Exhibitors total: 3,020
Net space total (sqm): 177,516

Exhibitors Germany: 868
Net space Germany: 66,154

Exhibitors other countries: 2,152
Net space other countries: 111,362

Number of countries: 59

Visitor data from registry:
Visitors total: 177,486

TOP 10 visitor countries:
- Visitors Germany: 29%
- Visitors other countries: 71%

Basis: all foreign visitors
- Netherlands: 7%
- Italy: 6%
- Turkey: 6%
- France: 5%
- USA: 4%
- Belgium: 4%
- India: 4%
- Brasil: 4%
- Polen: 4%
- Spain: 3%

Number of countries: 167

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%

Reasons 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%
- Chemicals industry: 8%
- Vehicle const./aviation/aerosp.: 7%
- Building/construction industry: 4%
- Rubber manufacturing/rubber processing: 2%
- Elect. 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%

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%

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%

New suppliers were found
Yes: 46%

Overall assessment
Satisfied: 98%

Recommendation
Yes: 98%