The recent developments in renewable energies, in energy storage and in the interconnection of previously independent sectors create a powerful dynamic of progress and vision. Against the backdrop of the globally booming solar market, Intersolar Europe has once again established itself as the industry’s most important event. 1,354 exhibitors (+15%) and 48,993 visitors (+8%) across an exhibition space of 100,000 square meters (+16%) – The smarter E Europe and Intersolar Europe as a part of it were met with an overwhelmingly positive response from visitors and exhibitors alike. The trade exhibition was supplemented by the Intersolar Europe Conference which focused on global markets, technologies and financing for PV projects.

The smarter E: Four leading energy exhibitions under one umbrella
Not only is The smarter E the most important innovation hub for events and topics driving the new energy world, it is also the largest event for the energy industry in Europe. Under the motto “Creating the new energy world”, The smarter E Europe combined again the four exhibitions Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power to offer all exhibitors and visitors a unique platform for networking with the major players from the most influential global markets.

Media Response
581 international journalists from 30 countries as well as 9 television teams attended The smarter E Europe and the 14 press events, complementing the media offer. In total, around 10,000 reports were published globally across all forms of media, from daily newspapers and online media to radio and television.
Top Exhibitor Countries The smarter E Europe

- Germany: 492
- China: 398
- France: 53
- Italy: 47
- Spain: 38
- Austria: 37
- The Netherlands: 29
- Switzerland: 26
- USA: 23
- Belgium: 22
- Turkey: 20
- Norway: 19
- Taiwan: 18
- South Korea: 15
- Great Britain: 12
- India: 11

Top Visitor Countries The smarter E Europe

- Germany: 22,514
- Italy: 2,383
- Spain: 2,110
- France: 1,675
- Austria: 1,459
- Switzerland: 1,361
- The Netherlands: 1,345
- Great Britain: 1,148
- China: 1,142
- Poland: 909
- Turkey: 813
- Sweden: 629
- Belgium: 599
- Hungary: 569
- Ukraine: 562
- Czech Republic: 527
- Greece: 468
- Israel: 468
- Portugal: 455
- USA: 430

GROWTH OF THE SMARTER E EUROPE

Exhibitor Numbers 2017–2020

Exhibition Area (gross) 2017–2020

Visitor Numbers 2017–2020

The cumulative figures for the years up to 2017 are for the exhibitions Intersolar and ees Europe, from 2018 for The smarter E Europe.
894 exhibitors from 47 countries participated in Intersolar Europe 2019 and presented their products, services and solutions for photovoltaics, solar thermal technologies, solar power plants as well as grid infrastructure and solutions for the integration of renewable energy. The exhibition space of 63,000 sqm increased by around 15%. 33% of the exhibitors came from Germany, 67% from abroad.

### Top Exhibitor Countries Intersolar Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>284</td>
</tr>
<tr>
<td>China</td>
<td>269</td>
</tr>
<tr>
<td>Italy</td>
<td>38</td>
</tr>
<tr>
<td>France</td>
<td>35</td>
</tr>
<tr>
<td>Spain</td>
<td>34</td>
</tr>
<tr>
<td>Turkey</td>
<td>20</td>
</tr>
<tr>
<td>USA</td>
<td>20</td>
</tr>
<tr>
<td>Norway</td>
<td>19</td>
</tr>
<tr>
<td>Belgium</td>
<td>18</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>18</td>
</tr>
<tr>
<td>Austria</td>
<td>15</td>
</tr>
<tr>
<td>Switzerland</td>
<td>14</td>
</tr>
<tr>
<td>Taiwan</td>
<td>13</td>
</tr>
<tr>
<td>South Korea</td>
<td>12</td>
</tr>
</tbody>
</table>

### Achievement of the Top Exhibitor Objectives

- **Maintaining Existing Business Relations (Customer Care)**: 95%
- **Exchange of Experience**: 94%
- **Company/Product Presentation, Image Promotion**: 94%
- **Post-Show Business**: 92%
- **Observing the Competitors/Market Overview**: 92%

### Exhibitors’ Assessment of the Exhibition

- **Atmosphere at the Exhibition**: 96%
- **Internationality of Visitors**: 95%
- **Status/Role as the Industry’s Leading Exhibition**: 94%
- **Completeness and Scope of the Exhibition**: 94%
- **Quality of Visitors**: 93%

1 Assessment: “excellent/very good” and “good”. Multiple responses possible.
HIGH EXHIBITOR SATISFACTION CONFIRMS EXHIBITION SUCCESS

Taking part in Intersolar Europe is an absolute must for us each year. We attended once again in 2019 because it’s where the major players in the solar industry come together, and because only when our efforts are combined can we achieve a clean energy future.

Matthias Taft, Board Member responsible for Energy at BayWa AG

Overall Assessment
93% of the exhibitors rated Intersolar Europe from excellent to good.

Internality
67% of the exhibitors came from abroad.

Intention to Participate Again
86% of the exhibitors will very likely or possibly take part again in 2020.

Recommendation
79% of the exhibitors recommend Intersolar Europe very likely or possibly.
HIGH INTERSOLAR EUROPE VISITOR SATISFACTION

Also in 2019 an increase in the number of visitors has been recorded. 48,993 visitors from 162 countries came to Intersolar Europe and the parallel exhibitions of the innovation hub The smarter E Europe. 46% of the visitors came from Germany, 54% from abroad.

Delegations from 25 countries could be welcomed.

At Intersolar Europe you meet the decision makers: 78% of the visitors are involved in procurement decisions. Benefit from direct contacts: 53% of the visitors came to Intersolar Europe with the intention to make a purchase at the exhibition, 78% after the exhibition. 96% were industry professionals.

Visitors’ Assessment of the Exhibition¹

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atmosphere at the Exhibition</td>
<td>95%</td>
</tr>
<tr>
<td>Internationality of Exhibitors</td>
<td>94%</td>
</tr>
<tr>
<td>Presence of Market Leaders</td>
<td>94%</td>
</tr>
<tr>
<td>Leading Role of the Exhibition in the Industry</td>
<td>94%</td>
</tr>
<tr>
<td>Completeness &amp; Scope of the Product Range</td>
<td>92%</td>
</tr>
</tbody>
</table>

Achievement of the Top Visitor Objectives¹

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on Products/Systems/Applications</td>
<td>96%</td>
</tr>
<tr>
<td>Maintaining Existing Business Relations</td>
<td>94%</td>
</tr>
<tr>
<td>General Market Orientation</td>
<td>94%</td>
</tr>
<tr>
<td>Information on/Looking for Innovations/Trends</td>
<td>93%</td>
</tr>
<tr>
<td>Observing the Competition</td>
<td>91%</td>
</tr>
</tbody>
</table>

¹ Assessment “excellent/very good” and “good”. Multiple responses possible.
Great things are happening on the market, and that dynamism is reflected at the exhibition. Our members are reporting solid new deals, a great deal of confidence, and full order books. The message from Munich is unmistakable – the solar and storage industry are prepared for much more rapid expansion and ever-smarter solutions in the electricity, mobility and heating sectors for power plants of all sizes around the world.

Carsten Körnig, CEO of the German Solar Association (BSW-Solar)

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### Visitors’ Industry Affiliation

<table>
<thead>
<tr>
<th>Industry Affiliation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photovoltaics</td>
<td>61%</td>
</tr>
<tr>
<td>Electrical Energy Storage</td>
<td>9%</td>
</tr>
<tr>
<td>Smart Renewable Energy</td>
<td>4%</td>
</tr>
<tr>
<td>Energy Efficiency/Energy Management</td>
<td>4%</td>
</tr>
<tr>
<td>E-Mobility</td>
<td>4%</td>
</tr>
<tr>
<td>Renewable Heating</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Visitors’ Areas of Interest

<table>
<thead>
<tr>
<th>Area of Interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photovoltaics</td>
<td>89%</td>
</tr>
<tr>
<td>Grid Infrastructure and Solutions for the Integration of Renewable Energies</td>
<td>43%</td>
</tr>
<tr>
<td>PV Power Plants</td>
<td>38%</td>
</tr>
<tr>
<td>Solar Thermal Technologies</td>
<td>26%</td>
</tr>
</tbody>
</table>

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### Visitors’ Field of Activity

<table>
<thead>
<tr>
<th>Field of Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installer/Integrator</td>
<td>24%</td>
</tr>
<tr>
<td>Project Developer/Planner, EPC</td>
<td>22%</td>
</tr>
<tr>
<td>Manufacturer/Supplier</td>
<td>18%</td>
</tr>
<tr>
<td>Distributor/Wholesaler/Retailer</td>
<td>15%</td>
</tr>
<tr>
<td>Service Provider</td>
<td>13%</td>
</tr>
<tr>
<td>Energy Consultant/Planner</td>
<td>10%</td>
</tr>
<tr>
<td>Research Institute</td>
<td>5%</td>
</tr>
<tr>
<td>Utility Company/Grid Management Company</td>
<td>4%</td>
</tr>
<tr>
<td>Investment Company/Financial Consulting</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

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1 Multiple responses possible.
2 Other: Governmental Institution/Authority, Architecture Company/Building Integration, Real Estate Industry, Software Provider/ICT, Association/NGO
Conferences
The trade exhibitions were complemented by four conferences:
- Smart Renewable Systems Conference
- Intersolar Europe Conference
- ees Europe Conference
- Power2Drive Europe Conference

More than 2,000 attendees and speakers discussed at the conferences and many side events the aspects of a decentralized, digital and renewable energy supply.

<table>
<thead>
<tr>
<th>MORE THAN AN EXHIBITION</th>
</tr>
</thead>
</table>

237
Speakers

43
Sessions

2,007
Attendees

62
Countries
Intersolar AWARD and The smarter E AWARD 2019
The Intersolar AWARD is an indicator of the solar industry’s innovative power. For more than 10 years, it has been shining the spotlight on the most notable technical developments and the most forward-looking solar energy companies worldwide. Also in 2019, the coveted award once again paid tribute to the most innovative ideas and technologies in the photovoltaics sector. As an innovation prize of the new energy world, The smarter E AWARD honored in the category of Outstanding Projects already realized projects in the areas solar, storage, energy management and clean transportation. A central factor in the Smart Renewable Energy category is sector coupling and grid infrastructure for renewable energies. The winners 2019 and more information can be found at

www.intersolar-award.com and www.TheSmarterE-award.com

Market Information
Intersolar TV
Experience more about the diverse topics and highlights of Intersolar Europe 2019 at www.intersolar.de → News & Press → News → Webinars & Videos.

Expert Interviews
Industry insiders and experts discuss about interesting topics of the new energy world. The expert interviews can be found at www.intersolar.de → News & Press → News → Expert Interviews.

Webinar
Information about the webinar "New Market Perspectives for large-scale PV Installations in Germany” can be found at www.intersolar.de → News & Press → News → webinars.

Studies
Global Market Outlook

Solarize Africa Market Report
METHODOLOGY AND DATA SOURCES

The post show report for Intersolar Europe 2019 is based on an exhibitor survey, a representative visitor survey as well as the registration data of the exhibitors, visitors and conference attendees. Both the exhibitor and visitor surveys were conducted by the organizers in cooperation with GMM Gelszus Messemarktfororschung GmbH. Visitor ratings were taken from surveys of people who visited only, or primarily, Intersolar Europe. Rounding differences are possible. All of the exhibitor and visitor numbers quoted have been independently verified and certified. Further information can be found at www.fkm.de.
BE PART OF

THE SMARTER E EUROPE
→ www.TheSmarterE.de

INTERSOLAR EUROPE
→ www.intersolar.de

EES EUROPE
→ www.ees-europe.com

POWER2DRIVE EUROPE
→ www.PowerToDrive.de

EM-POWER
→ www.EM-Power.eu

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