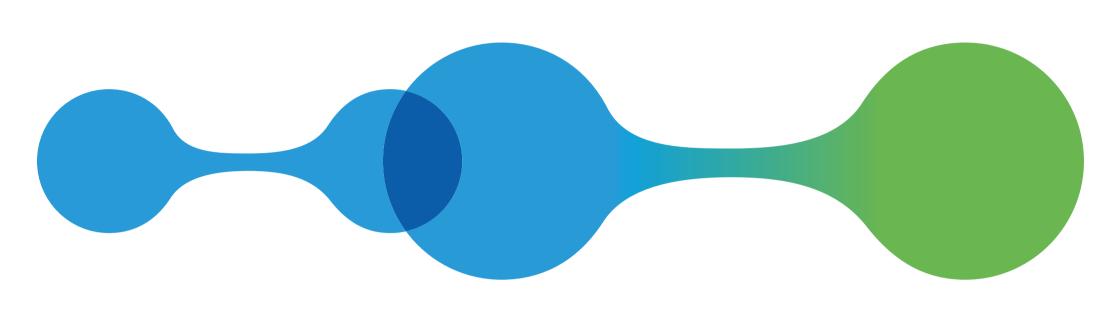
Show report 6-7.12.2023 Nuremberg, Germany



Bavarian Ministry of Economic Affairs, **Regional Development and Energy**





HYDROGEN UIALUGUE SUMMIT & EXPO



HYDROGEN DIALOGUE 2023 – Summit & Expo 1,295 visitors from 40 countries

Summit **Lectures** 58 Speaker

Structural data FKM-certified

907m² Exhibitor stand space 48 Exhibitors from 6 countries

EXPO

Origin of visitors 3 international visitors

Number of countries total: 40

690/0

visitors from

Germany

Tunisia Brazil 3 Hungary Austria Slovenia 6 Slovakia The Netherlands 8 Switzerland 9 Bulgaria Chile

Top 10 International

- Source: Visitor registration, FKM-certified

Visitor segments

Multiple responses/extract Source: Visitor registration, FKM-certified



15 %	Energy industry
6 %	Research and teach
5 %	Service provider/S
5 %	Mechanical and pla
5 %	Engineering and pl
4 %	Chemistry
4 %	Automotive indust
3 %	Association / autho
3 %	Electrical industry
3 %	Other industries
3 %	Ministries, public a
3 %	Management Cons
3 %	Transport / Logistic

hing, universities, colleges Service / Service company lant engineering lanning office

prity / institution

administration, authorities and offices sultancy / Consulting

Reasons for visiting

Multiple responses/extract Source: Visitor survey according to FKM guidelines

69	%
54	%
49	%
43	%
39	%
26	⁰⁄₀
24	%
20	%

Gain new knowledge Recognise trends Maintain contacts Detecting new technologies Initiation of co-operations Find products / services Find new customers Establishment of new business areas

Top marks from the visitors



were satisfied with their participation in HYDROGEN DIALOGUE -Summit & Expo

93 %

would also participate in the future

were satisfied with the selection of topics at the Summit



were satisfied with the quality of the lectures

93%

Source: Visitor survey according to FKM guidelines

Objectives of the exhibitors



Multiple responses/extract Source: Exhibitor survey according to FKM guidelines

81	%
72	%
68	%
68	%
49	%
38	%
34	%
13	%
4	%

Exchange of experiences Initiation of co-operations Customer care Informing about novelties Observation of competitors Recruitment

- Image cultivation / representation
- General information about our services
- Acquisition of new customers

Top mark from the exhibitors

reached their most important target groups during the HYDROGEN DIALOGUE – Summit & Expo 2023

Source: Exhibitor survey according to FKM guidelines



January 2024, NürnbergMesse GmbH Deviations from 100% possible due to rounding up The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines. The event analysis is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Business Analytics & Strategy, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.