



E-world
energy & water

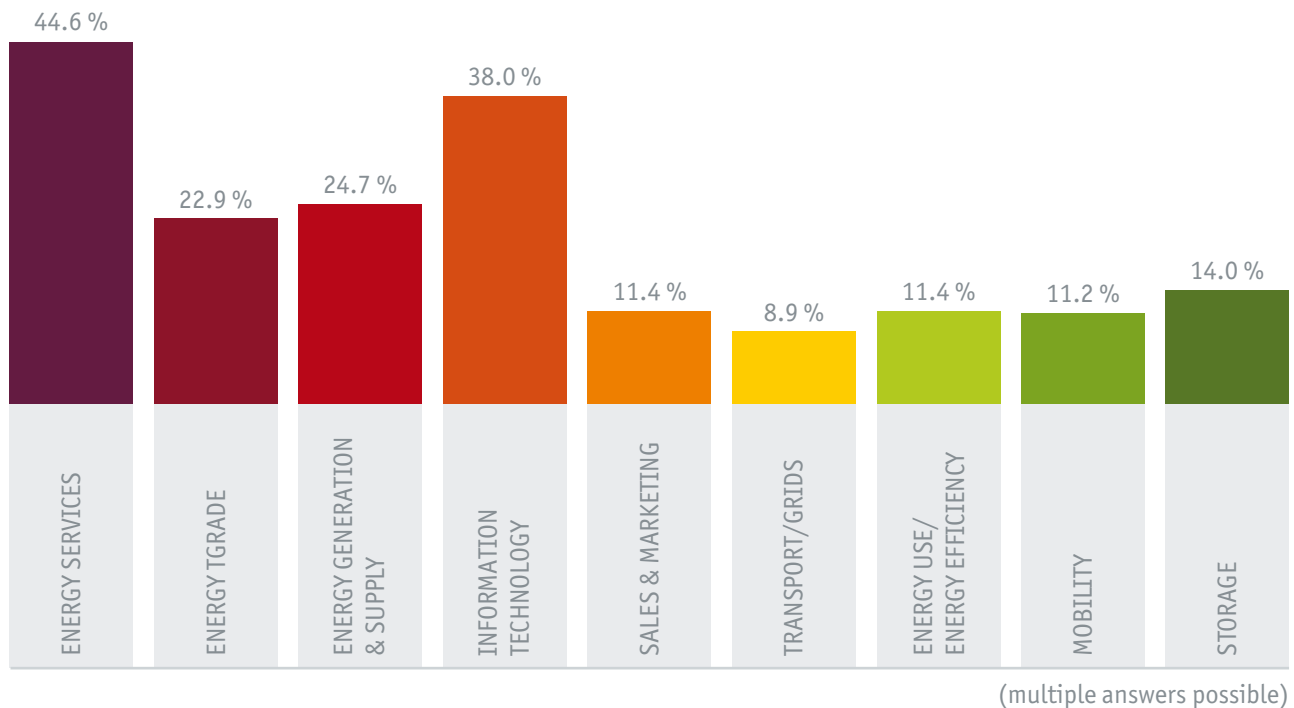
E-WORLD ENERGY & WATER

EXHIBITOR SURVEY 2024



EXHIBITORS' OFFERS

- 44.6 % focused on energy services and
- 22.9 % of the exhibitors concentrated on energy trading.
- The power generation and supply sector was represented by 24.7 %.



- 38.0 % of the exhibitors represented at the tradeshow featured information technology.
- 11.4 % focused on marketing and / or sales and
- 11.4 % focused on energy use and energy efficiency.
- 14.0 % presented solutions for storage, 8.9 % for transport and grids and 11.2 % for mobility.
- 93.4 % of the companies presented new products or enhancements of existing products at the fair.

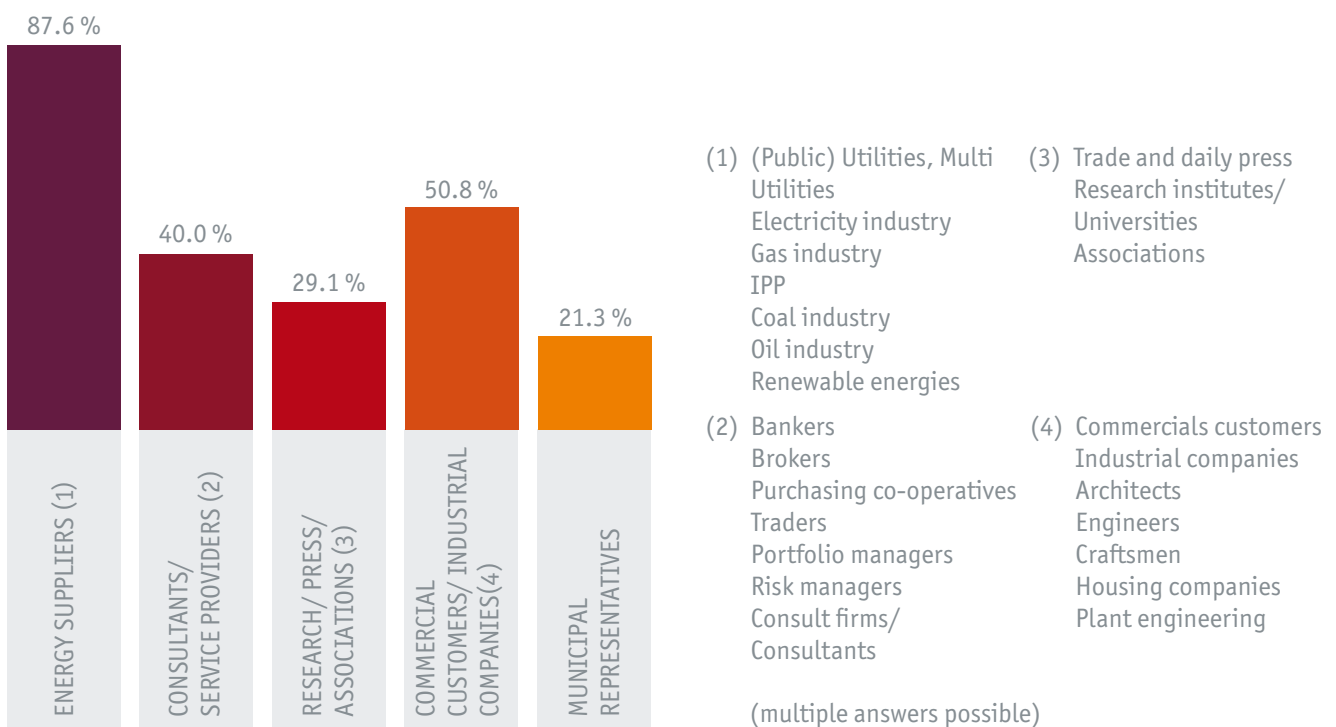
REASONS FOR PARTICIPATION (multiple answers possible)

- 96.1 % of the exhibitors came to E-world to make new business contacts, 94.5 % wanted to strengthen existing partnerships and business contacts.
- 56.3 % of the exhibitors came to E-world in order to finalize deals.
- For 84.7 %, however, the focus was on initiating business.
- 78.7 % of the exhibitors were there for prestige purposes and representing their brand / business.
- 61.1 % wanted to get an overview of the industry.
- For 45.3 % the focus was on the targeted search for employees.

TARGET GROUP

- 87.6 % of the exhibitors described energy suppliers and utilities as their most important target group, 40.0 % asked for consultants / service providers, local authority representatives were particularly important for 21.3 % and 50.8 % were interested in commercial customers and industrial companies.
- With 96.1 % almost all exhibitors were able to reach their most important target groups.

EXHIBITOR CONTACTS TO VISITOR GROUPS IN 2024



INTERNATIONAL CHARACTER

- About 26.1 % of the exhibiting companies surveyed had their headquarters abroad.
- The most frequently mentioned countries were the UK, Switzerland and the USA, followed by Norway, Austria and the Netherlands.
- 74.1 % of the exhibitors stated that they were able to establish international contacts.
- Outside of Germany, the European sales markets are for 62.2 % of the exhibitors of great importance, followed by America with 21.1 % and Asia with 14.1 %.
- 97.5 % rated the exhibitor structure positively with regard to internationality.
- 37.3 % planned the preparation of export activities after the fair.

NUMBER OF VISITORS

- 96.2 % of the exhibitors were satisfied with the number of visitors.
- 92.1 % of the exhibitors were satisfied with the number of visitors at their booth, and 97.5 % with the total number of visitors at E-world.

CONFERENCES

- The combination of trade fair and lecture program was considered positive by 89.9 %.
- The broad, varied conference program itself was satisfactory for 88.2 %.

EVALUATING THE RESULTS OF THE COMPANY'S PARTICIPATION

- 96.4 % of the companies gave a positive assessment of the results of their participation.
- 97.1 % expect very good to satisfactory post-fair business.
- 85.6 % of the exhibitors attach great importance to their participation in E-world energy & water 2024 compared to other sales-oriented measures.
- 21.0 % of the companies that want to participate again, plan to enlarge their booth next year.

KEY FIGURES FOR THE TRADE FAIR

AROUND
30.000
TRADE VISITORS

923
EXHIBITORS