



# INTERPLASTICA 2011

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

25–28 January 2011

## Visitor Structure

Visitors came from 54 countries:

Armenia, Austria, Azerbaijan, Belarus, Belgium, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Great Britain, Greece, Hong Kong, Hungary, India, Iran, Israel, Italy, Japan, Kazakhstan, Korea, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Moldova, Moldavia, Morocco, Netherlands, Norway, Poland, Portugal, Rumania, Russia, Serbia, Slovenia, Spain, Sweden, Switzerland, Syria, Tadschikistan, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, USA, Usbekistan

### Total number of visitors

INTERPLASTICA and  
UPAKOVKA/UPAK ITALIA 20,000

### Country of Origin

CIS countries with Russia 95 %  
– of which from Russia 89 %  
Other countries 5 %

### Russia

Central Federal District 69 %  
– of which from Moscow City 43 %  
– of which from Moscow Area 14 %  
Federal District Volga 8 %  
North Western Federal District 5 %  
– of which from Sankt Petersburg 4 %  
Southern Federal District 2 %  
Federal District Ural 2 %  
Siberian Federal District 1 %  
Far Eastern Federal District 1 %  
North-Caucasus Federal District 1 %

### Area of responsibility

several answers possible

Manufacture, production 34 %  
Management 19 %  
Purchasing, sourcing 10 %  
Sales, distribution 8 %  
Production control, quality control 6 %  
Planning, design, production planning 5 %  
Research, development, construction 4 %  
Marketing, advertising, PR 4 %  
Service, maintenance 3 %  
Other area 5 %

### Occupational/Professional Status

Top Management 53 %  
Head of department, group manager 25 %  
Skilled worker 16 %  
Other status 6 %

### Influence in decision making

Decisive 73 %  
Advisory function 16 %

### Purpose of visit

several answers possible

Making new business contacts 52 %  
Information about new products, trends 43 %  
Cultivation of existing business contacts 35 %  
Information about prices, conditions 30 %  
Information about products, systems, applications 29 %  
Purchase negotiations 24 %  
Continuation training 18 %  
Concluding purchase 17 %  
Monitoring the competition 16 %  
Initial orientation 8 %

### Interest in product ranges

several answers possible

Machinery and equipment for the plastics and rubber industries 69 %  
Raw materials and auxiliaries 60 %  
Semi-finished products, technical parts and reinforced plastics 19 %  
Services for the plastics and rubber industries 16 %  
Logistics, transport 9 %

### General Assessment

Satisfied 97 %  
Not satisfied 3 %

### Will you visit this fair in future?

Yes 90 %  
Possibly 8 %  
No 2 %

# final report

## INTERPLASTICA 2012

24–27 January 2012  
Moscow, Russia

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

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## Exhibitor Structure

Survey of exhibitors at INTERPLASTICA 2011: 362 interviews

Total numbers of exhibitors	586
Germany	140
Russia	183
Other countries	263

Total net space of exhibitors	11,561
Germany	2,918
Russia	4,138
Other countries	4,509

Exhibitors and their origin	28
Austria, Belarus, Belgium, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Hungary, India, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Portugal, Russia, Slovenia, South Korea, Spain, Switzerland, Taiwan, Turkey, United Kingdom, United States	

National pavilions
Austria, China, France, Germany, Italy, Portugal, Taiwan

Product range of exhibitors	
Machinery and equipment for the plastics and rubber industries	66 %
Raw materials and auxiliaries	24 %
Services for the plastics and rubber industries	9 %
Semi-finished products, technical parts and reinforced plastics	7 %
Others	10 %

Expectations for the follow-up business	
High	80 %

Satisfaction of reaching the visitor target group	
Manufacturer of plastics and rubber products	81 %
Electrical engineering, electronics	80 %
Machinery and plant manufacturing	79 %
Construction/building industry	78 %
Raw material producer	77 %
Consumer goods industry	74 %
Transport, packaging, logistics	73 %
Chemical industry	73 %
Vehicle construction industry	69 %
Medical systems/technology	68 %

Overall assessment of INTERPLASTICA	
Raw materials and auxiliaries	90 %
Services for the plastics and rubber industries	88 %
Semi-finished products, technical parts and reinforced plastics	84 %
Machinery and equipment for the plastics and rubber industries	83 %

Recommendation of INTERPLASTICA	
Yes	87 %

Exhibitors signaled to take part at next INTERPLASTICA 2012	
Service for the plastics and rubber industries	93 %
Raw materials and auxiliaries	93 %
Machinery and equipment for the plastics and rubber industries	92 %
Semi-finished products, technical parts, and reinforced plastics	85 %

final report

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