

Fair profile

Exhibitors total	162
Exhibitors Germany	111
Exhibitors other countries	51
Number of countries	20

Net space total (sqm)	2,083
Net space Germany	1,561
Net space other countries	522



Visitor data from registry:

Visitors total	4,329
From Europe	92%
- Germany	69%
- Other Europe	23%
From Non-European countries	8%
- Asia	5%
- America	2%
- Africa	0,4%
- Australia/Oceania	0,3%
Number of countries	58

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Netherland	11%
Belgium	8%
United Kingdom	7%
France	7%
Switzerland	6%
China	6%
Italy	6%
Austria	5%
Canada	4%
Poland	3%

134 accredited journalists from 17 countries

The leading international trade fair
for energy storage

Düsseldorf • Germany
14. - 16. März 2017

www.energy-storage-online.de

*Preliminary data; subject to change
(GI-MF / April 2017)*

Quality and structure of trade visitors

Based on the results of 477 interviews with trade visitors during ENEGY STORAGE EUROPE 2017 conducted by means of the Computer-Interview-System

Area of responsibility*	
General management	24%
Research and development, design	26%
Sales, distribution	21%
Marketing, advertising, PR	3%
Manufacture, production, quality control	2%
Buying, procurement, purchasing	2%
Servicing/maintenance	1%
Finance, accounting, controlling	1%
Human Resources/personnel, administration	1%
Logistics: Material management, storage/warehouse, transport	1%
Information and communication technology	1%
Other	9%

Economic sector*	
Science, Research and Development	14%
Energy Storage Systems and Solutions Manufacturers	13%
Manufacturers of accessories and components	10%
Project planning	8%
Renewable Energy (EEG-plant operators/cooperatives)	6%
Energy consultancy	5%
Power plants	4%
Craftsmen, Installers, electricians	4%
Public/municipal utilities	3%
Authority, public body ministry	3%
Financial Institutes, Insurances	
Venture Capital, Private Equity	3%
Grid operators (electricity, heat, gas)	2%
Energy consumer	2%
Wholesaler Energy Storage	2%
Press / media	2%
Telecommunication Industry	1%
Other	10%

Interest in product ranges	
<i>(Several answers possible)</i>	
Storage Systems	63%
Electrical Energy Storage	53%
Electrochemical Energy Storage	42%
Chemical Energy Storage	
Power2Gas	27%
Thermal Energy Storage	21%
Research/education, publishing associations/organisations	21%
Sector binding/system transformation (Electricity, Mobility, Heat)	20%
Services	18%
Components and materials	14%
Mechanical Energy Storage	10%
Manufacturing engineering/ -technologies	9%
Standardisation and safety	9%

Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	31%
Contact to existing suppliers/ business partners	20%
Identifying new suppliers/ business partners	25%
Initiating purchase decisions	6%
Purchase/Order	2%

Decision-making powers	
Decisively	20%
Contributory	30%
In an advisory capacity	28%
No influence	22%

Occupational position	
Top-Management	34%
Middle-Management	25%
Low-Management	41%

New suppliers were found	
Yes	32%

Overall assessment	
Satisfied	89%

Recommendation	
Yes	87%

*Difference to 100% = Pupil, student, not employed (8%)



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