

CHECK IN  
FOR THE  
**NO.1**  
FOR PLASTICS  
AND RUBBER



**2022**  
19-26 OCTOBER  
Düsseldorf, Germany

[k-online.com](http://k-online.com)





# GLOBAL HIGHLIGHT

## WELCOME TO THE NO. 1 EVENT, K 2022

As the world's leading trade fair for the plastics and rubber industry, K 2022 will once again be the global industry highlight of the year for ground-breaking innovations and developments as well as visionary inspiration. Industry and researchers will present trade visitors future perspectives and solutions for the sector. Game-changing concepts like the Circular Economy and Industry 4.0 will find a platform to show how they can sustainably master global challenges and successfully shape the future. 3,330 exhibitors from 63 countries – international market leaders along with young, innovative newcomers – showed impressive performance in 2019. The 224,000 high-ranking trade visitors from 169 countries took advantage of K as an ideal business platform for information and investments. Be there!





# PERFECT PERFORMANCE

Companies across the plastics and rubber industry face more challenges than ever: creative disruption, digital transformation and the need for sustainable production and optimized economic and ecological processes. The paradigm shift in the industry is enormous. For 70 years, K has offered you the perfect platform for successful, international business. It sets global benchmarks for quantitative and qualitative performance metrics. For example, an average of more than 70% of visitors are investment decision-makers. This speaks for you and the success of K 2022.





# FACTS TO BACK YOUR SUCCESS

[K-ONLINE.COM/PROFILE](https://www.k-online.com/profile)

## VISITOR FIGURES K 2019

**Visitors: 224,116**

International: 73 % / Germany: 27 %

Number of countries: 169

### Visitor figures (region of origin)

Germany .....	27 %
International.....	73 %
Europe .....	57 %
Asia .....	25 %
America .....	13 %
Africa .....	4 %
Australia/Oceania.....	1 %

### Economic sectors

Industry, manufacturing .....	66 %
Packaging.....	13 %
Machinery/Plant construction .....	10 %
Chemical industry .....	9 %
Vehicle construction/Aerospace.....	5 %
Construction industry .....	4 %
Rubber manufacturing/Rubber processing....	3 %
Electrical engineering, electronics.....	2 %
Medical technology/Fine mechanics/Optics..	2 %
Other industry .....	18 %
Services.....	9 %
Trade .....	8 %
Crafts .....	8 %
University/College/Technical college.....	3 %
Other.....	5 %

# 94%

of exhibitors were  
satisfied with the  
quality of visitors.

# 96%

of K 2019 exhibitors plan to  
take part again in 2022.

# 76%

of visitors were directly involved  
in purchase decisions.

## OUTSTANDING RATINGS

Once again, exhibitors and visitors gave top marks to K. 94% of the exhibitors were very satisfied with the quality of the trade visitors in 2019. For this reason, 93% of exhibitors recommend K as a global hotspot for the industry.

- Net exhibition space: 177,059 m<sup>2</sup>
- Exhibitors from 63 countries: 3,300
- Trade visitors : 224,116
- Internationality: 73 %

# HOME OF INNOVATION

Every engineer, chemical engineer and entrepreneur aims to develop something new and present it to the professional world. K offers the perfect venue to present innovations with live demonstrations – digitally and face-to-face. A unique information and business platform for machinery, equipment, raw and auxiliary materials, semi-finished products, technical parts, reinforced plastic products and services. Welcome home.





RAW AND AUXILIARY MATERIALS

# THE BEST IN THE INDUSTRY

The innovation cycle for raw and auxiliary materials keeps getting faster and faster. At K 2022, companies will present fascinating developments in polymer research that will change the future of the industry. Materials of the future: innovative, intelligent, sustainable, recyclable, resource-saving. Bio-polymers or functional polymers for the most diverse industries and applications. You too can present your company and your products in an optimal environment for international business.

[K-ONLINE.COM](https://www.k-online.com)

## AT A GLANCE

- Circular Economy
- Lifecycle thinking
- Bio-polymers
- Funktional polymers





SEMI-FINISHED COMPONENTS, TECHNICAL  
PARTS, REINFORCED PLASTIC PRODUCTS

# MOVING INTO THE FUTURE – STRONGER THAN EVER

The current and future challenges facing society offer enormous opportunities for the plastics and rubber industry. At K you will meet user industries from all over the world with high growth potential – industries that rely more than ever on energy-saving and environmentally friendly products of the plastics and rubber sector to meet the demands of the future. Inspire the trade community at K 2022 and benefit from the potential of the most diverse gathering of experts in the world. Specialists in mobility, medical technology, electronics and electrical engineering, construction, packaging and much more.

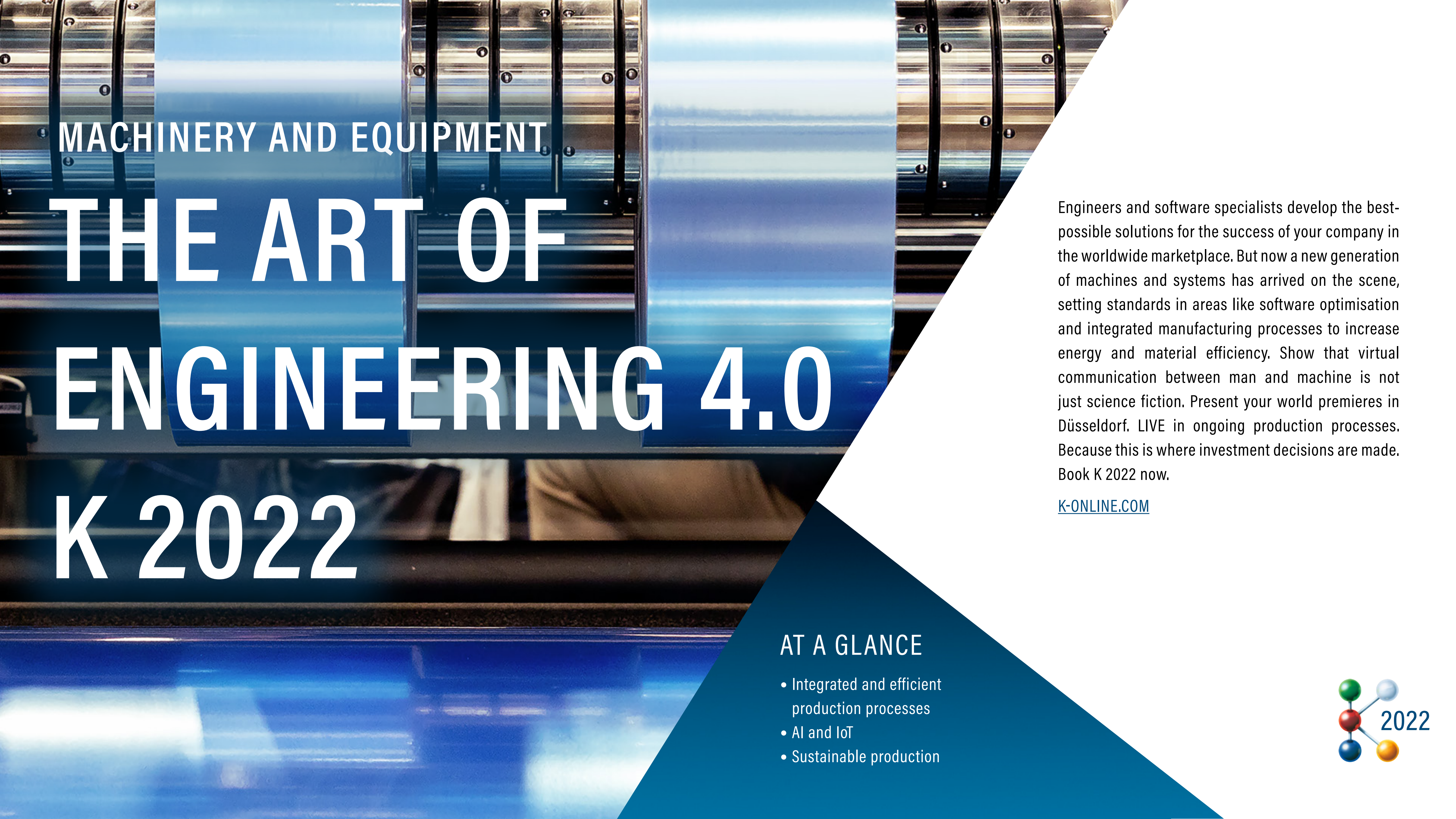
[K-ONLINE.COM](https://www.k-online.com)

## AT A GLANCE

- Sustainability
- Composites
- Lightweight construction
- Surface finishing







MACHINERY AND EQUIPMENT

# THE ART OF ENGINEERING 4.0

## K 2022

Engineers and software specialists develop the best-possible solutions for the success of your company in the worldwide marketplace. But now a new generation of machines and systems has arrived on the scene, setting standards in areas like software optimisation and integrated manufacturing processes to increase energy and material efficiency. Show that virtual communication between man and machine is not just science fiction. Present your world premieres in Düsseldorf. LIVE in ongoing production processes. Because this is where investment decisions are made. Book K 2022 now.

[K-ONLINE.COM](https://www.k-online.com)

### AT A GLANCE

- Integrated and efficient production processes
- AI and IoT
- Sustainable production





# SERVICES RESEARCH SCIENCE

## GOOD TO KNOW

The paradigm shift toward technologies that protect our planet calls for new ways of thinking. And that includes the plastics and rubber industry. Leading the way in sustainability, Circular Economy and open for political discourse. K 2022 takes up these challenges. You can expect an international discussion forum with highly qualified experts, scientists from R&D, research institutes and service providers. Join the discussion. Ask your questions.

[K-ONLINE.COM](https://www.k-online.com)

## WHERE SCIENCE MEETS BUSINESS

The Science Campus is the academic forum to enable exhibitors and trade visitors to discover new perspectives and think beyond the status quo. Universities, colleges and institutes present the latest results of their research work. Ready for intensive dialogue. Only at K 2022.

[K-ONLINE.COM/SCIENCE-CAMPUS](https://www.k-online.com/science-campus)







## PLASTICS SHAPE THE FUTURE

The special show is the global stage for the industry. Here, in exciting formats, you will see and discuss how the future can be shaped with plastics. Sustainability, climate protection, digitalisation, health and the environment are just some of the topics. With new technologies and materials, the industry is tackling the global challenges of our time and developing solutions in dialogue with stakeholders and relevant groups throughout society.

The special show is a project of the German plastics industry under the auspices of PlasticsEurope Deutschland e.V. and Messe Düsseldorf GmbH.

[K-ONLINE.COM/SPECIALSHOW](https://www.k-online.com/specialshow)





# MULTIMEDIAL INTERAKTIV: DIE K COMMUNITY.

K sees itself as a global communicator for your innovations and trending topics. K never stops. The world's No. 1 not only aims to be THE live event of the plastics and rubber industry every three years, but also to offer the industry a continuous information and inspiration platform. It's more than a trade fair – it's a channel of communication. Based on this principle, K offers an informative and interactive exchange on topics relevant to the industry, 24/7. K-online.com is the communication hub for K users and followers. The portal is aimed at all professionals and interested parties from the plastics and rubber industry. It is the global information hub, the competence and communication medium for the international community and the starting point for ground-breaking discussions on the industry's hot topics.





# WORLDWIDE ALWAYS READY FOR YOUR QUESTIONS!

## TIMELINE

- Registration deadline: 31 May 2021
- Space allocation: from June 2021
- Admissions:  
from January/February 2022 onward
- Event duration: 19–26 October 2022

## YOUR K TEAM

If you are now in the planning stage for your company's participation in K 2022, please note that the registration period expires on 31 May 2021. You can rely on us to deal with your questions and any problems that may arise individually. Our service is available to you worldwide. Our foreign representatives will be happy to help and advise you locally. Welcome to K 2022.

[www.k-online.com/contact](http://www.k-online.com/contact)

[www.k-online.com/representatives](http://www.k-online.com/representatives)

# CHECK IN NOW

## THE QUICK AND EASY WAY TO K 2022

You have decided to present your company at K 2022. If you have already exhibited at K 2019, all the easier for you. Log in with the access data from 2019 and send the updated form to Messe Düsseldorf. As a first-time exhibitor, select the type and size of your stand and choose a product category to indicate what you would like to exhibit. Welcome. It's that simple!

[K-ONLINE.COM/REGISTRATION](http://K-ONLINE.COM/REGISTRATION)





# YOU'LL LOVE DÜSSELDORF.

Düsseldorf is impressive. Düsseldorf is inspiring. Year after year, people from all over the world come to the capital of North Rhine-Westphalia: performing artists, curious tourists, success-oriented entrepreneurs, young founders. And of course thousands of enthusiastic visitors to K or other trade fairs. Because Düsseldorf is all of these things: cultural hotspot, attractive tourist destination and dynamic business metropolis. And of course a highly professional trade fair location.

Welcome to a city that, despite being a dynamic business location, has retained the joie de vivre and easy-going attitude the Rhineland is known for.

[K-ONLINE.COM/TRAVEL](https://www.k-online.com/travel)

[K-ONLINE.COM/HOTELS](https://www.k-online.com/hotels)

