



28 – 30 October 2008
Tampere, Finland

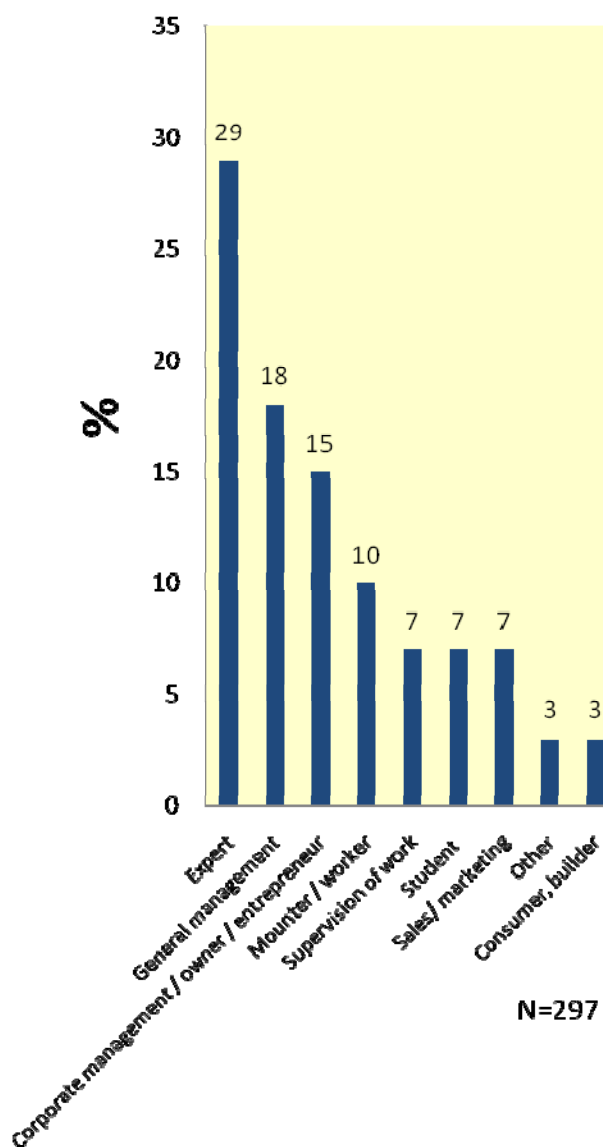
SURVEY SUMMARY

| | |
|--------------------|------|
| VISITORS | 6552 |
| EXHIBITORS | 261 |
| EXHIBITION SQUARES | 5697 |

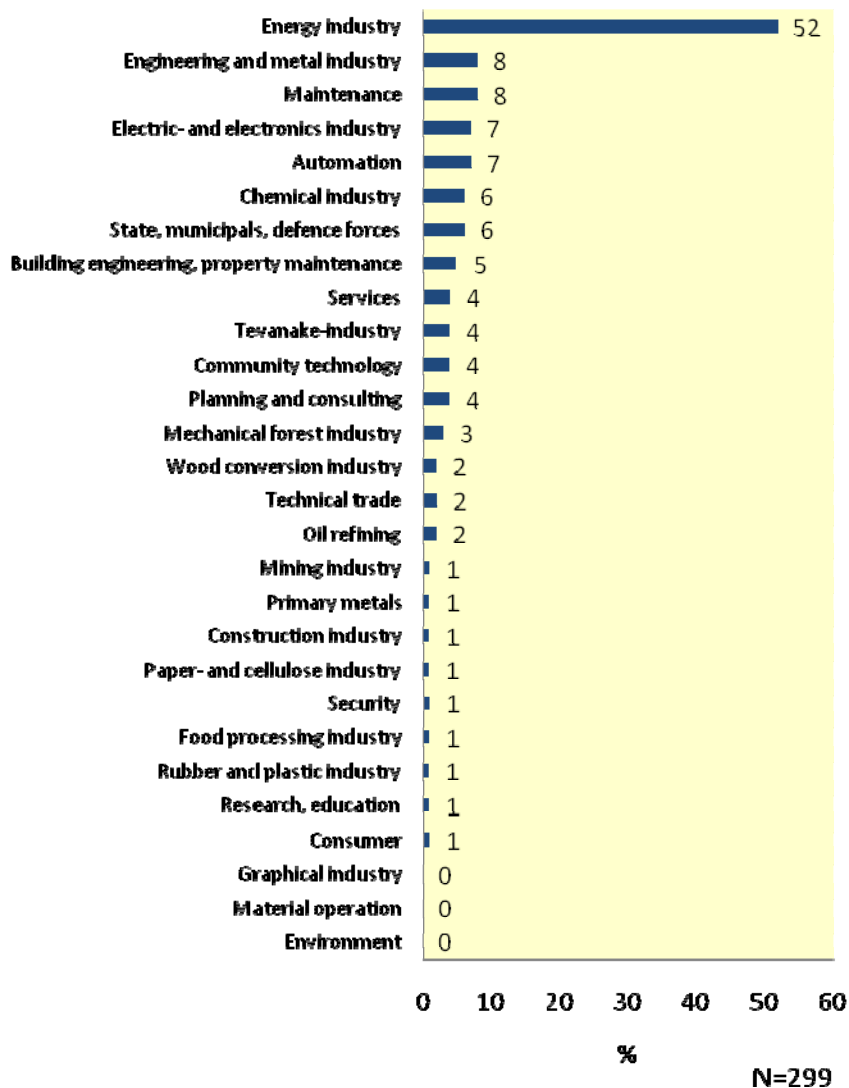
Energia 08 – Energy Fair was organized in Tampere Exhibition and Sports Centre between 28. - 30. October 2008. The fair was organized by Expomark Oy in cooperation with Energy Forum of Finland and Finnish Maintenance Society Promaint ry. The event included also high-standard Energy Day 2008, Energy Congress and other seminars. This entirety of events was called EnergiaForum 2008.

VISITOR SURVEY

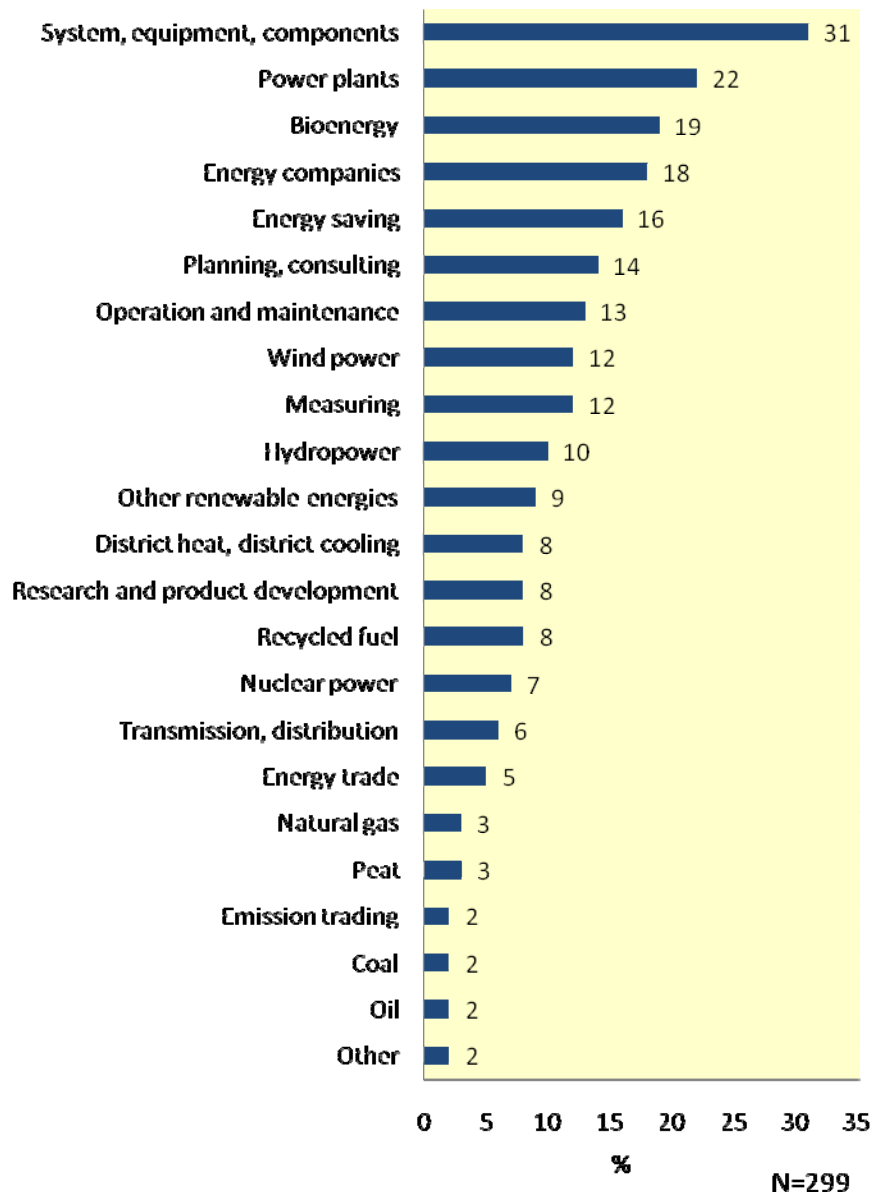
Position in company



Company's / organization's field



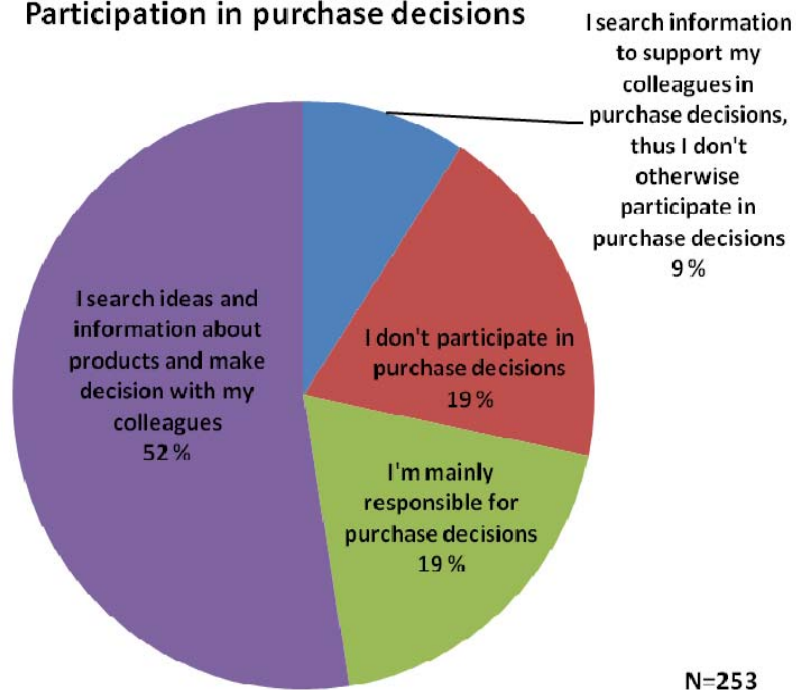
Most interesting product groups



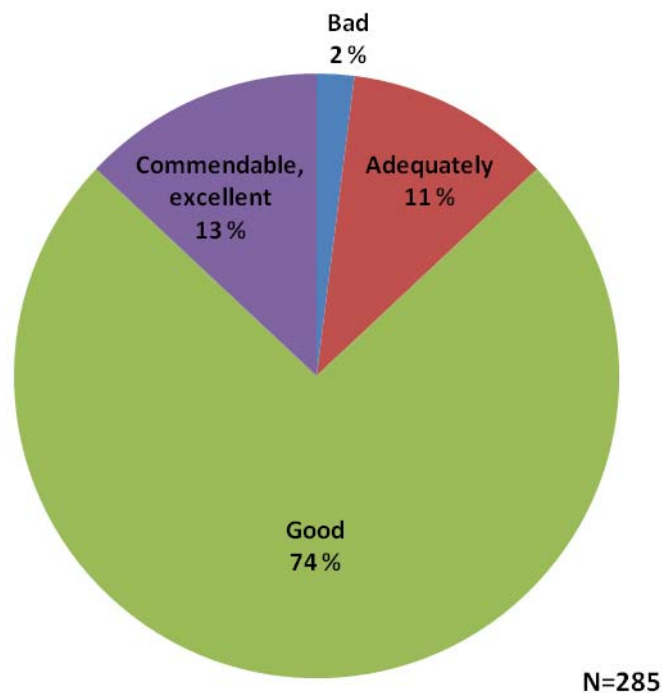
About a third of the visitors (31 %) thought that the most interesting product group was systems, equipments and components. Other interesting product groups were power plants (22 %), bioenergy (19%), energy companies (18 %), energy saving (16 %), planning/consulting (14 %), operation and maintenance (13 %), wind power (12 %) and measuring (12 %). 23 % of the interviewed visitors took part in seminars and/or exhibitor infos.

Majority of the visitors are responsible or take part in purchasing decisions (80 %), of these as many as 19 % of them make purchasing decisions independently. Visitors think that the fair succeeded overall very well (grade 8,1). 97 % of the visitors answered that the fair responded to their expectations.

Participation in purchase decisions



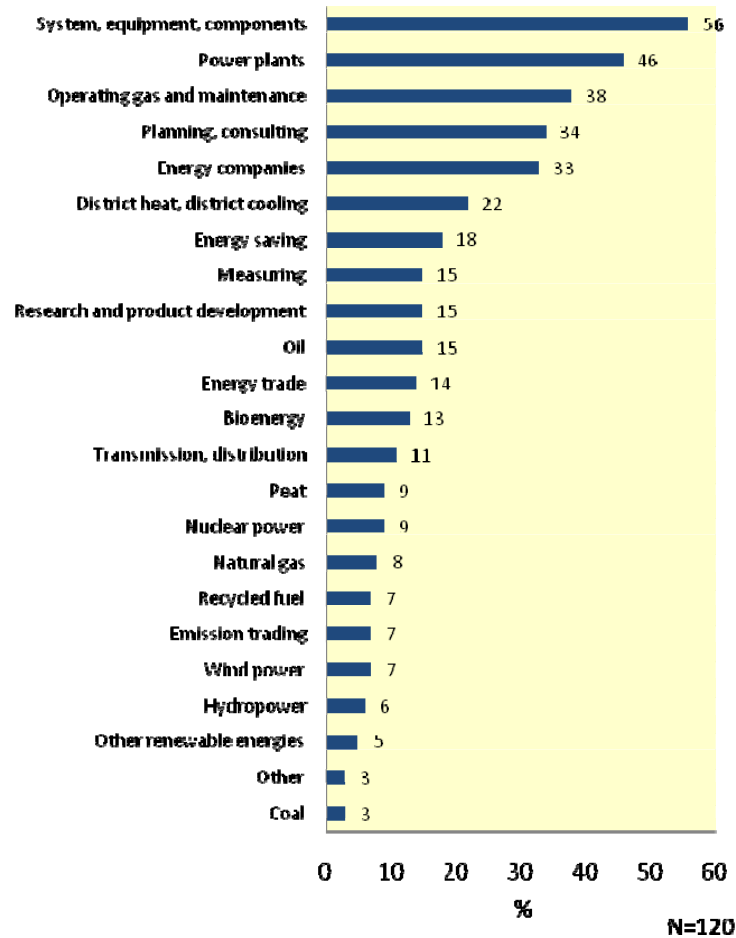
Fair responded to expectations



EXHIBITOR SURVEY

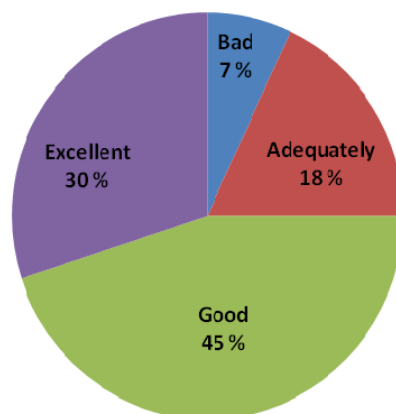
Most of the companies that were interviewed in exhibitor research operate in energy business. Exhibitors mentioned offering products and services for the following branches: business systems, equipments, components (56 %), power plants (41 %), operating gas and maintenance (38 %), planning/consulting (34 %), energy companies (33 %), district heat/district cooling (22 %) and energy saving (18 %).

Subgroups of energy business



Exhibitors think that fair succeeded very well (grade 8.0). 89 % of the exhibitors rate that the amount of visitors responded to expectations at least adequately and 93 % rate that the amount of visitors responded to quality expectation at least adequately. Entirety, the fair responded to expectation by 93 % of the exhibitors.

Fair responded to expectations



N=120