



EVENT DESCRIPTION

Title of the event: So-Pro stand at Hanover fair

Date & location: 4 – 8 April 2011, Hanover / Germany

Organiser: O.Oe. Energiesparverband

Summary

In the framework of the Solar Process Heat dissemination activities a stand at the Hanover fair (a world leading exhibition for industrial technology) was organised and staffed by the project partners. The five days trade fair offered the opportunity to present the Solar Process Heat project to a wide range of professional visitors and to start up with contacts, disseminate and discuss project results to industrial decision makers on site.

Objective & results

The aim of the participation at the Hanover fair was to be able to pro-actively promote solar process heat, the project and its results to the relevant target groups of professionals and industrial decision makers.

The Hanover fair is known as a leading exhibition of industrial technologies including several flagship trade fairs like "Energy" – the leading trade show for energy technologies and energy functions including renewable forms of energy, smart grids, power supply, distribution, storage etc. In 2011, the fair attracted more than 228,000 visitors from 90 countries.

The So-Pro stand was situated within the area of the "Energy fair", in Hall 13. The stand was designed in the So-Pro layout and equipped with brochure racks, an information desk and a communication table. During the whole period (4 – 8 April 2011) the stand was staffed by at least 2 or 3 persons of the So-Pro partners.

The trade show offered an ideal opportunity to get in direct contact with almost 200 trade professionals. Lively individual discussions on advantages, disadvantages, opportunities and barriers of using solar heat for industrial processes emerged from these individual contacts. Main topics discussed at the stand were relevant technology use, realised pilot projects and possibilities of business contacts in the participating partner regions.

Furthermore, numerous trade fair visitors were attracted by the headlines of the stand and stopped their passing by, to get relevant information folders or simply to read the information panels at the stand. Project leaflets, checklists and planning guidelines were very much in demand.

Conclusions & lessons learnt

The participation in the trade show was a success. It was possible to generate almost 200 direct contacts which could lead to further activities.

The trade fair visitors were mainly industrial or institutional professionals. Several special issues of technologies and processes were discussed in depth.

Not all professional visitors were willing to leave their names or business cards. They just wanted to get information and preferred receiving relevant contact data to build up the contact when needed.

ANNEX

The following documents are included in the annex:

- pictures

Pictures

