# TRADE FAIR & CONFERENCE FEBRUARY 10 - 12, 2026 ESSEN | GERMANY





**ORGANIZED BY** 



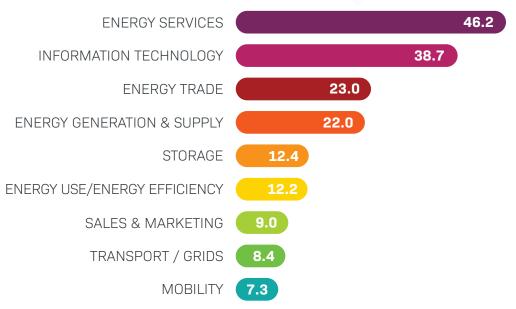


# **EXHIBITOR SURVEY 2025**

E-WORLD ENERGY & WATER 2026



## **EXHIBITORS' OFFERS**



<sup>\*</sup>Data in %, multiple answers possible

- 46.2% focused on energy services, and 23.0% highlighted energy trading as their main area of exhibition.
- 22.0% focused on energy generation and supply.
- 38.7% of exhibitors showcased information technology.
- Another 9.0% were in the marketing/sales sector, and 12.2% were in the area of energy consumption/energy efficiency.
- 12.4% represented the storage sector and 7.3% the mobility sector.
- 95.9% of companies presented new products or developments of existing products at the fair.

## REASONS FOR PARTICIPATION (multiple answers possible)

- 96.1% of exhibitors aimed to establish new contacts at the fair, while 90.8% wanted to maintain existing ones.
- 55.2% of exhibitors stated that securing orders was the goal of their participation.
- For 79.8%, business development was the primary focus.
- For 77.4%, the main goal was representation/brand image maintenance.
- 63.3% wanted to gain an overview of the industry.
- For 44.0%, targeted recruitment was the focus.

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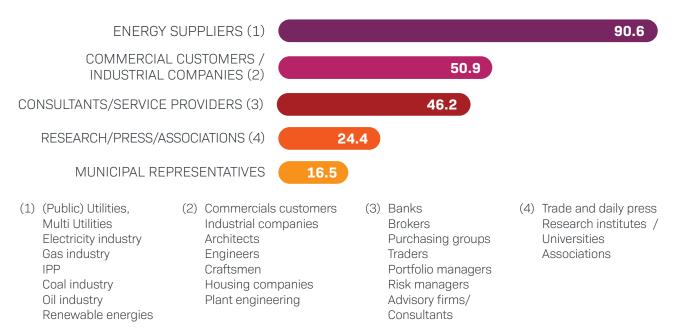
E-WORLD ENERGY & WATER 2026



#### TARGET GROUP

- 90.6% of exhibitors identified energy supply companies as their most important target group, 46.2% targeted consultants/service providers, 22.0% were particularly interested in traders, and 50.9% were focused on commercial customers and industrial companies.
- With 96.7%, nearly all exhibitors were able to reach their key target groups.

#### **EXHIBITOR CONTACTS TO VISITOR GROUPS IN 2025**



<sup>\*</sup>Data in %, multiple answers possible

#### INTERNATIONAL CHARACTER

- 28.5% of the surveyed exhibiting companies have their headquarters abroad.
- The most frequently mentioned countries were the United Kingdom, the USA, and Switzerland, followed by Austria, the Netherlands, and Denmark.
- 72.0% of exhibitors stated that they were able to establish international contacts.
- Outside of Germany, European markets are of great importance to more than 66.8% of exhibitors, followed by America with 21.8% and Asia with 16.9%.
- 95.9% rated the exhibitor structure in terms of internationality positively.
- 37.3% planned to prepare export activities after the fair.

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E-WORLD ENERGY & WATER 2026



## **NUMBER OF VISITORS**

- 95.4% of exhibitors were pleased with the quality of visitors.
- 89.4% of exhibitors were satisfied with the number of visitors at their booth, while 96.3% were happy with the overall visitor turnout at the trade fair.

## **PROGRAM AND SIDE EVENTS**

- 88.6% considered the combination of the fair and the lecture program to be positive.
- 87.5% were satisfied with the supporting program.

#### **EVALUATING THE RESULTS OF THE COMPANYS PARTICIPATION**

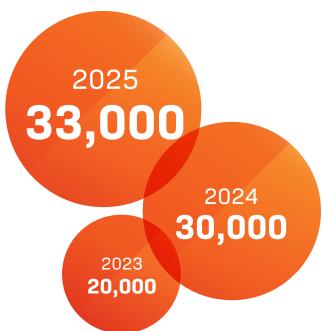
- 95.7% of companies gave a positive assessment of the outcome of their participation.
- 97.6% stated that they plan to participate in E-world energy & water in the future.
- 84.6% of exhibitors attach great importance to their participation in E-world energy & water 2025 compared to other sales-oriented activities.
- 21.5% of companies planning to participate again next year intend to expand their booth.

#### **KEY FIGURES FOR THE TRADE FAIR**

2023

820

# 2025 980 2033,



TRADE VISITORS

**EXHIBITORS**