



# BIOGAS Convention & Trade Fair

12.–14. Dezember 2017, Nürnberg

## SHOW REPORT



Co organiser:



Organiser:



## 1. Structural data

(Figures for the previous event in Bremen 2015 in brackets)

	Total	Germany	International
Exhibitors	253 (348)	227	26
Total exhibition space in m <sup>2</sup>	12.500 (13.500)		
Exhibitor stand space in m <sup>2</sup>	5.538 (6.243)	5.112 (5.609)	426 (634)
Visitors*	5.308 (6.283)	4305* (5297*)	1003* (986*)

\* determined by visitors survey

## 2. Media response

- 30 accredited journalists from trade press, daily press and PR agencies
- Reporting in over 40 specialised publications, daily newspapers and online media

## 3. BIOGAS Convention 2017 (conference part)

- 1.050 participants
- 34 panel presentations
- 9 workshops with 38 presentations
- 1 excursion to selected biogas plants in the area of Nuremberg

## 4. Key topics of the BIOGAS Convention 2017

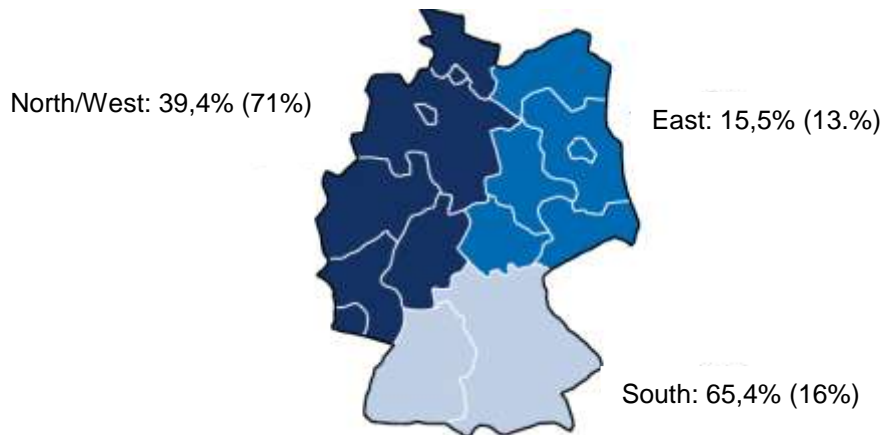
(English topics)

- Climate protection and finance
- Biomethane
- Safety
- Innovative approaches
- India's biogas market
- Current developments in the German market

## 5. Selected results of visitor survey

(Figures for the previous event in Bremen 2015 in brackets)

### 5.1 Origin of visitors in Germany



### 5.2 Internationality of visitors

The visitors of BIOGAS Convention & Trade Fair 2017 came from 26 (27) countries.

### 5.3 Position of visitors in company

Self-employed entrepreneur, co-owner, freelancer	42%	(33%)	Other employee/official, skilled worker	15%	(20%)
Managing director, board member, administrator	10%	(10%)	Lecturer, teacher	1%	(2%)
Area manager, operations manager, works manager, branch manager, office manager	13%	(8%)	Student, pupil, apprentice	5%	(7%)
Department head, group leader, team leader	10%	(16%)	Other position	3%	(4%)
				100% (100%)	

## 5.4 Visitors according to industrial sectors

Agriculture	8%	(20%)	Institutions, organisations	4%	(4%)
Plant manufacturers	12%	(13%)	Chemistry	1%	(3%)
Plant operators	44%	(12%)	Local authorities, official agencies	2%	(3%)
Component manufacturers	4%	(8%)	Associations	1%	(2%)
Advisors/consultants	3%	(7%)	Maintenance work/service	1%*	
Power supply companies	3%	(7%)	Other sectors	9%	(9%)
Trade	5%	(6%)			
Planners in the biogas industry	3%	(6%)			
				100% (100%)	

\* 2017 new query

## 5.5 Decision makers

93% (92%) of the visitors are involved in purchasing decisions in their company. Within this group 47% (35%) of the visitors are decisive in purchasing decisions.

## 5.6 Main interest in following product segments

(Multiple answers, extract)

Manufacturers/suppliers of plant components	52%	(52%)
Planners/manufacturers of biogas plants	28%	(38%)
Information	28%	(32%)
Services/consulting	16%	(21%)
Agricultural technology/biomass logistics	22%	(19%)
Substrat provision	17%	(13%)
Digestate / waste fermentation	24%*	

\*2017 new query

## 5.7 Visitors' satisfaction with exhibits

96% (97%) of the visitors were satisfied with the exhibits of BIOGAS Convention & Trade Fair 2017.

### 5.8 Main reason for visit

(Multiple answers, extract)

Information about new products	45%	(42%)	General market orientation	27%	(33%)
Initiating business contacts	27%	(37%)	Preparation for investment and purchasing decisions	26%	(17%)
Further education/ extending knowledge	33%	(36%)	Observation of competitors	9%	(13%)
Maintaining business contacts	34%	(36%)	Influence on product development	10%	(11%)
Experience/exchanging information	39%	(35%)	Conclusion of contract/purchase	5%	(8%)

### 5.9 Information an contact opportunities on the stands

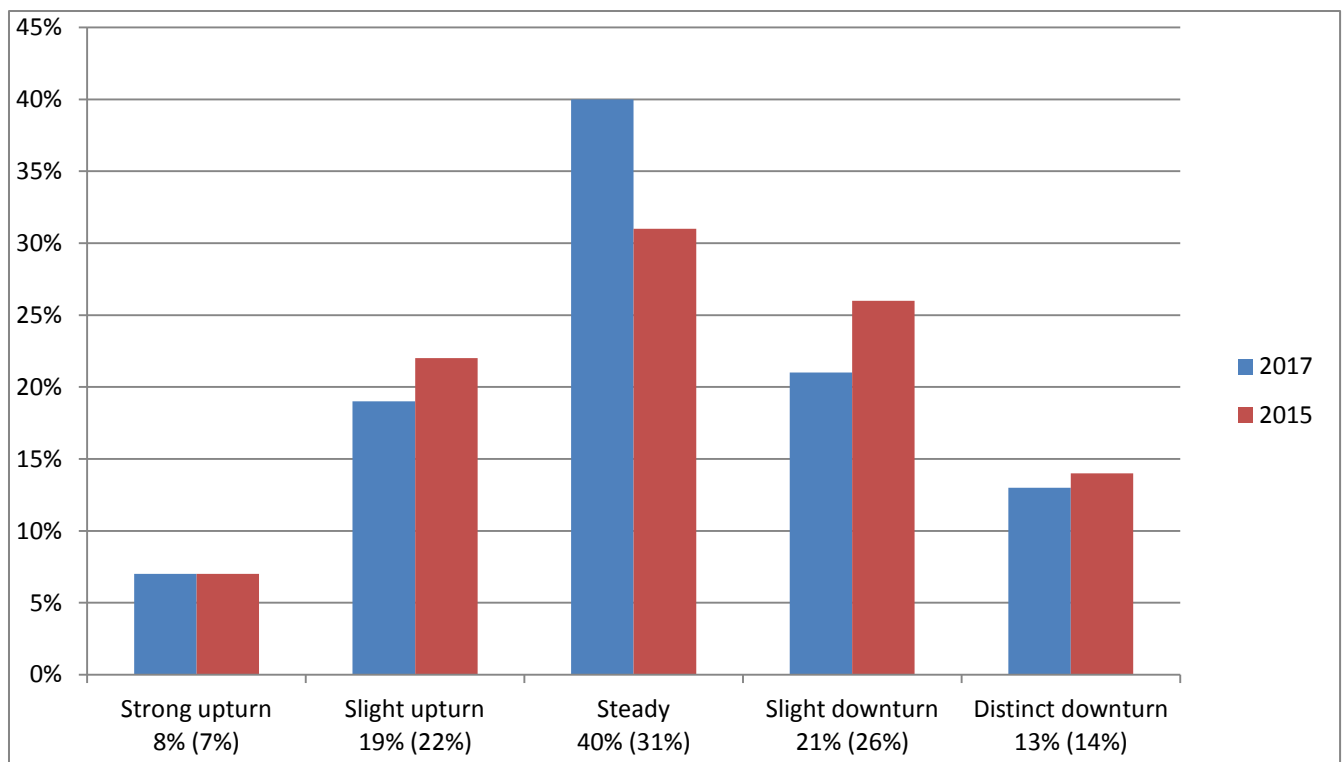
98% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contact.

### 5.10 Rating of the programme of the BIOGAS Convention

94% of the visitors were satisfied with the conference programme of BIOGAS Convention & Trade Fair 2017.

### 5.11 Opinion of the present economic situation

(At the time of exhibition in December 2017 vs. January 2015)



## 6. Selected results of exhibitor survey

(Figures for the previous event in Bremen 2015 in brackets)

### 6.1 Associated with following product segments\*

(Multiple answers)

Manufacturers/suppliers of plant components	34%	(51%)	Transition to a flexible powergeneration *	18%
Consultant*	32%		Cogeneration units *	17%
Planners/manufacturers of biogas plants	19%	(13%)	Small scale biogas plants *	11%
Stirring and pump system*	19%		Substrate provision	2%
			Other	29% (24%)

\* Update of the exhibition programme, therefore no comparison available

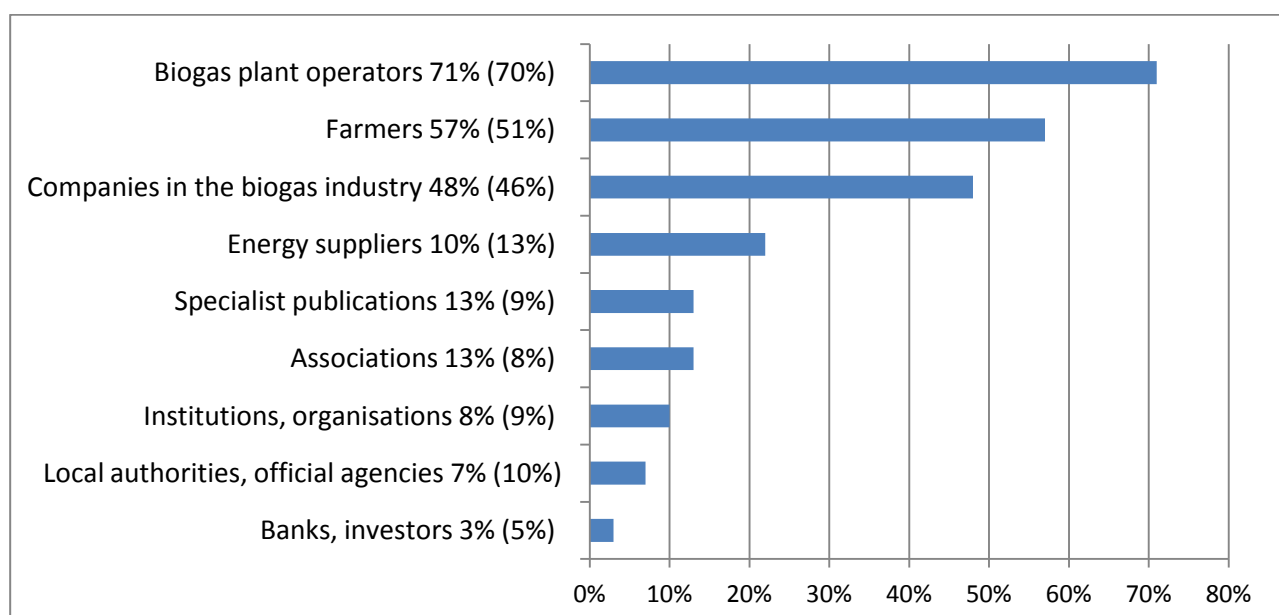
### 6.2 Aims of participation

(Multiple answers, extract)

General information	79%	(82%)	Information about new products	62%	(53%)
Winning new customers	82%	(79%)	Observation of competitors	52%	(52%)
Cultivation of image/ representation	79%	(79%)	Preparing direct transactions	45%	(37%)
Cultivation of customer relations	75%	(73%)	Direct conclusion of business transactions	42%	(34%)
Exchange of experience	69%	(62%)	Recruiting	36%	(23%)

### 6.3 The exhibitors received visitors from the following branches:

(Multiple answers, extract)



## 6.4 Target group accuracy

95% (96%) of the exhibitors were able to reach their most important target groups during BIOGAS Convention & Trade Fair 2017. Within this group, the number of exhibitors who have reached virtually all or most of their target groups rose to 74% (58%).

## 6.5 New business relations

89% (86%) of the exhibitors established new business relations.

## 6.6 Visitor quality

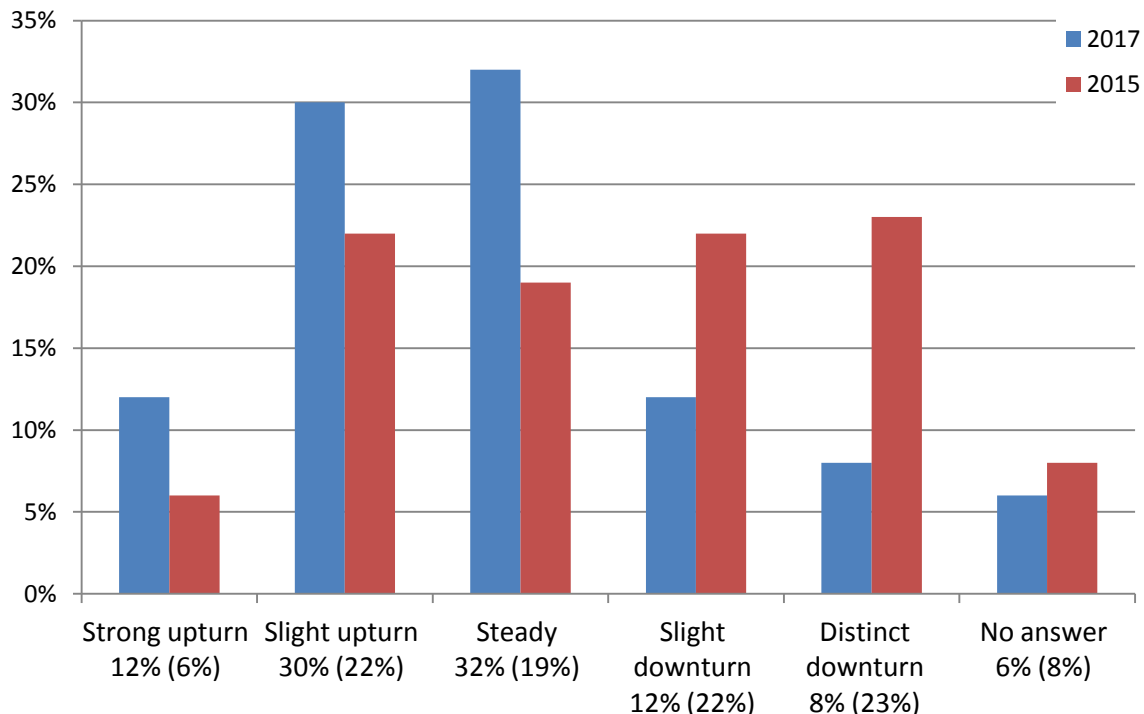
97% (96%) of the exhibitors were satisfied with the quality of the visitors to the stand. Within this group, the number of exhibitors who rated quality as "very good" or "good" rose to 64% (54%).

## 6.7 Overall satisfaction

87% (86%) of the exhibitors were satisfied with their participation in BIOGAS Convention & Trade Fair 2017. Within this group, the number of exhibitors whose satisfaction was very good or good rose to 43% (24%). 80% (71%) want to participate again in 2019.

## 6.8 Opinion of the present economic situation

(At the time of exhibition in December 2017 vs. January 2015)



## 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](mailto:veranstaltung@biogas.org).