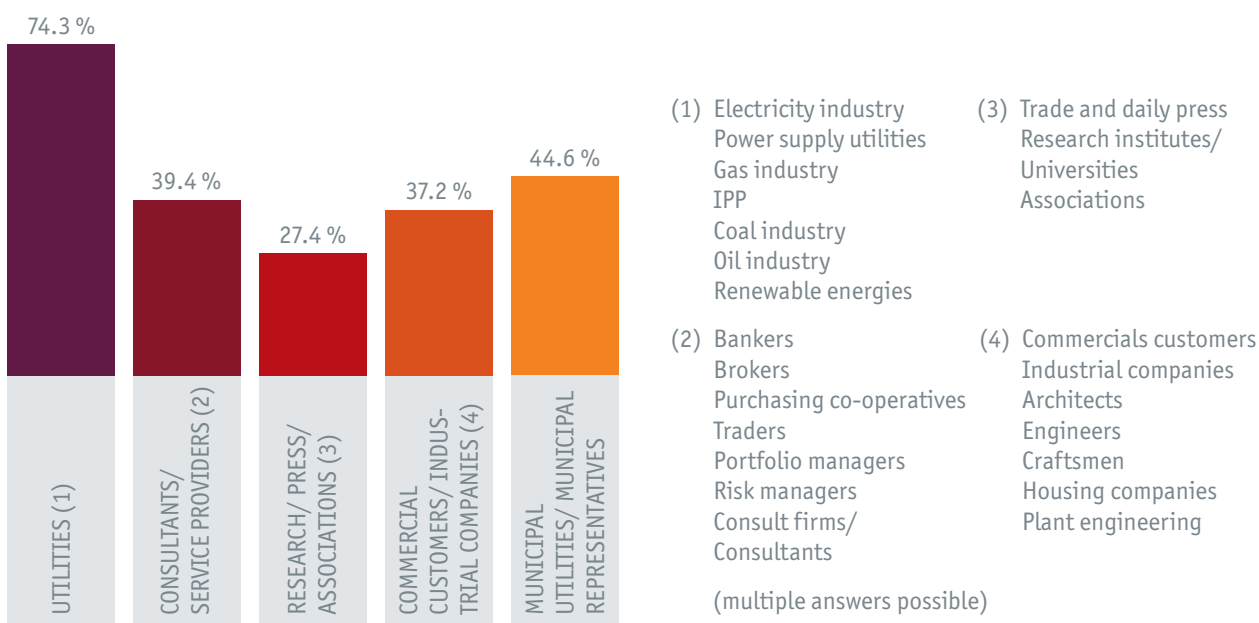
## REASONS FOR PARTICIPATION (multiple answers possible)

- 50.1 % of the exhibitors came to E-world in order finalize deals,
- While 78.3 % focused on generating new business.
- 92.8 % wanted to strengthen existing partnerships and business contacts.
- 80 % wanted to improve their own profile/image as their primary goal.
- 96.8 % of the exhibitors wanted to use the tradeshow to make new business contacts.

## TARGET GROUP

- For 87 % of the exhibitors, the utilities were their most important target group, followed by consultants / service providers (45.4 %) and municipal utilities / municipal representatives (53.6 %). 50.1 % were interested in commercial customers / industrial companies.

## EXHIBITOR CONTACTS TO VISITOR GROUPS IN 2018



## INTERNATIONAL CHARACTER

- The countries most often mentioned were Great Britain, Switzerland, the Netherlands, Austria as well as, Japan, Spain and France.
- 70 % of the exhibitors said that they were able to establish international contacts, 72.2 % of whom made contacts with visitors from the European Union.
- Summarizing the results of the exhibitor and visitor survey, a total of 73 visitor nations participated in the 2018 E-world energy & water.
- 93.4 % felt that the international character of the show was positive.

## NUMBER OF VISITORS

- 86.7 % of the exhibitors were satisfied with the total number of visitors at their booth.
- 95.1 % of the exhibitors were satisfied with the quality of visitors.

## MAKING BUSINESS DEALS

- About 60 % of the companies participating in the 2018 E-world energy & water in order to finalize deals were able to reach their goal.
- 94.8 % expect satisfactory to very good follow-up business.
- All in all, 92.5 % of the exhibitors were satisfied with the business success of their tradeshow participation.

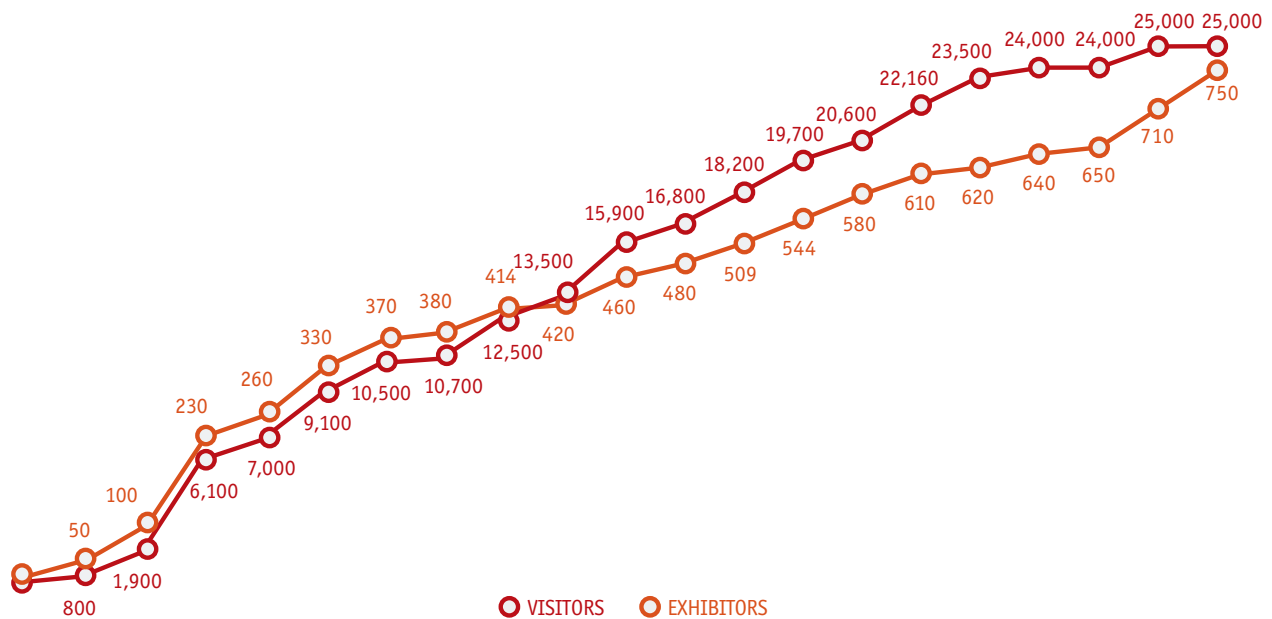
## CONFERENCES

- The combination of tradeshow and conference at the 2018 E-world energy & water received a very positive response from 91.7 % of the exhibitors.
- 91.4 % found that the conference program was satisfactory.

## EVALUATING THE RESULTS OF THE COMPANY'S PARTICIPATION

- 95.3 % of the companies made a positive statement about their company's participation
- 94.7 % of the companies will participate in the next tradeshow again.

## DEVELOPMENT OF E-WORLD



e'trade in Dusseldorf

1998\* 1999\* 2000\* 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018