K-Alliance

Messe Düsseldorf's global plastics and rubber portfolio under new umbrella brand

Messe Düsseldorf accompanies exhibitors worldwide – with its own events and strategic alliances

The plastics and rubber industry is dynamic, highly innovative and a key player when it comes to the circular economy, climate protection and digitalisation. In October 2025 over 3,200 exhibitors from throughout the world will present the world's most comprehensive ranges of forward-looking manufacturing, processing and finishing technologies at its No. 1 trade fair, K in Düsseldorf. At the latest K three years ago, the production units presented in live operation by machine manufacturers, raw material producers and processors at the Düsseldorf exhibition halls thrilled just under 178,000 trade visitors from 167 nations.

In addition to its leading trade fair serving as the innovation hub for the entire sector every three years, global players in the plastics and rubber industry require appropriate platforms for direct market entry in growth regions. So far Messe Düsseldorf had pooled its activities under the service brand Global Gate, which will now become the K-Alliance.

"The previous name especially emphasised Messe Düsseldorf's function as a door opener for entering promising sales markets," says Thomas Franken, Director of K who goes on to explain: "The designation K-Alliance now places a clearer focus on the strong partnerships and alliances that our constantly growing, worldwide network of trade fairs related to plastics and rubber stands for."

K-Alliance stands for the international strategy of Messe Düsseldorf, for our performance promise and customer-focused service. In the international exhibition business, it is key to create professional communication platforms for global players. Here, Messe Düsseldorf's portfolio ensures ideal offerings – both with K in Düsseldorf and around the globe. Our own events and strategic alliances with leading trade fairs

The World's No. 1 Trade Fair
for Plastics and Rubber
8-15 OCTOBER 2025
Düsseldorf, Germany
k-online.com

Messe Düsseldorf

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Mitgliedschaften der
Messe Düsseldorf:

ufi The global Association of the Exhibition Industry

AUMA Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft

FKM – Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center/Verwaltung

for the plastics and rubber industry provide the sector with tailor-made opportunities.

At present, the K-Alliance comprises eleven trade fairs throughout the world. This year will still see Pack Print Plas Philippines being held from 18 to 20 September, and Plastics & Rubber Indonesia, from 19 to 22 November. Plastindia, Plastics & Rubber Vietnam, Chinaplas, plast alger (Algeria), Colombiaplast (Colombia), Plastics & Rubber Thailand and Central Asia Plast World (Kazakhstan) in 2026 as well as Arabplast (United Arab Emirates) will be held in 2027 again. The latest member of the K-Alliance is Saudi Plastics & Petrochem, which will be held from 12 to 15 April 2026 concurrently with Saudi Print & Pack in Riyadh (Saudi Arabia).

For details on the K-Alliance and its individual trade fairs go to:
www.k-alliance.global

For information on K 2025 in Düsseldorf go to: *www.k-online.com*.

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