

21st International Trade Fair
for Plastics and Rubber



23 - 26 JAN.
2018
MOSCOW
R U S S I A



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F I N A L R E P O R T



interplastica 2017

20th International Trade Fair
Plastics and Rubber
24 – 27 January 2017
Moscow, Russia

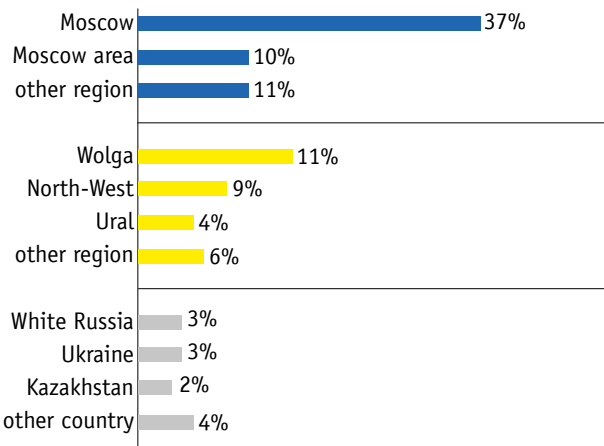
Visitor Structure

Total number of visitors* 23.000

*interplastica and upakovka

51% of the visitors are from the top management

Area of Origin



Visitors from CIS and abroad

58 countries

Visitors from around 58 countries, besides Russia, such as Armenia, Belarus, China, Iran, Kazakhstan, Turkmenistan and Uzbekistan, enriched interplastica 2017

Area of responsibility

Area of responsibility	Percentage
Manufacture, production, quality control	27%
General management	23%
Research and development, design	11%
Sales, distribution	10%
Purchasing, procurement	9%
Marketing, advertising, PR	6%
Other area	14%

83% of the visitors have influence on purchasing decisions

Reasons to attend

Reasons to attend	Percentage
Identifying new suppliers/ business partners	28%
New developments/trends	29%
Contact with existing suppliers	38%
Industry meeting/networking	22%
Presence of particular exhibitors	14%
Initiating purchase decisions	16%
Particular products presented at the exhibition	10%
Purchase/order	13%
Competitive intelligence	15%

98% of the visitors would recommend visiting interplastica to colleagues

Interest in product ranges

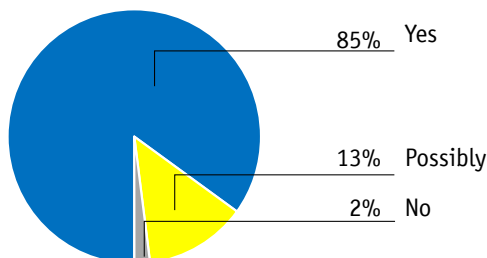
Interest in product ranges	Percentage
Raw materials and auxiliaries	60%
Machinery and equipment for the plastics and rubber industry	57%
Services for the plastics and rubber industry	20%
Semi-finished products, technical parts and reinforced plastics	20%
Additive Manufacturing	17%

Satisfaction regarding

Satisfaction regarding	Percentage
Presence of market leaders	97%
Completeness of the product range	95%

96% 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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Exhibitor Structure

Total number of exhibitors 564

Germany	118
China	102
Italy	70
Russia	182
Other countries	129

Total net space of exhibitors 11.368,5 m²

Germany	2.561,5 m ²
China	995,5 m ²
Italy	763 m ²
Russia	4.363,5 m ²
Other countries	2.357 m ²

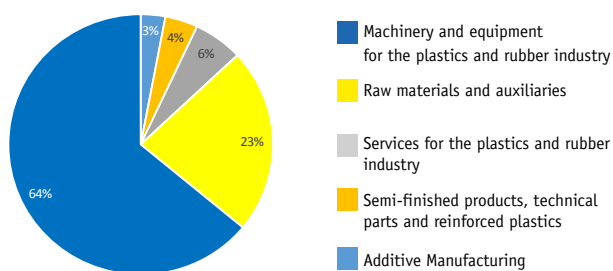
Exhibitors and their origin 35

Austria, Bangladesh, Belarus, Belgium, Canada, China, Czech Republic, Egypt, Finland, France, Germany, Hong Kong, 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, Germany, Italy

Product range of exhibitors several answers possible



94% of the exhibitors are satisfied with their participation

91% of the exhibitors expect high follow-up business



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Overall assessment of interplastica several answers possible

Raw materials and auxiliaries	96%
Services for the plastics and rubber industry	95%
Machinery and equipment for the plastics and rubber industry	94%
Semi-finished products, technical parts and reinforced plastics	81%

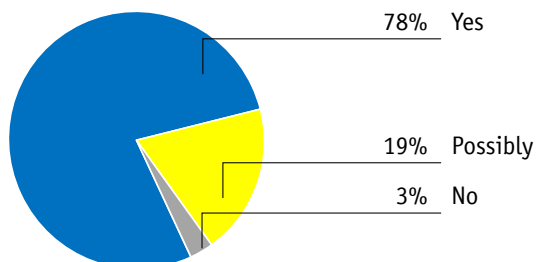
Satisfaction with reaching of the objective several answers possible

Information about existing products	96%
Presenting new products, new developments	94%
Socializing with regular customers	96%
Obtaining an overall impression of the market situation	96%
Representation, PR, presentation of image	94%
Exchanging experience	91%
Acquiring new customers	89%
Conducting (sales) contracts during and after the trade fair	79%

Satisfaction of reaching the visitor target group several answers possible

Raw material producer	90%
Electrical engineering, electronics	81%
Producer of plastics and rubber products	81%
Construction/building industry	88%
Chemicals	83%
Transport, packaging, logistics	76%
Consumer goods	82%
Machinery and plants	91%
Medical systems/technology	90%
Vehicle construction	81%

Will you participate in the next trade fair?



FINAL REPORT



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