

## K 2022 - Fair Profile

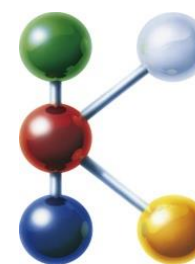
<b>Exhibitors total</b>	<b>3,020</b>	<b>Net space total (sqm)</b>	<b>177,516</b>
Exhibitors Germany	868	Net space Germany	66,154
Exhibitors other countries	2,152	Net space other countries	111,362
<b>Number of countries</b>	<b>59</b>		

Visitor data from registry:

<b>Visitors total</b>	<b>177,486</b>
Visitors Germany	29%
Visitors other countries	71%
<b>Number of countries</b>	<b>167</b>
<i>Basis: all foreign visitors</i>	
- Europe	70%
- Asia	14%
- America	11%
- Africa	4%
- Australia / Oceania	1%

Visitor data from registry:

<b>TOP 10 visitor countries</b>	
<i>Basis: all foreign visitors</i>	
Netherlands	7%
Italy	6%
Turkey	6%
France	5%
USA	4%
Belgium	4%
India	4%
Brasil	4%
Polen	4%
Spain	3%



International Trade Fair - No. 1  
for Plastics and Rubber

Düsseldorf • Germany  
19th - 26th of October 2022

[www.k-online.com](http://www.k-online.com)

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)

<b>Decision making powers*</b>	
Decisive	26%
Contributory (jointly decisive)	27%
Advisory function (consultative)	22%
Not involved	17%

<b>Occupational position*</b>	
Top-Management	47%
Middle-Management	20%
Low-Management	25%

<b>Area of responsibility*</b>	
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%

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
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%

<b>Industrial sector*</b>	
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%

<b>The most important issues</b>	
<i>(Several answers possible)</i>	
Sustainability in production	39%
Recycling management (product sustainability)	35%
Increasing economic efficiency in production	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%

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
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%

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

<b>New suppliers were found</b>	
Yes	46%

<b>Overall assessment</b>	
Satisfied	98%

<b>Recommendation</b>	
Yes	98%

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



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