

# E-WORLD 2025

THE PLACE TO BE IN ENERGY



**E-world**  
energy & water

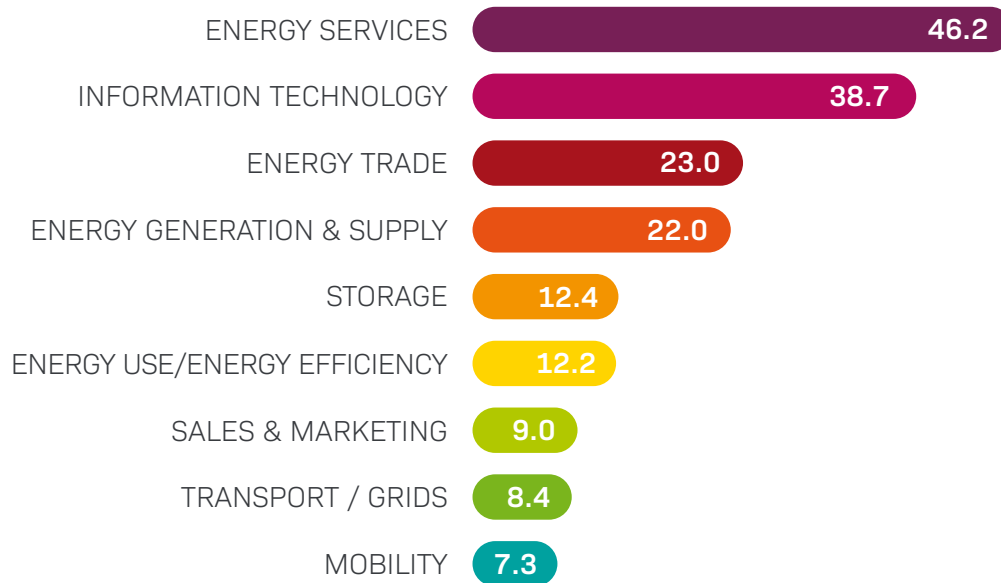
# EXHIBITOR SURVEY 2025

UNITE # CONNECT

# EXHIBITOR SURVEY 2025

E-WORLD ENERGY & WATER 2026

## EXHIBITORS' OFFERS



\*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.

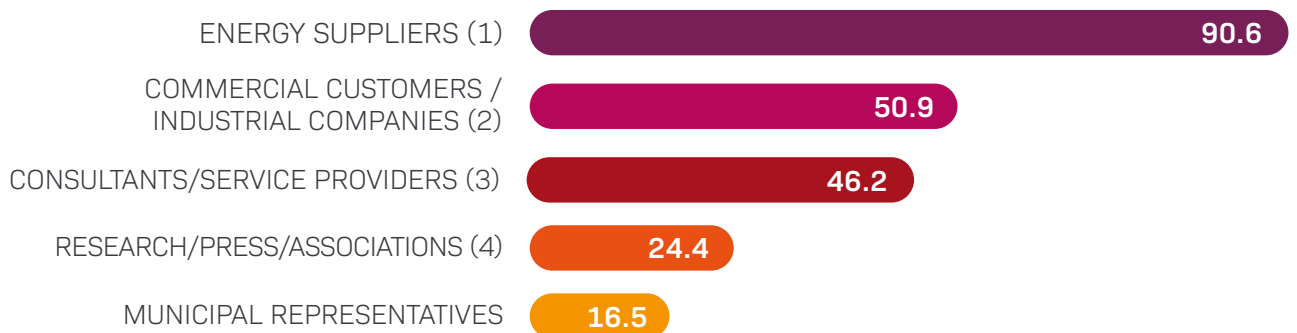
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E-WORLD ENERGY & WATER 2026

## 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



(1) (Public) Utilities,  
Multi Utilities  
Electricity industry  
Gas industry  
IPP  
Coal industry  
Oil industry  
Renewable energies

(2) Commercials customers  
Industrial companies  
Architects  
Engineers  
Craftsmen  
Housing companies  
Plant engineering

(3) Banks  
Brokers  
Purchasing groups  
Traders  
Portfolio managers  
Risk managers  
Advisory firms/  
Consultants

(4) Trade and daily press  
Research institutes /  
Universities  
Associations

\*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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## 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.

## KENNZAHLEN ZUR MESSE

### EXHIBITORS



### TRADE VISITORS

