

K 2022 - Fair Profile

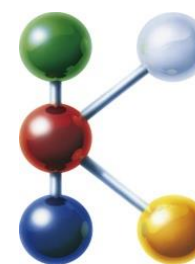
Exhibitors total	3,020	Net space total (sqm)	177,516
Exhibitors Germany	868	Net space Germany	66,154
Exhibitors other countries	2,152	Net space other countries	111,362
Number of countries	59		

Visitor data from registry:

Visitors total	177,486
Visitors Germany	29%
Visitors other countries	71%
Number of countries	169
<i>Basis: all foreign visitors</i>	
- Europe	70%
- Asia	14%
- America	11%
- Africa	4%
- Australia / Oceania	1%

Visitor data from registry:

TOP 10 visitor countries	
<i>Basis: all foreign visitors</i>	
Netherlands	7%
Italy	6%
Turkey	6%
France	5%
USA	4%
Belgium	4%
India	4%
Brasil	4%
Polen	4%
Spain	3%



International Trade Fair - No. 1
for Plastics and Rubber

Düsseldorf • Germany
19th - 26th of October 2022

www.k-online.com

Preliminary data; subject to change
(VG-VE-MF/November 2022)

Quality and structure of trade visitors

Based on the results of a total of 3.277 interviews including 3.201 interviews with trade visitors (97%) during K 2022 conducted as CASI (Computer Assisted Self Interview)

Decision making powers*	
Decisive	26%
Contributory (jointly decisive)	27%
Advisory function (consultative)	22%
Not involved	17%

Occupational position*	
Top-Management	47%
Middle-Management	20%
Low-Management	25%

Area of responsibility*	
Business/company/plant management	22%
Research and development, design	22%
Manufacture, production, quality control	20%
Sales, distribution	10%
Buying, procurement	6%
Maintenance, repairs	2%
Marketing, advertising, PR	2%
(Industry) Design	1%
Other	7%

Reasons for visit	
<i>(Several answers possible)</i>	
Searching for new suppliers	55%
See new developments/trends	32%
Visit specific exhibitors	31%
Contact with existing suppliers/business partners	25%
Networking	22%
Preparation/ implementation of purchase decisions	8%

Industrial sector*	
Industry, manufacturer	67%
- Packaging	14%
- Mechanical engineering/plant engineering	12%
- Chemicals industry	8%
- Vehicle const./aviation/aerosp.	7%
- Building/construction industry	4%
- Rubber manufacturing/rubber processing	2%
- Electr. engineering, electronics	2%
- Medical technology/Precision mechanics/Optical technology	2%
- Other industry, manufacturer	16%
Services	10%
Trade	7%
Craft / skilled trade	2%
University/college of higher education/technical college/research institut	2%
Other	4%

The most important issues	
<i>(Several answers possible)</i>	
Sustainability in production	39%
Recycling management (product sustainability)	35%
Increasing economic efficiency in production	34%
Energy/resource efficiency in production	33%
Expansion of the range of products/services	26%
Digitalisation/Plastics Industry 4.0	22%
Attracting young professionals to the company	16%

Interest in product ranges	
<i>(Several answers possible)</i>	
Machinery and equipment for the plastics/rubber industries	67%
Raw materials, auxiliaries	56%
Semi-finished products, technical parts/reinforced plastics	29%
Services, research and science for the plastics and rubber industry	30%
Other	8%

Interest in material basis	
<i>(Several answers possible)</i>	
Thermoplast	46%
Recycled plastics	44%
Bioplastics	30%
Additives	27%
Elastomers	21%
Polyurethane	18%
Composites	17%
Duroplast	6%
Lacquer/varnish raw materials	5%
Caoutchouc	5%

New suppliers were found	
Yes	46%

Overall assessment	
Satisfied	98%

Recommendation	
Yes	98%

*Difference to 100% = Pupil, student, not gainfully employed (8%)



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