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

POST SHOW REPORT

2016

k-online.com
Satisfaction of the exhibitors were very satisfied/satisfied with K 2016.

93% of exhibitors recommend participating in K.

98% of K 2016 exhibitors achieved the goals of their participation in the fair.

90% of all exhibitors rated their business success at K 2016 as very good to satisfactory.

95% of exhibitors awarded K 2016 top marks in terms of visitor quality.

Top marks from K 2016 exhibitors:
- Total exhibitors: 3,293
  - International: 2,253
  - Germany: 1,040
- Net exhibition space: 173,025 sqm
  - International: 105,977
  - Germany: 67,048

Main visitor interest:
- Machinery and equipment for the plastics and rubber industry: 67%
- Raw materials, auxiliaries: 47%
- Semi-finished products, technical parts and reinforced plastics: 27%
- Services for the plastics and rubber industry: 20%

82% of trade fair visitors are directly involved in purchasing decisions.

Top marks from K 2016 visitors:
- Satisfaction of visitors were very satisfied/satisfied with K 2016: 97%
- Highest innovation density of visitors testified that K has the world’s highest innovation density: 97%
- Trade fair goals of K 2016 visitors achieved the goals of their visit to the fair: 97%
- Presence of market leaders of K visitors were very satisfied/satisfied with the presence of market leaders: 96%
- Completeness of product ranges on offer of visitors were very satisfied/satisfied with the comprehensiveness: 97%

Top marks from K 2016 visitors:
- Visitors: 232,053
  - International: 164,758
  - Germany: 67,295

Visitor structure:
- Number of countries: 161
- Origin:
  - Germany: 29%
  - International: 71%
  - Europe: 58%
  - Asia: 25%
  - America: 12%
  - Africa: 4%
  - Australia/Oceania: 1%

Industrial sector:
- Industry, manufacturer: 69%
- Packaging: 19%
- Mechanical engineering/plant engineering: 19%
- Chemicals: 12%
- Automotive/aviation/aerospace: 8%
- Rubber production/caoutchouc processing: 5%
- Building/construction: 5%
- Electr. engineering/electronics: 4%
- Medical and optical technologies/precision mechanics: 3%
- Other industries: 25%
- Trade: 8%
- Services: 7%
- Skilled crafts: 3%
- University/College of higher education/Technical College: 2%

FURTHER INFORMATION: www.k-online.com
“I have never seen such a vast number of decisive customers willing to buy at a trade fair before! The number and magnitude of deals, some of which were concluded here spontaneously, as well as the many concrete enquiries about new projects by far exceed our expectations! It was clear from day one that customers wanted to not only find out about new technologies but also purchase them. There is strong investment in all our customer industries and in all regions of the world.”

Ulrich Reifenhäuser
Chairman of the Exhibitors’ Committee

“The sheer number of experts visiting K 2016 impressively confirms the appeal and importance of the trade fair – since this number is once again clearly higher than at the previous event in 2013. However, what is more important is that the breakdown of trade visitors was of an exceedingly high standard. We are seeing a consistently good level of demand from Germany and an exceptional rise in interest from abroad, especially overseas. It is known the world over that K in Düsseldorf is THE innovation platform for the entire sector. A visit here is simply indispensable for everyone wanting to stay ahead of the competition.”

Werner M. Dornscheidt
President and CEO of Messe Düsseldorf

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

2019
16-23 October
Düsseldorf
Germany

SAVE THE DATE