### K 2022 - Fair Profile

#### Exhibitors total
- Exibitors Germany: 868
- Exibitors other countries: 2,152
- Number of countries: 59
- Net space total (sqm): 177,516
  - Net space Germany: 66,154
  - Net space other countries: 111,362

#### Visitor data from registry:
- Visitors total: 177,486
  - Visitors Germany: 29%
  - Visitors other countries: 71%
  - Number of countries: 169
  - Basis: all foreign visitors
  - Europe: 70%
  - Asia: 14%
  - America: 11%
  - Africa: 4%
  - Australia / Oceania: 1%

#### Visitor data from registry: TOP 10 visitor countries
- Netherlands: 7%
- Italy: 6%
- Turkey: 6%
- France: 5%
- USA: 4%
- Belgium: 4%
- India: 4%
- Brasil: 4%
- Polen: 4%
- Spain: 3%

#### Preliminary data: subject to change

(VG-VE-MF/November 2022)

### Quality and structure of trade visitors

Based on the results of a total of 3,277 interviews including 3,201 interviews with trade visitors (97%) during K 2022 conducted as CASI (Computer Assisted Self Interview)

#### Decision making powers*
- Decisive: 26%
- Contributory (jointly decisive): 27%
- Advisory function (consultative): 22%
- Not involved: 17%

#### Occupational position*
- Top-Management: 47%
- Middle-Management: 20%
- Low-Management: 25%

#### Area of responsibility*
- Business/company/plant management: 22%
- Research and development, design: 22%
- Manufacture, production, quality control: 20%
- Sales, distribution: 10%
- Buying, procurement: 6%
- Maintenance, repairs: 2%
- Marketing, advertising, PR: 2%
- (Industry) Design: 1%
- Other: 7%

#### Reason for visit
- (Several answers possible)
- Searching for new suppliers: 55%
- See new developments/trends: 32%
- Visit specific exhibitors: 31%
- Contact with existing suppliers/business partners: 25%
- Networking: 22%
- Preparation/implementation of purchase decisions: 8%

#### Industrial sector*
- Industry, manufacturer: 67%
- Packaging: 14%
- Mechanical engineering/plant engineering: 12%
- Chemicals industry: 8%
- Vehicle const./aviation/aerosp.: 7%
- Building/construction industry: 4%
- Rubber manufacturing/rubber processing: 2%
- Electr. engineering, electronics: 2%
- Medical technology/Precision mechanics/Optical technology: 2%
- Other industry, manufacturer: 16%
- Services: 10%
- Trade: 7%
- Craft / skilled trade: 2%
- University/college of higher education/technical college/research institut: 2%
- Other: 4%

#### Interest in product ranges
- (Several answers possible)
- Machinery and equipment for the plastics/rubber industries: 67%
- Raw materials, auxiliaries: 56%
- Semi-finished products, technical parts/reinforced plastics: 29%
- Services, research and science for the plastics and rubber industry: 30%
- Other: 8%

#### Interest in material basis
- (Several answers possible)
- Thermoplast: 46%
- Recycled plastics: 44%
- Bioplastics: 30%
- Additives: 27%
- Elastomers: 21%
- Polyurethane: 18%
- Composites: 17%
- Duroplast: 6%
- Lacquer/varnish raw materials: 5%
- Caoutchouc: 5%

#### The most important issues
- (Several answers possible)
- Sustainability in production: 39%
- Recycling management (product sustainability): 35%
- Increasing economic efficiency: 34%
- Energy/resource efficiency in production: 33%
- Expansion of the range of products/services: 26%
- Digitalisation/Plastics Industry 4.0: 22%
- Attracting young professionals to the company: 16%

#### New suppliers were found
- Yes: 46%

#### Overall assessment
- Satisfied: 98%

#### Recommendation
- Yes: 98%