



BIOGAS Convention & Trade Fair

12.–14. Dezember 2017, Nürnberg

SHOW REPORT



Co organiser:



Organiser:



1. Structural data

(Figures for the previous event in Nuremberg 2017 in brackets)

| | Total | Germany | International |
|--|-----------------|---------------|---------------|
| Exhibitors | 227 (253) | 209 | 18 |
| Total exhibition space in m ² | 10.800 (12.500) | | |
| Exhibitor stand space in m ² | 5.210 (5.538) | 4.887 (5.112) | 323 (426) |
| Visitors* | 5.300 (5.308) | 4616* (4305*) | 684* (1003*) |

* determined by visitors survey

2. Media response

- 26 accredited journalists from trade press, daily press and PR agencies
- Releases in over 40 specialised publications, daily newspapers and online media
- New: video of the event on youtube, 3858 clicks (until February 2019)

3. BIOGAS Convention 2019 (conference part)

- 1.110 participants over three days
- 18 panel presentations
- 8 workshops with 40 presentations
- 1 excursion to selected biogas plants in the area of Nuremberg and Augsburg

4. Key topics of the BIOGAS Convention 2019

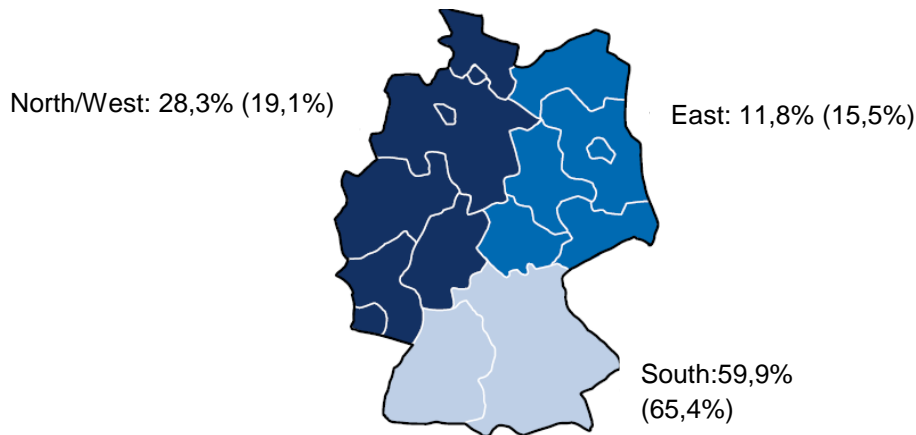
(English topics)

- Biomethane, Bio-LNG
- Alternative ways of biogas usage
- Best practice in Europe (Italy, France, Serbia)
- International biogas markets (Philippines, China, Argentina)
- Innovative approaches

5. Selected results of visitor survey

(Figures for the previous event in Nuremberg 2017 in brackets)

5.1 Origin of visitors in Germany



5.2 Internationality of visitors

The visitors of BIOGAS Convention & Trade Fair 2019 came from 23 (26) countries.

5.3 Position of visitors in company

| | | | | | |
|---|-----|-------|---|-------------|-------|
| Self-employed entrepreneur, co-owner, freelancer | 46% | (42%) | Other employee/official, skilled worker | 17% | (15%) |
| Managing director, board member, administrator | 9% | (10%) | Lecturer, teacher | 1% | (2%) |
| Area manager, operations manager, works manager, branch manager, office manager | 7% | (13%) | Student, pupil, apprentice | 6% | (5%) |
| Department head, group leader, team leader | 11% | (10%) | Other position | 3% | (3%) |
| | | | | 100% (100%) | |

5.4 Visitors according to industrial sectors

| | | | | | |
|---------------------------------|-----|-------|---|------|--------|
| Agriculture | 9% | (8%) | Institutions, organisations | 3% | (4%) |
| Plant manufacturers | 9% | (12%) | Chemistry | 3% | (1%) |
| Plant operators | 44% | (44%) | Local authorities, official agencies | 2% | (2%) |
| Component manufacturers | 6% | (4%) | Associations | 1% | (1%) |
| Advisors/consultants | 6% | (3%) | Other sectors | 8% | (9%) |
| Power supply companies | 2% | (3%) | | | |
| Trade | 4% | (5%) | | | |
| Planners in the biogas industry | 3% | (3%) | | | |
| | | | | 100% | (100%) |

5.5 Decision makers

90% (93%) of the visitors are involved in purchasing decisions in their company.
Within this group 77% (78%) of the visitors are decisive in purchasing decisions.

5.6 Main interest in following product segments

(Multiple answers, extract)

| | | |
|---|-----|-------|
| Manufacturers/suppliers of plant components | 50% | (50%) |
| Planners/manufacturers of biogas plants | 28% | (28%) |
| Information | 32% | (32%) |
| Services/consulting | 16% | (16%) |
| Agricultural technology/biomass logistics | 18% | (22%) |
| Substrat provision | 18% | (17%) |
| Digestate / waste fermentation | 28% | (24%) |

5.7 Visitors' satisfaction with exhibits

96% (96%) of the visitors were satisfied with the exhibits of BIOGAS Convention & Trade Fair 2019.

5.8 Main reason for visit

(Multiple answers, extract)

| | | | | | |
|---|-----|-------|---|-----|-------|
| Information about new products | 47% | (45%) | General market orientation | 32% | (27%) |
| Initiating business contacts | 28% | (27%) | Preparation for investment and purchasing decisions | 18% | (26%) |
| Further education/ extending knowledge | 35% | (33%) | Observation of competitors | 9% | (9%) |
| Maintaining business contacts | 41% | (34%) | Influence on product development | 12% | (10%) |
| Experience/exchanging information | 41% | (39%) | Conclusion of contract/purchase | 2% | (5%) |

5.9 Information an contact opportunities on the stands

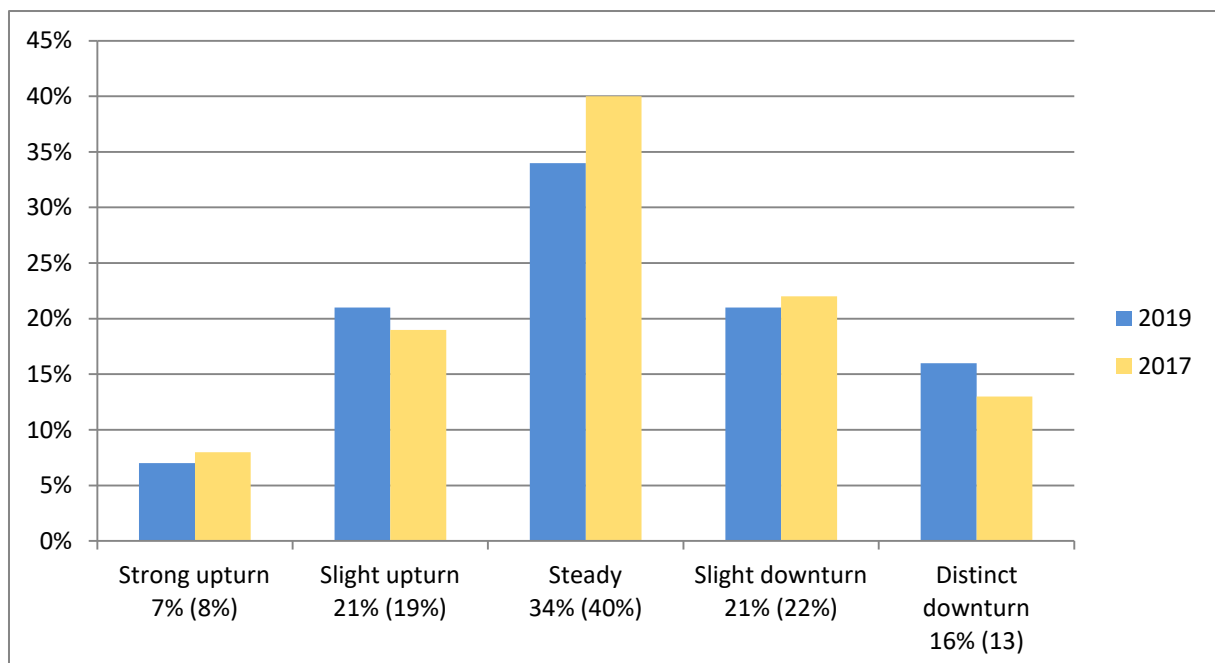
98% (98%) of the visitors were satisfied with the opportunities for obtaining information and establishing contact.

5.10 Rating of the programme of the BIOGAS Convention

Over 90% of the visitors were satisfied with the conference programme of BIOGAS Convention & Trade Fair 2019.

5.11 Opinion of the present economic situation

(At the time of exhibition in December 2019 vs. December 2017)



6. Selected results of exhibitor survey

(Figures for the previous event in Nuremberg 2017 in brackets)

6.1 Associated with following product segments*

(Multiple answers)

| | | | | | |
|---|-----|-------|--|-----|-------|
| Manufacturers/suppliers of plant components | 42% | (34%) | Transition to a flexible powergeneration | 13% | (18%) |
| Consultant* | 22% | (32%) | Cogeneration units | 15% | (17%) |
| Planners/manufacturers of biogas plants | 16% | (19%) | Small scale biogas plants | 7% | (11%) |
| Stirring and pump system | 18% | (19%) | Other | 32% | (29%) |

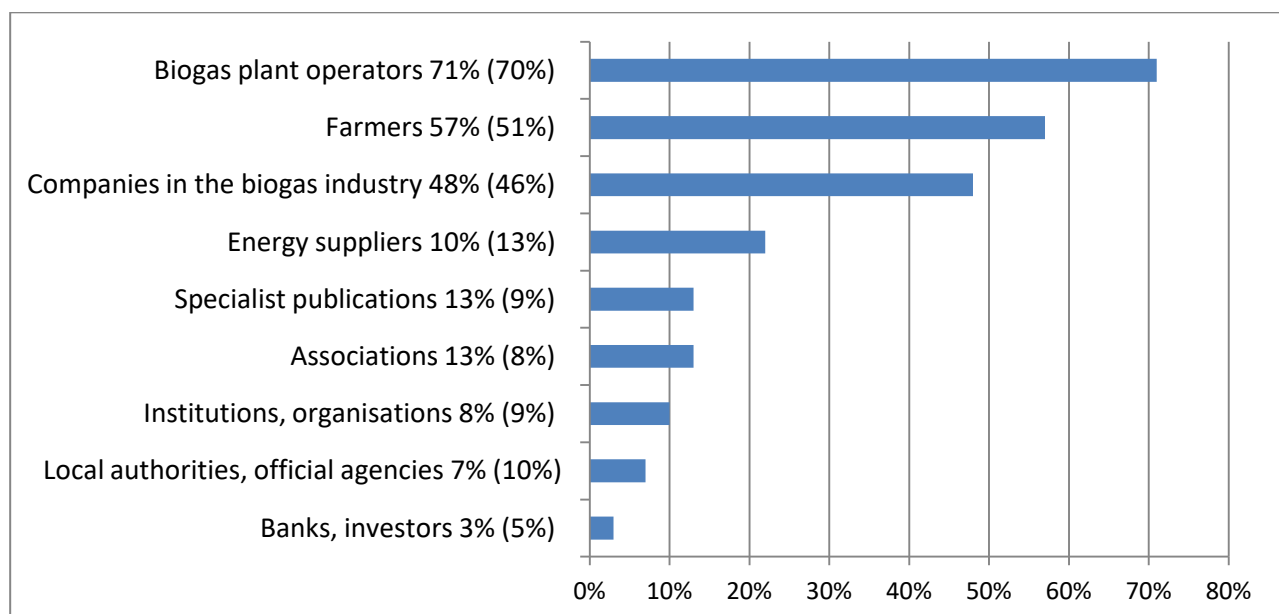
6.2 Aims of participation

(Multiple answers, extract)

| | | | | | |
|--------------------------------------|-----|-------|--|-----|-------|
| General information | 81% | (79%) | Information about new products | 58% | (62%) |
| Winning new customers | 79% | (82%) | Observation of competitors | 51% | (52%) |
| Cultivation of image/ representation | 78% | (79%) | Preparing direct transactions | 36% | (45%) |
| Cultivation of customer relations | 76% | (75%) | Direct conclusion of business transactions | 32% | (42%) |
| Exchange of experience | 64% | (69%) | Recruiting | 27% | (36%) |

6.3 The exhibitors received visitors from the following branches:

(Multiple answers, extract)



6.4 Target group accuracy

96% (96%) of the exhibitors were able to reach their most important target groups during BIOGAS Convention & Trade Fair 2019.

6.5 New business relations

89% (89%) of the exhibitors established new business relations.

6.6 Visitor quality

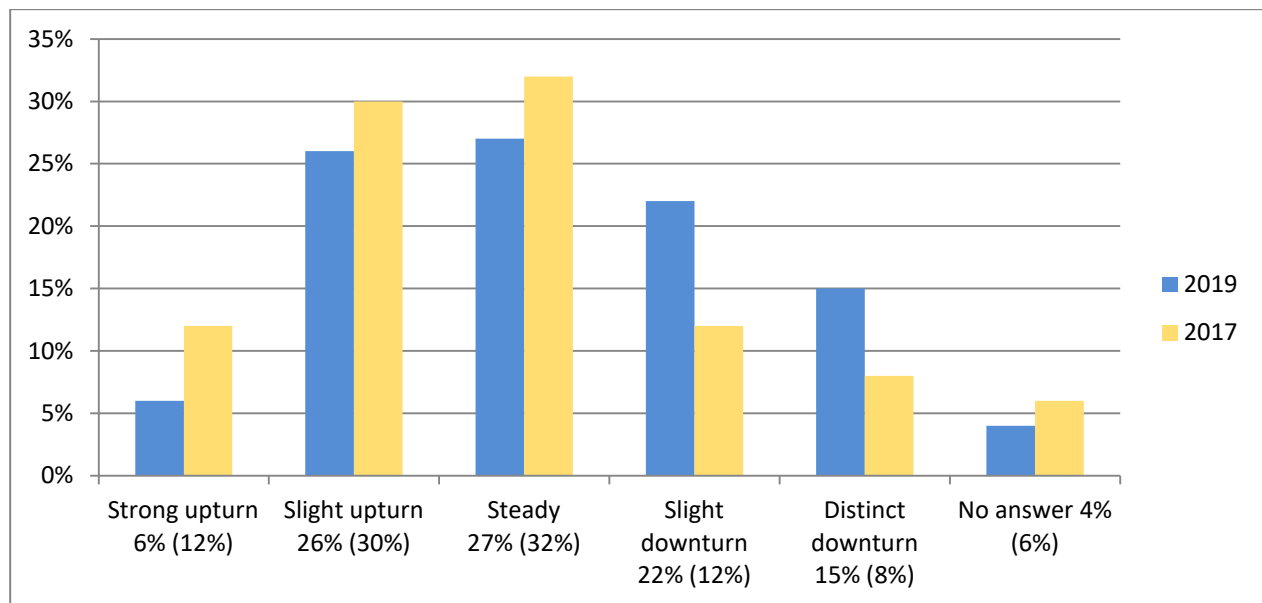
94% (97%) of the exhibitors were satisfied with the quality of the visitors to the stand.

6.7 Overall satisfaction

93% (87%) of the exhibitors were satisfied with their participation in BIOGAS Convention & Trade Fair 2019. 85% (80%) want to participate again in 2021.

6.8 Opinion of the present economic situation

(At the time of exhibition in December 2019 vs. December 2017)



7. Miscellaneous

The representative surveys were carried out by an independent market research institute. This show report is also available in German. Other detailed results of the survey can be obtained from the German Biogas Association: veranstaltung@biogas.org.

January 2020