

# MAXIMISING VESSEL PERFORMANCE

**EUROPORT**

exhibition for  
maritime technology



**FACTS &  
FIGURES  
2017**

[www.europort.nl](http://www.europort.nl)

# EUROPORT 2017 IN REVIEW

Slowly but surely, the maritime industry seems to be getting back on the right track. This gradually returning sense of optimism and confidence was reflected in the positive vibe at Europort 2017, one of the world's leading maritime events.

Particularly upbeat assessments were made about progress in areas such as environmental performance, data collection and utilisation, as well as recruitment practises and training. Meeting such ongoing challenges, as well as improving commercial performance, requires the expertise, cooperation and leadership qualities which Europort exemplifies.

By making the New Environmental Age, Big Data and the Human Factor its primary themes, Europort 2017 once more demonstrated its special talent for striking the right chord with shipping's leading thinkers. The facts and figures speak for themselves.

Almost 27,000 visitors attended the 2017 event, many from overseas. Europort hosted 1,100 exhibitors from over 40 countries, including 14 different national pavilions, within 10 exhibition halls which benefited greatly from a new design layout that offered greater transparency and ease of access.

Preparations are well underway for the forthcoming edition of Europort, which will be held in Rotterdam 5-8 November 2019. The next edition will once again be at the cutting edge, addressing the issues that most concern the maritime mindset. We look forward to welcoming you there.

## KEY FIGURES AT A GLANCE

- **10** exhibition halls covering **45,000** m<sup>2</sup> of exhibition space
- **1,100** exhibitors from 40 countries
- **14** country pavilions
- **26,733** visitors from 93 countries
- **40** different side-events with conferences, masterclasses and networking meetings



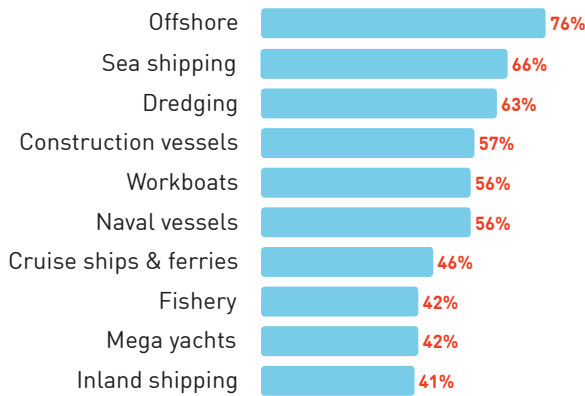


# EXHIBITORS

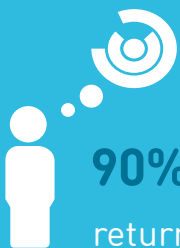
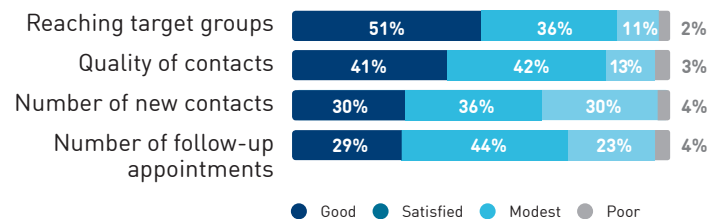


**92%** of exhibitors gave a satisfying rating in an overall assessment of the event. In fact, 64% gave a rating between good and excellent

## Exhibitors by type of market activity



## How exhibitors reached their goals



**90%** of exhibitors are considering returning in 2019

**73%** of exhibitors indicate that a return is either certain or most likely





# VISITORS



**95%** of visitors indicated that they would either certainly attend Europort 2019 or consider doing so

## Products and services by visitors' interest



**95%** of visitors expressed the view that Europort is essential for the maritime industry



**72%** of visitors are involved in the purchasing process

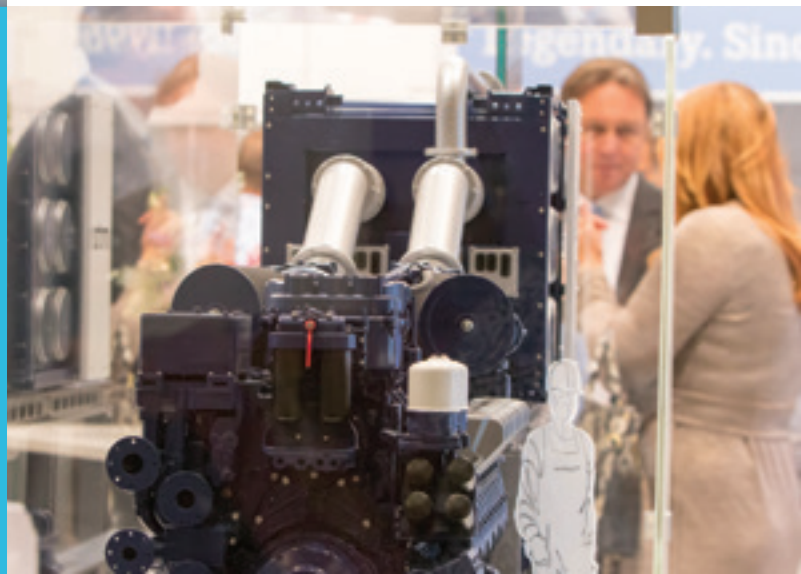
## Decision making authority



- Final decision maker
- Co-decision maker
- Advisor
- Not involved



**84%** of visitors gave a rating between good and excellent in an overall assessment of the event. 98% of visitors gave a satisfying rating



## Visitors by type of business

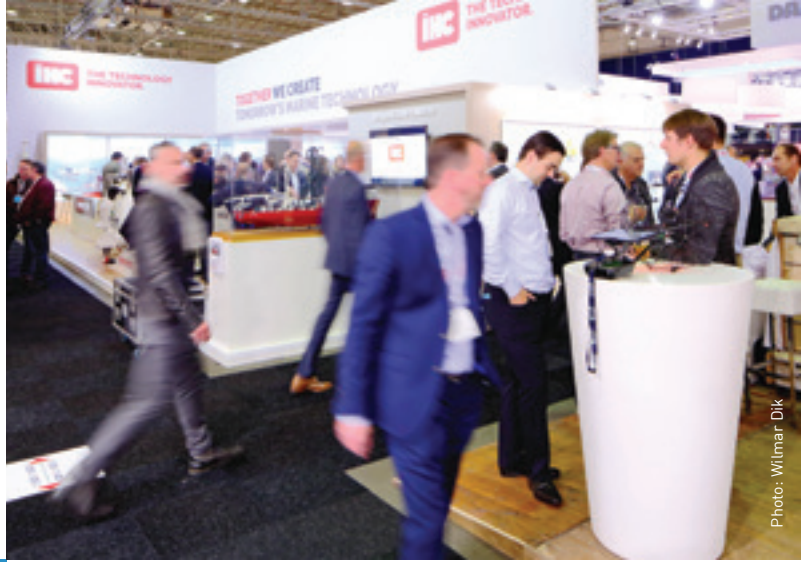
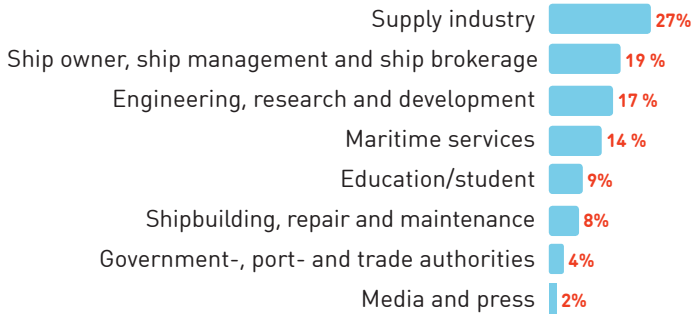


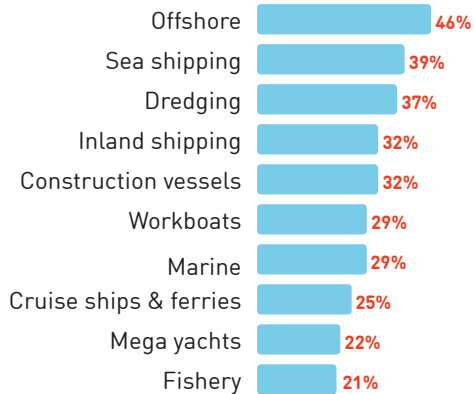
Photo: Wilmar Dik



## Visitor motivations for attendance



## Visitors by type of market activity



# BUSINESS RESULTS

- During Europort, visitors established no fewer than **267,330** business contacts and **112,279** new business contacts
- **95%** of visitors rated the business contacts made as being from satisfactory to excellent
- **60%** of visitors expect to do business with new contacts

# RESERVE YOUR SPACE FOR THE NEXT EUROPORT 5-8 NOVEMBER 2019

## Rotterdam Ahoy nv

Ahoyweg 10  
3084 BA Rotterdam  
The Netherlands

P. O. Box 5106  
3008 AC Rotterdam  
The Netherlands

T +31 (0)10 293 32 50  
E [info@europort.nl](mailto:info@europort.nl)  
I [www.europort.nl](http://www.europort.nl)

For contact details of all international representatives,  
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