

Start-up Zone and Start-up Pitch TOWARDS ZERO at K 2025

Innovative minds present pioneering ideas for the plastics and rubber industry

After its successful debut at the previous K the Start-up Zone will also form an integral part of the trade fair again in 2025 – this time located in the direct proximity of the Science Campus. Celebrating a premiere will be the Start-up Pitch as part of the Special Plastics Shape the Future.

Start-up Zone

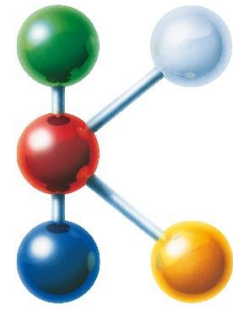
By organising the Start-up Zone K in Düsseldorf, the world-leading trade fair for the plastics and rubber industry, intends to once again offer young companies a dedicated stage from 8 to 15 October 2025. After all, it is especially start-up companies that play a decisive role for the plastics and rubber industry since they introduce innovations and fresh ideas into an industry increasingly faced with such challenges as sustainability, efficiency and digitalisation. Especially start-ups are characterised by great pioneering spirit, risk affinity and high flexibility.

At K 2025 the Start-up Zone will be situated in Hall 7.0 and, hence, in the immediate vicinity of the Science Campus. At the Science Campus universities (of applied sciences) and institutes will present the latest results of their plastics research. Both K Specials ideally complement each other. The immediate vicinity of the Start-up Zone and Science Campus will make Hall 7.0 a unique science and innovation hub.

Young companies still have the chance to register for the Start-up Zone thereby leveraging the opportunity of presenting their developments at the world's most relevant industry trade fair and making valuable international business contacts. A special participation package has been prepared for them minimising the obstacles and organisational expenses associated with participating in such a large trade fair.

Participation criteria:

- The company is younger than 10 years
- It employs less than 100 employees
- Annual sales do not exceed € 10 million



The World's No. 1 Trade Fair
for Plastics and Rubber

8-15 OCTOBER 2025

Düsseldorf, Germany

k-online.com



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Mitgliedschaften der
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 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

The registration form can be downloaded at: www.k-online.com/StartupZone

The contact person for the Start-up Zone is Katharina Kolissnyk, Kolissnyk@messe-duesseldorf.de .

Startup-Pitch Towards Zero

In line with the Start-up Zone the official Special Plastics Shape the Future, organised by Plastics Europe, will also offer the newcomers in the industry a dedicated forum at K for the first time – the Startup-Pitch Towards Zero. Here, start-ups whose innovations and technologies, solutions or new business models for a circular economy with plastics, for the decarbonisation of the plastics industry or the reduction of so-called Scope-3 emissions, are given the opportunity to showcase their pioneering technology projects and network with partners worldwide.

The Startup-Pitch Towards Zero will take place at K 2025 on Monday, 13 October, as part of the Special Plastics Shape the Future in Hall 6 of the Düsseldorf Exhibition Centre. The deadline for applications is 1 March 2025: [TOWARDS ZERO - Startup Pitch at K 2025](#).

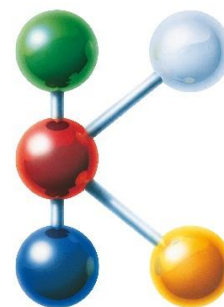
About K in Düsseldorf:

In 1952 K was held by Messe Düsseldorf for the first time and is held in a 3-year cycle. The latest K in 2022 registered 3,020 exhibitors from 63 countries on over 177,000 m² net exhibition space and 177,486 trade visitors, 71% of these from abroad. For more information go to www.k-online.com.

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