



20th International Trade Fair
Plastics and Rubber

24 – 27 January 2017
Moscow, Russia

www.interplastica.de
www.interplastica.ru

interplastica

your
gateway
to Russia

Venue:



Messe
Düsseldorf



welcome to interplastica 2017

the leading
trade fair
for plastics
and rubber
in Russia and
the Eastern
European region!

Advanced technology for the manufacturing of plastic and rubber goods is highly valued by Russian companies and there is a strong interest in high-quality and innovative machinery, systems, and materials.

In its 20th edition, **interplastica** again offers you the best opportunity to present your latest products and solutions, cultivate existing business contacts within the Russian market and establish new ones.

high importance

20,900 trade visitors from Russia and neighbouring countries attended the last **interplastica** and **upakovka** in 2016 to meet up with **828** exhibitors from 38 countries.



high



main product categories

Machines and equipment for the plastics and rubber industries

Machines and equipment for preparation and recycling, finishing, decorating, printing and marking

Machines and plants for processing

Raw materials and auxiliaries

Postprocessing machines

Peripheral, measuring, control and testing equipment

Welding machines

Storage technology and services for the plastics and rubber industries

Tools

Logistics

Parts and components

Plastics and rubber products

performance

new



3D fab+print

RUSSIA

special show

Additive manufacturing is a future core technology in the plastics industry allowing industrial production in a resource-, time- and cost-effective way.

The new special exhibition and conference area **3D fab+print** takes up this promising subject within **interplastica 2017**. Russian and international exhibitors and speakers inform about developments, chances and challenges of Additive Manufacturing and 3D printing technologies.



high



forum for education and discussion

meeting point



As a special part of interplastica the **Meeting Point Raw Materials** again will be an attractive platform for presentations and discussions on current topics in the plastics and rubber industry. In 2016, many interested visitors used this opportunity to get an overview of the current state and find out about the latest developments. Meeting point raw materials in **hall 1** brings experts together.

Two exhibitions at the same place and time



upakovka

PROCESSING & PACKAGING
24-27 JANUARY 2017

MOSCOW

www.upakovka-tradefair.com

innovationparc 

In 2017 again **upakovka**, 25th international Trade Fair for Processing & Packaging will be held at the same time as **interplastica**. Both trade fairs together display the entire value added chain from raw materials over machines and equipment to ready-made packaging materials.

New at upakovka in hall Forum:

The innovationparc is a unique brand of interpack and the show's own forum for specialized themes of the future. Visitors and exhibitors meet here for an exchange of creative ideas.

attraction

visitor target groups

Raw material producers

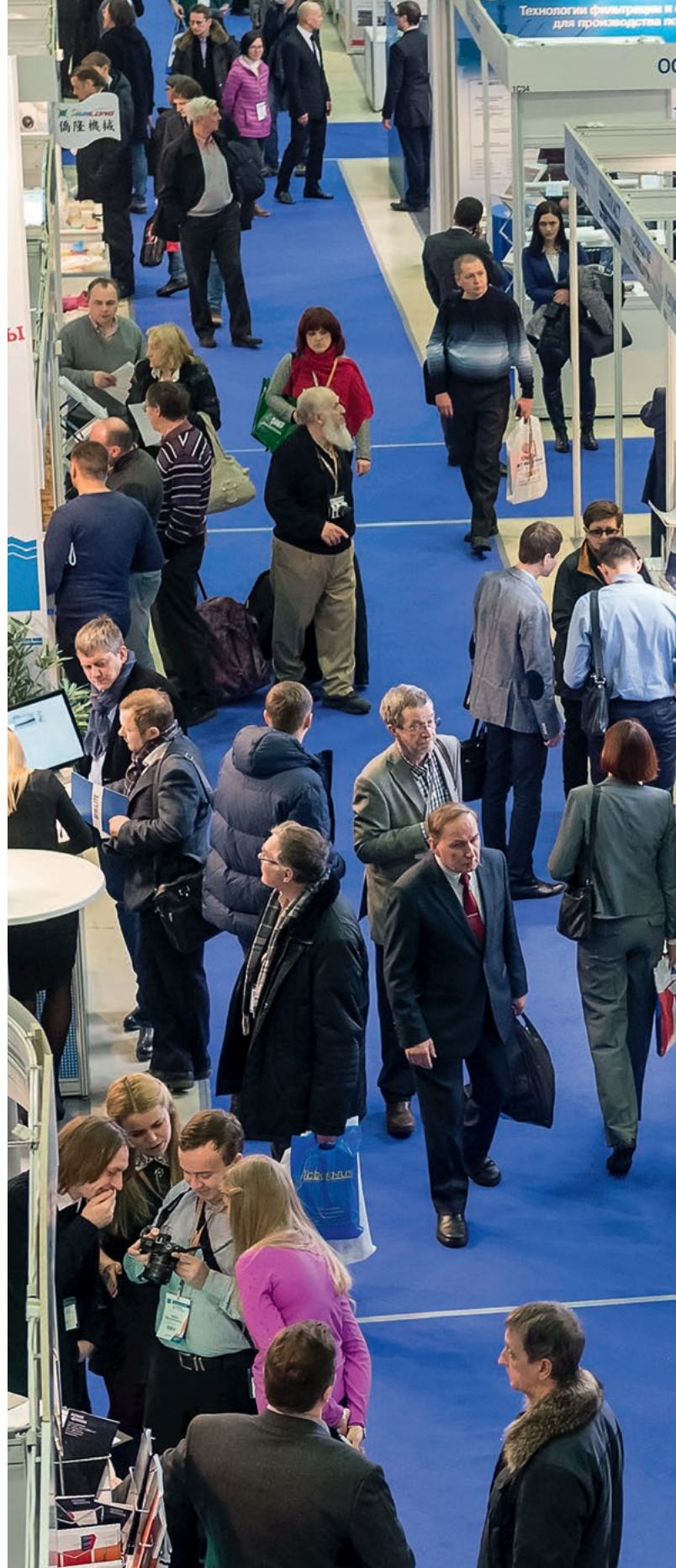
Manufacturers of plastics and
rubber products

Users of plastics and rubber
products:

Chemical industry,
machine manufacturers,
packaging industry, automotive/
aerospace industry, electrical/
electronic engineering, construction
and housing, medical technology/
precision engineering/optics,
energy technology/photovoltaics,
agriculture, sports/leisure

Crafts, trades and services

Universities and technical colleges



high

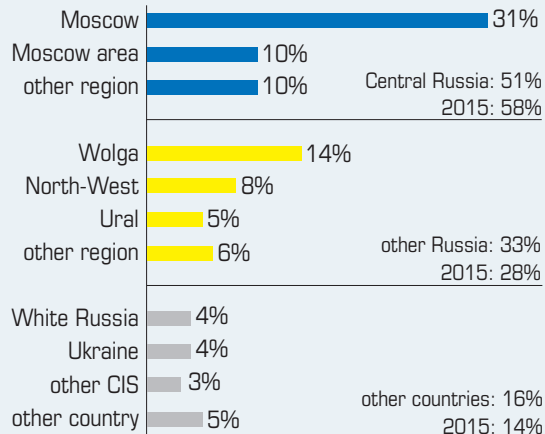
visitor structure

facts & figures interplastica 2016

Total number of visitors * **20,900**

*upakovka and interplastica 2016

Area of Origin



53% of the visitors are from the top management

Visitors from CIS and abroad

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%

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

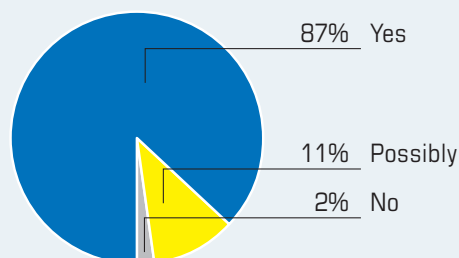
Raw materials and auxiliaries	66%
Machinery and equipment for the plastics and rubber industry	62%
Services for the plastics and rubber industry	23%
Semi-finished products, technical parts and reinforced plastics	20%

Satisfaction regarding

several answers possible

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

Will you visit this fair in future?



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

demand



Bernd Nötel from the VDMA Association for Plastics and Rubber Machinery:

“Machinery made in Germany has a good reputation here, and the service provided by the German companies is highly appreciated. German suppliers have taken advantage of their on-site presence to maintain close contact with their customers and present their innovations. There is definitely optimism for the future – especially because it seems that efforts are being taken by the Russian government in order to drive forward the expansion of domestic production. Developing the value-added chain has long been neglected – the current low oil and gas prices have now provided for some movement on this field.”

Nikolaj Proporov, Managing Director of OOO SOLAN-D

“Despite the instable economic situation, we are noticing an active level of business growth and an increase in capacity. We would like to highlight the trade fair’s great organisation as well as the high level of specialist visitors to the interplastica 2016!”

Andrey Seleznev, Commercial Director at HAITIAN RUSSIA:

“We did not expect such visitor numbers. For our company, interplastica 2016 was a much greater success than the trade fair held in the previous year. The market somewhat dropped, however, customers are prepared for a year that will offer an exciting range of perspectives. Up until the time of our trade fair participation, the outlook on business development in 2016 was not especially optimistic. However, after the four active and successful days of the trade fair, we have become confident with regard to our future. Thanks to the trade fair, we have acquired new potential customers. That helps us in making positive forecasts for next year.”

Raj Kumar Lohia, Chairman & Managing Director, Lohia Corp.

“I visited interplastica 2016 at Moscow after a gap of 10 years and I was very pleasantly surprised. Despite the crisis in commodities and the devaluation of the rouble I found the attitude of the people much more positive and business like. We had many more customers from Russia and the CIS countries at our stall in interplastica 2016 than we had anticipated. Our team was always busy attending to prospective buyers and we will definitely participate in the next show. Russia has a large area and interplastica gives a good opportunity to meet customers from different time zones at one place.”



high

exhibitor structure

facts & figures interplastica 2016

Total number of exhibitors 692

Germany	143
China	104
Italy	71
Russia	176
Other countries	122

Total net space of exhibitors 11,500 m²

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

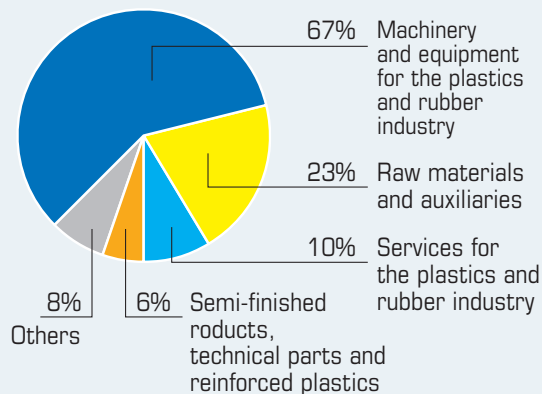
Exhibitors and their origin from 35 countries

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



Overall assessment of interplastica

several answers possible

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

several answers possible

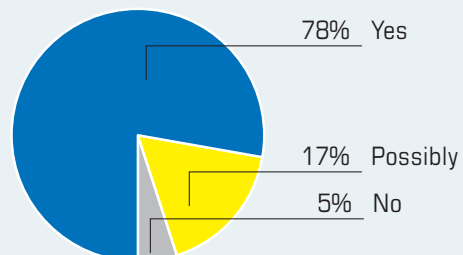
Information about products	91%
Presenting new products, new developments	89%
Cultivating of existing business contacts	89%
Obtaining an overall impression of the market situation	88%
Representation, PR, presentation of image	88%
Exchanging experience	87%
Acquiring new customers	73%
Preparing conclusions of sale	69%

Satisfaction of reaching the visitor target group

several answers possible

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?



89% of the exhibitors are highly satisfied with their participation

satisfaction

well placed

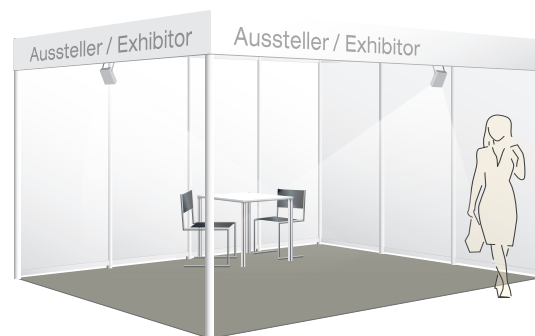
Our experienced service team covers a wide spectrum, ranging from fully customised planning and design to a basic, costoptimised stand.

As an exhibitor you can choose from a wide variety of options to suit your tailor-made presentation at the trade fair. Moreover, we ensure that all planning and realisation will give you the best value for money, while being right on schedule for handing over a turnkey stand to your trade fair team.



INTERPLASTICA

Basic Package



Our Basic Package offers all you need to present your company at interplastica at a reasonable price! Stand construction and dismantling including all ancillary costs comprising:

Carpet covering complete stand area (grey)

Dividing walls to the neighbouring stands, 250 cm high, system design (white)

1 fascia board with lettering on aisle side incl. grid frame, upper edge of stand, 33 cm high, white, with lettering (max. 20 letters free, without logo)

1 table 70 x 70 cm and 2 chairs

1 spotlight, 100 W, per 6 m² of stand area, incl. power consumption and electrical connection

1 socket, 2 kW

high

Premium Package



Our Premium Package comprises attractive features such as individual, highclass equipment and furnishing. One particular advantage is the lockable cabin. Stand construction and dismantling including all ancillary costs comprising:

High-quality, hard-wearing carpeting in colour of your choice

Octanorm Maxima lightweight system stand construction, incl. sturdy cabin, rear and side walls

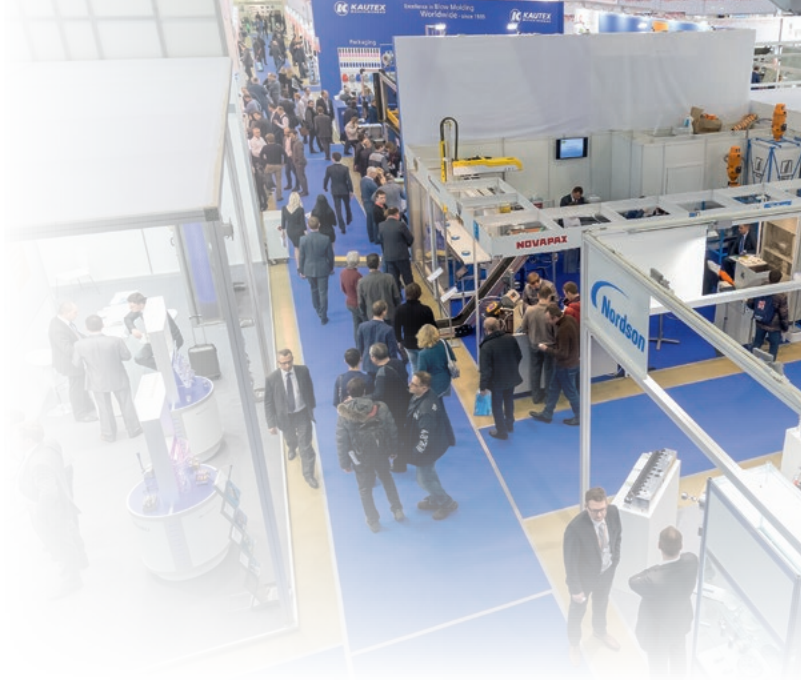
Lockable cabins

Fascia board with lettering of your choice (two fascia boards on corner stands)

Furniture comprising chairs, one table and one sideboard, waste paper basket (equipment may vary from illustration)

Power connection (220 V/2 kW)

1 HQI spotlight per 4 m² stand area



Customised construction



Our customised stand construction offers almost unlimited possibilities for planning the exhibition stand according to your corporate design. We will be happy to take up your ideas and share our many years of experience with you. Simply arrange a non-committal meeting with our team!

Advice

Rental/sales

Planning

Support

Implementation

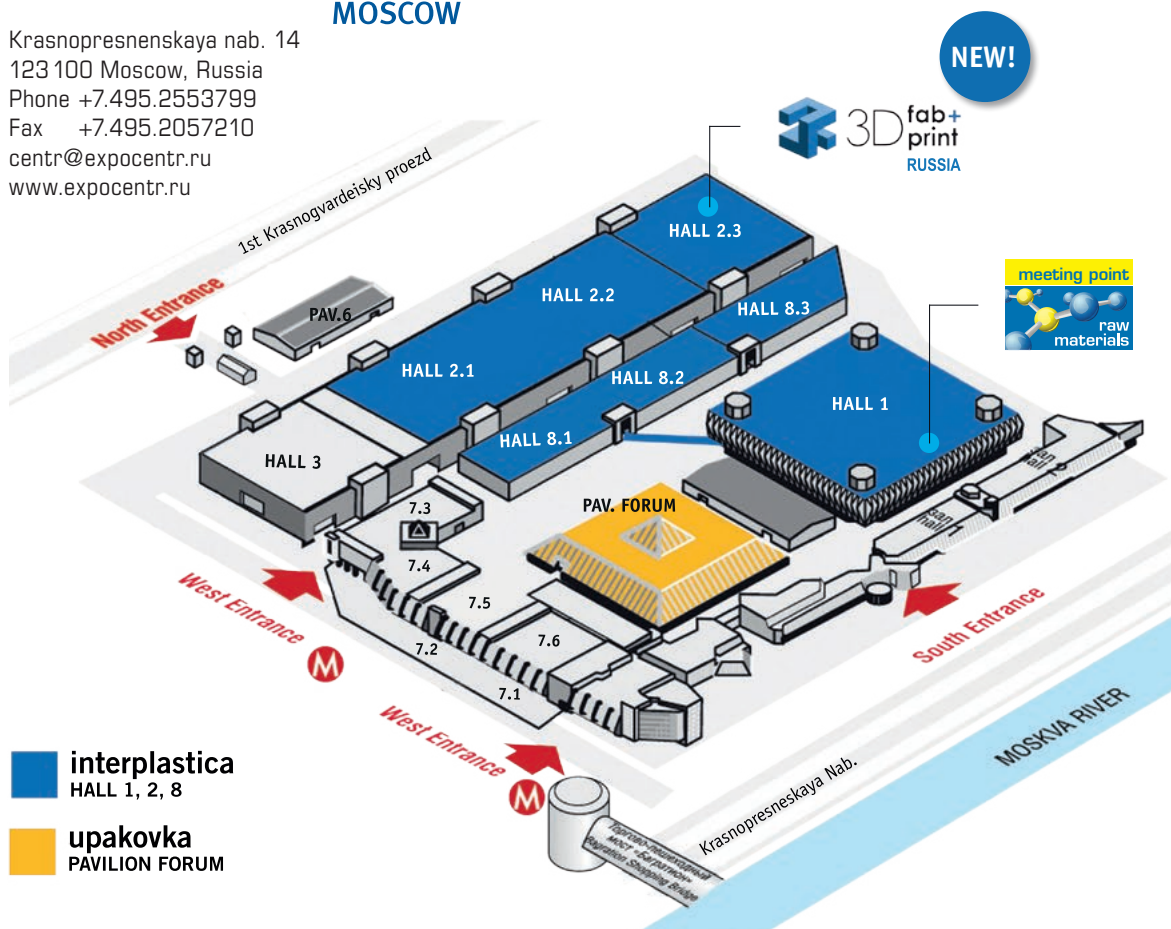
Full service

standards

the fair ground



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your gateway

2016	October		
	3.10. Registration deadline	Hall planning	End of October Admission to the show



high

the team

Globally at the top in international business!



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Supported by

Ministry of Industry and Energy of the Russian Federation

Ministry of Education and Science of the Russian Federation



Moscow Government

Russian Association of the Chemical Industry SAO "Roschimneft"

Patronage

EUROMAP – European Committee of Machinery Manufacturers for the Plastics and Rubber Industries

to Russia

November

Stand space
invoices

2017

January

20.–23.1.
Stand
construction

24.–27.1.
Duration
of show

28.–29.1.
Stand
dismantling

service level

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