

The World's No. 1 Trade Fair for Plastics and Rubber



2016

P O S T

S H O W

R E P O R T

k-online.com



Top ratings from participants in K 2016

Visitors	232,053
International	164,758
Germany	67,295

VISITOR STRUCTURE

Number of countries	161
Origin	
Germany	29%
International	71%
Europe	58%
Asia	25%
America	12%
Africa	4%
Australia/Oceania	1%

INDUSTRIAL SECTOR

Industry, manufacturer	69%
Packaging	19%
Mechanical engineering/ plant engineering	19%
Chemicals	12%
Automotive/aviation/aerospace	8%
Rubber production/ caoutchouc processing	5%
Building/construction	5%
Electr. engineering/electronics	4%
Medical and optical technologies/ precision mechanics	3%
Other industries	25%
Trade	8%
Services	7%
Skilled crafts	3%
University/College of higher education/Technical College	2%

Top marks from K 2016 visitors

Satisfaction
97%
of visitors were very satisfied/satisfied with K 2016

Presence of market leaders
97%
of K visitors were very satisfied/satisfied with the presence of market leaders

Highest innovation density
98%
of visitors testified that K has the world's highest innovation density

Completeness of product ranges on offer
96%
of visitors were very satisfied/satisfied with the comprehensiveness

Trade fair goals
97%
of K 2016 visitors achieved the goals of their visit to the fair

82% OF TRADE FAIR VISITORS ARE DIRECTLY INVOLVED IN PURCHASING DECISIONS

FURTHER INFORMATION:
www.k-online.com



Top marks from K 2016 exhibitors

Satisfaction
89%
of the exhibitors were very satisfied/satisfied with K 2016

Business success
90%
of all exhibitors rated their business success at K 2016 as very good to satisfactory

Visitor quality
95%
of exhibitors awarded K 2016 top marks in terms of visitor quality

Recommendation
93%
of exhibitors recommend participating in K

Trade fair goals
98%
of K 2016 exhibitors achieved the goals of their participation in the fair

FURTHER INFORMATION:
www.k-online.com

Total exhibitors:	3,293
International	2,253
Germany	1,040

Net exhibition space:	173,025 sqm
International	105,977
Germany	67,048

MAIN VISITOR INTEREST

Machinery and equipment for the plastics and rubber industry	67%
Raw materials, auxiliaries	47%
Semi-finished products, technical parts and reinforced plastics	27%
Services for the plastics and rubber industry	20%



Y O U R S U C C E S S F A C T O R S

“The sheer number of experts visiting K 2016 impressively confirms the appeal and importance of the trade fair – since this number is once again clearly higher than at the previous event in 2013. However, what is more important is that the breakdown of trade visitors was of an exceedingly high standard. We are seeing a consistently good level of demand from Germany and an exceptional rise in interest from abroad, especially overseas. It is known the world over that K in Düsseldorf is THE innovation platform for the entire sector. A visit here is simply indispensable for everyone wanting to stay ahead of the competition.”

Werner M. Dornscheidt
President and CEO of Messe Düsseldorf



“I have never seen such a vast number of decisive customers willing to buy at a trade fair before! The number and magnitude of deals, some of which were concluded here spontaneously, as well as the many concrete enquiries about new projects by far exceed our expectations! It was clear from day one that customers wanted to not only find out about new technologies but also purchase them. There is strong investment in all our customer industries and in all regions of the world.”

Ulrich Reifenhäuser
Chairman of the Exhibitors' Committee



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DATE

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