



interplastica 2016

19th International Trade Fair
Plastics and Rubber
26 – 29 January 2016
Moscow, Russia

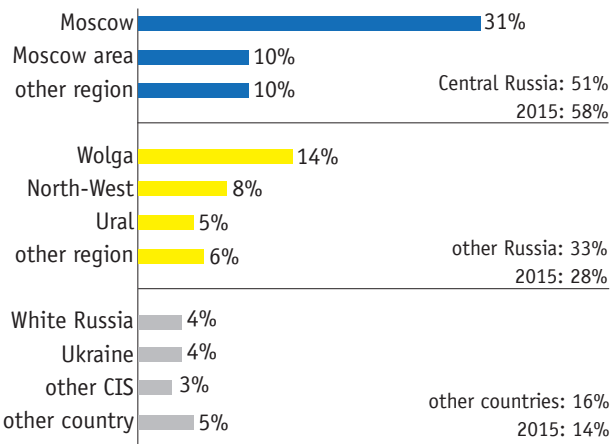
Visitor Structure

Total number of visitors* 20,900

*UPAKOVKA/UPAK ITALIA and interplastica

52% of the visitors are from the top management

Area of Origin



Visitors from CIS and abroad

63 countries

Visitors from around 63 countries, besides Russia, such as Armenia, Belarus, China, Iran, Kazakhstan, Turkmenistan and Uzbekistan, enriched interplastica 2016

Area of responsibility

several answers possible

Manufacture, production, quality control	27%
Business/company/plant management	21%
Research and development, design	13%
Sales, distribution	12%
Purchasing, procurement	11%
Marketing, advertising, PR	3%
Other area	13%

70% of the visitors have influence on purchasing decisions

Reasons to attend

several answers possible

Identifying new suppliers	34%
Business partners	33%
New developments/trends	31%
Contact with existing suppliers	25%
Industry meeting/networking	20%
Presence of particular exhibitors	17%
Initiating purchase decisions	16%
Particular products presented at the exhibition	16%
Purchase/order	12%
International character of the event	12%

97% of the visitors would recommend visiting interplastica to colleagues

Interest in product ranges

several answers possible

Raw materials and auxiliaries	66%
Machinery and equipment for the plastics and rubber industry	62%
Services for the plastics and rubber industry	23%
Semi-finished products, technical parts and reinforced plastics	20%

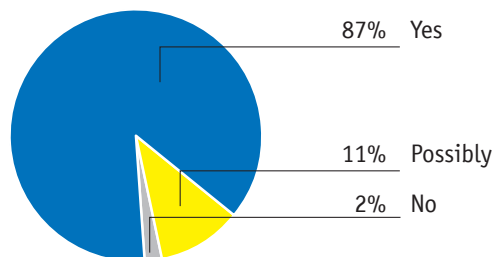
Satisfaction regarding

several answers possible

Presence of market leaders	97%
Completeness of the product range	94%

97% of the visitors are highly satisfied with every aspect of the fair

Will you visit this trade fair in the future?



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www.interplastica.de

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Exhibitor Structure

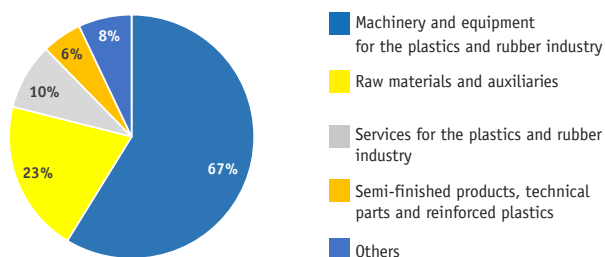
Total number of exhibitors	616
Germany	143
China	104
Italy	71
Russia	176
Other countries	122

Total net space of exhibitors	11,500 m ²
Germany	2,600 m ²
China	1,160 m ²
Italy	950 m ²
Russia	4,302 m ²
Other countries	2,488 m ²

Exhibitors and their origin	35
Austria, Bangladesh, Belarus, Belgium, Canada, China, Czech Republic, Finland, France, Germany, Hong Kong, Hungary, India, Iran, Israel, Italy, Netherlands, Poland, Portugal, Russia, Serbia, Singapore, Slovenia, South Korea, Spain, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, USA, UAE, Vietnam	

National pavilions
Austria, China, France, Germany, Italy, Iran

Product range of exhibitors several answers possible



89% of the exhibitors are satisfied with their participation

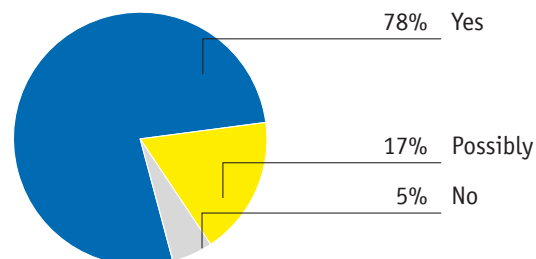
81% of the exhibitors expect high follow-up business

Overall assessment of interplastica <small>several answers possible</small>	
Raw materials and auxiliaries	91%
Services for the plastics and rubber industry	90%
Semi-finished products, technical parts and reinforced plastics	83%
Machinery and equipment for the plastics and rubber industry	80%

Satisfaction with reaching of the objective <small>several answers possible</small>	
Information about products	91%
Presenting new products, new developments	89%
Cultivating of existing business contacts	89%
Obtaining an overall impression of the market situation	88%
Representation, PR, presentation of image	88%
Exchanging experience	87%
Acquiring new customers	73%
Preparing conclusions of sale	69%

Satisfaction of reaching the visitor target group <small>several answers possible</small>	
Raw material producer	87%
Electrical engineering, electronics	86%
Manufacturer of plastics and rubber products	84%
Construction/building industry	80%
Chemical industry	79%
Transport, packaging, logistics	79%
Consumer goods industry	77%
Machinery and plant manufacturing	70%
Medical systems/technology	66%
Vehicle construction industry	63%

Will you participate in the next trade fair?



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