

K 2019 - Fair Profile



Exhibitors total	3,330
Exhibitors Germany	971
Exhibitors other countries	2,359
Number of countries	63

Net space total (sqm)	177,059
Net space Germany	66,538
Net space other countries	110,521

Visitor data from registry:

Visitors total	224,116
Visitors Germany	27%
Visitors other countries	73%
Number of countries	169

Basis: all foreign visitors

- Europe	57%
- Asia	25%
- America	13%
- Africa	4%
- Australia / Oceania	1%

Visitor data from registry:

TOP 10 visitor countries

Basis: all foreign visitors

Italy	7%
Netherlands	6%
India	5%
Turkey	5%
China, People`s Republic	4%
France	4%
United States of America	4%
Belgium	4%
Spain	3%
Japan	3%

International Trade Fair - No. 1
for Plastics and Rubber

Dusseldorf • Germany
16th - 23th of October 2019

www.k-online.com

(G1-MF/November 2019)

Quality and structure of trade visitors

Based on the results of 3,330 interviews with trade visitors during K 2019 conducted by means of the Computer-Interview-System

Occupational position*	
Top-Management	48%
Middle-Management	20%
Low-Management	24%

Interest in product ranges

(Several answers possible)

Machinery and equipment for the plastics/rubber industries	64%
Raw materials, auxiliaries	53%
Semi-finished products, technical parts/reinforced plastics	28%
Services, research and science for the plastics and rubber industry	27%
Other	9%

Reasons for visit

(Several answers possible)

New developments/trends	42%
Contact with existing suppliers/business partners	19%
Identifying new suppliers/business partners	25%
Initiating purchase decisions	4%
Purchase/Order	8%

Industrial sector*	
Industry, manufacturer	66%
- Packaging	13%
- Mechanical engineering/plant engineering	10%
- Chemicals industry	9%
- Vehicle const./aviation/aerosp.	5%
- Building/construction industry	4%
- Rubber manufacturing/rubber processing	4%
- Electr. engineering, electronics	2%
- Medical technology/Precision mechanics/Optical technology	2%
- Other industry, manufacturer	17%
Services	9%
Trade	8%
Craft / skilled trade	1%
University/college of higher education/technical college/research institute	3%
Other	5%

Decision making powers*

Decisive	27%
Contributory (jointly decisive)	27%
Advisory function (consultative)	22%
Not involved	16%

Area of responsibility*	
Business/company/plant management	24%
Research and development, design	24%
Manufacture, production, quality control	14%
Sales, distribution	10%
Buying, procurement	6%
(Industry) Design	3%
Maintenance, repairs	3%
Marketing, advertising, PR	2%
Other	6%

New suppliers were found

Yes	45%
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Overall assessment

Satisfied	97%
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Recommendation

Yes	97%
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*Difference to 100% = Pupil, student, not gainfully employed (8%)



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