

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

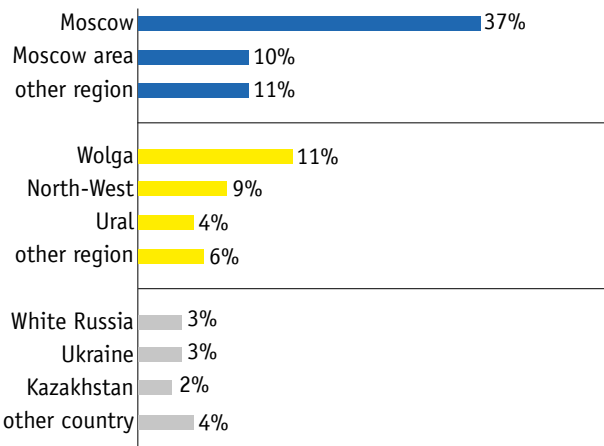
Visitor Structure

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

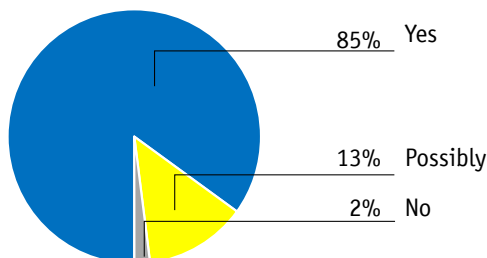
| Interest in product ranges | Percentage |
|---|------------|
| Raw materials and auxiliaries | 60% |
| Machinery and equipment for the plastics and rubber industry | 57% |
| Services for the plastics and rubber industry | 20% |
| Semi-finished products, technical parts and reinforced plastics | 20%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



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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 |

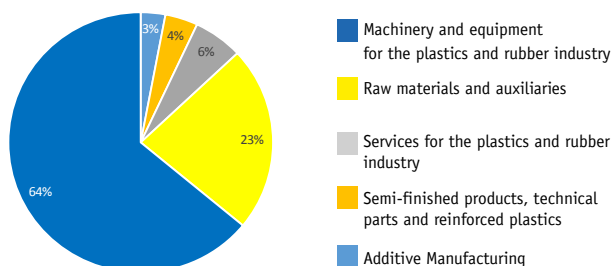
Exhibitors and their origin 35

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% |

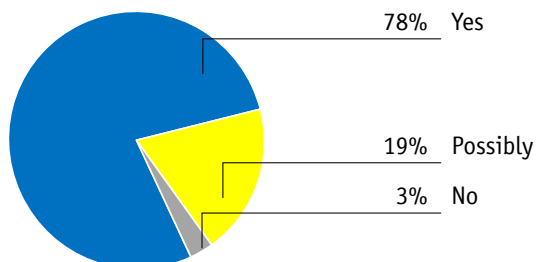
Satisfaction with reaching of the objective several answers possible

| | |
|--|-----|
| 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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