



E-world
energy & water

E-WORLD ENERGY & WATER

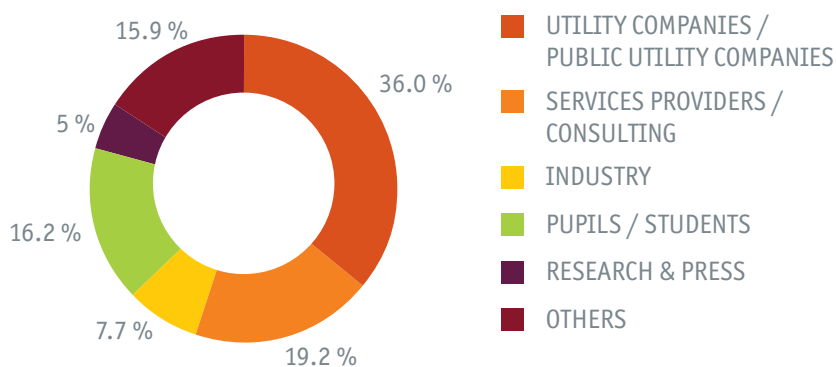
VISITOR SURVEY 2020



INTERNATIONAL CHARACTER

- About 15.3 % of visitors at E-world energy & water 2020 came from abroad, the share of non-European visitors has increased compared to the previous year.
- The Netherlands formed the strongest foreign visitor group with 19.6 % of all visitors from abroad. Other strong visitor nations: Great Britain, Italy, Denmark, as well as Switzerland and France.
- 88.2 % of the visitors were satisfied with the degree of internationality of the trade fair.

VISITOR STRUCTURE



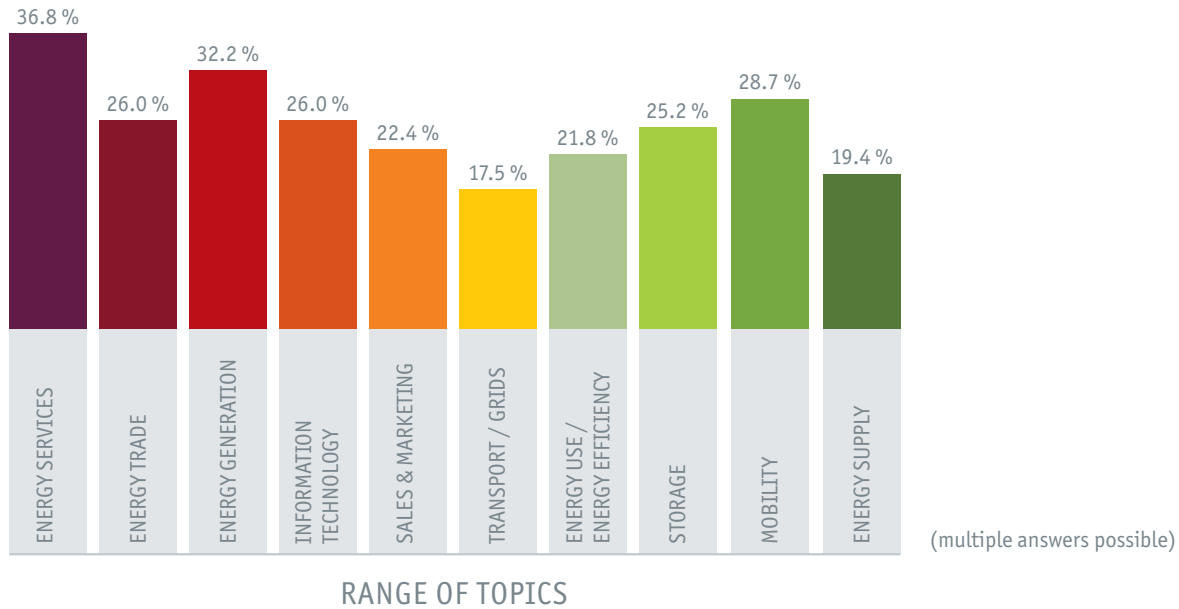
BRANCH OF INDUSTRY

- The proportion of trade visitors at E-world energy & water 2020 was consistently high at 97.5 %.
- 66.5 % of those surveyed are involved in purchasing and procurement decisions specifically related to the range of products and services offered at the fair.
- The significantly increased share of 16.2 % of pupils and students illustrates the increasing importance of E-world as a recruiting platform.

VISITOR OBJECTIVES

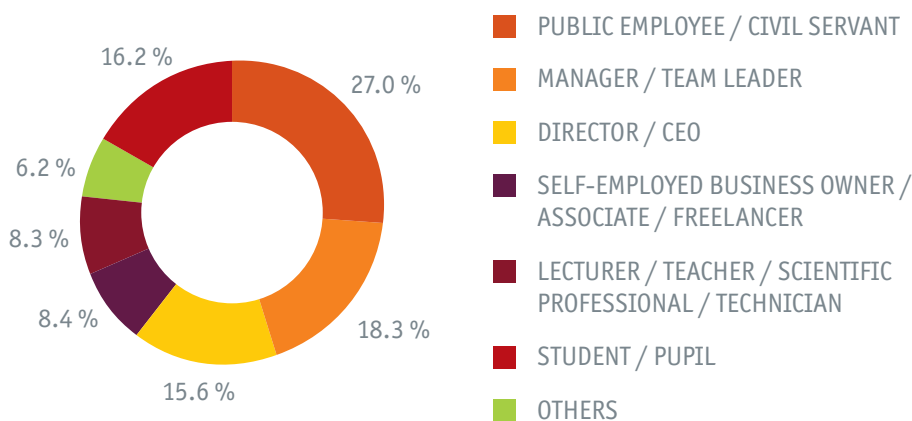
- Strengthening existing partnerships or business contacts and making new ones belong to the top visitor objectives. Once again, this is an indication that visitors see their customers and suppliers represented at the fair.
- 65.3 % wanted to keep appointments made before E-world.
- The exchange of experience / information continues to play an important role, 38.6 % 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.

INTEREST IN OFFERS



- 92 % of E-world’s visitors considered the range of products and services on offer at the fair to be satisfactory, and around 91 % of the visitors were satisfied with the range of new products.
- 62.6 % of the visitors consider the topic area of renewable energies to be particularly important.
- In addition to electricity (57 %), the topics Smart City (39.6 %) and mobility (37.1 %) are particularly important for the trade visitors at E-world energy & water.

CAREER BACKGROUND



PROGRAM AND SIDE EVENTS

- 39.4 % of the visitors of E-world energy & water 2020 also took part in events of the Congress or planned their participation.
- The combination of trade fair and Congress at E-world 2020 was well received by 93.4 % of the visitors.
- The open expert forums in the exhibition halls met with broad approval, especially the Innovation Forum. Over 62 % 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 75 % found innovations and trends here.
- 82.2 % stated that their visit to E-world was important or very important compared to other trade fairs.
- Almost 70 % made a clear recommendation to colleagues or business partners to visit the trade fair.

TRADE FAIR RESULTS

- 91.9 % were overall satisfied with their visit to E-world energy & water 2020. Just like the previous year, this value is constantly at a high level.
- 91.3 % of the visitors are planning to attend E-world energy & water in Essen again next year.

DEVELOPMENT OF E-WORLD

