



# INTERPLASTICA 2009

27–30 January 2009

12<sup>th</sup> International Trade Fair Plastics and Rubber

## Visitor Structure

Visitors came from 46 countries:

Armenia, Austria, Azerbaijan, Belarus, Belgium, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, India, Israel, Italy, Japan, Kazakhstan, Korea, Latvia, Lithuania, Luxemburg, Malta, Moldova, Netherlands, Pakistan, Poland, Portugal, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Turkmenistan, Ukraine, United Kingdom, USA, Uzbekistan

### Total number of visitors

INTERPLASTICA and  
UPAKOVKA/UPAK ITALIA 20.500

### Country of Origin

CIS countries with Russia 96 %  
– of which from Russia 91 %  
Other countries 4 %

### Russia

Central Federal District 80 %  
– of which from Moscow City 57 %  
– of which from Moscow Area 16 %  
Volga 8 %  
North Western Federal District 6 %  
– of which from Sankt Petersburg 4 %  
Southern Federal District 3 %  
Siberian Federal District 1 %  
Ural 1 %  
Far Eastern Federal District 1 %

### Purpose of visit

several answers possible

Information about new products/trends 35 %  
Information about prices/conditions 22 %  
Information about products/systems/  
applications 20 %  
Making new business contacts 27 %  
Cultivation of existing business contacts 22 %  
Monitoring the competition 9 %  
Purchase negotiations 8 %  
Continuation training 8 %  
Initial orientation 6 %  
Concluding purchase 4 %

### Area of responsibility

several answers possible

Manufacture/production 37 %  
Management 19 %  
Research, development, construction 12 %  
Planning/design/production planning 11 %  
Sales/distribution 7 %  
Production control, quality control 6 %  
Purchasing, sourcing 6 %  
Marketing/advertising/PR 5 %  
Other area 11 %

### Occupational/Professional Status

Top Management 52 %  
Head of department/group manager 23 %  
Skilled worker 20 %  
Trainee, Apprentice 2 %  
Other Status 3 %

### Influence in decision making

Decisive and co-decisive 71 %  
advisory function 15 %  
other functions 12 %  
no influence 2 %

### Interest in product ranges

several answers possible

Machinery and equipment for the  
plastics and rubber industriess 69 %  
Raw materials and auxiliaries 58 %  
Semi-finished products, technical parts  
and reinforced plastics 16 %  
Logistics, transport 9 %  
Services for the  
plastics and rubber industries 9 %

### General Assessment

Satisfied 95 %  
Not satisfied 5 %

### Will you visit this fair in future?

Yes 91 %  
Possibly 7 %  
No 2 %

## INTERPLASTICA 2010

26–29 January 2010  
Moscow, Russia

[www.interplastica.de](http://www.interplastica.de)

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Düsseldorf

final report



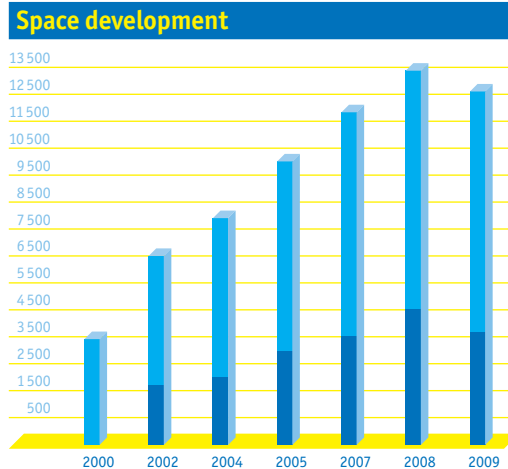
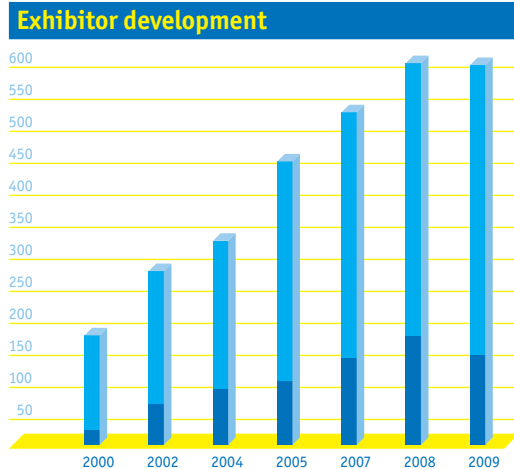
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## Exhibitor Structure

Survey of exhibitors at INTERPLASTICA 2009: 379 interviews = 268 International, 111 CIS



### Origin of exhibitors

Russia	27 %
Other countries	73 %
Number of countries	30

### Exhibitors and their origin

Austria, Belarus, Belgium, Canada, China, Czech Republic, Egypt, Finland, France, Germany, Hong Kong, Hungary, India, Israel, Italy, Lithuania, Netherlands, Poland, Portugal, Russia, Slovakia, Slovenia, South Korea, Spain, Switzerland, Taiwan, Turkey, Ukraine, United Kingdom, United States

### National pavilions

Austria, China, France, Germany, Italy, Portugal, Turkey

### Product range of exhibitors

Machinery and equipment for the plastics and rubber industries	66 %
Raw materials and auxiliaries	17 %
Semi-finished products, technical parts and reinforced plastics	11 %
Services for the plastics and rubber industries	5 %
Logistics, transport	1 %

### Satisfaction with Image and advertising effect for company

Very satisfying/satisfying	70 %
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### Satisfaction with reaching of the objectives

Initiating new business relations	72 %
Cultivating existing business relations	83 %
Informing about products, product use	80 %
Presenting new products, new developments	86 %
Obtaining an overall impression of the market situation	84 %
Preparing conclusions of sale	70 %
Comparing competitors	76 %
Representation, PR, presentation of image	85 %
Exchanging experience	84 %
Attaining conclusions of sale at the fair	62 %
Find agent/representative	67 %

### Satisfaction with date of the fair

Very satisfying/satisfying	81 %
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### Overall assessment of INTERPLASTICA

Very satisfying/satisfying	75 %
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### Exhibitors signaled to take part at next INTERPLASTICA 2010

Machinery and equipment	95 %
Raw materials and auxiliaries	94 %
Semifinished products, technical parts, and reinforced plastics	84 %
Service for the plastics and rubber industries	90 %

final report

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