



INTERPLASTICA 2010

13th International Trade Fair Plastics and Rubber
26–29 January 2010

Visitor Structure

Visitors came from 56 countries:

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

Total number of visitors

INTERPLASTICA and UPAKOVKA/UPAK ITALIA	21 000
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Country of Origin

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

Russia

Central Federal District	66 %
– of which from Moscow City	42 %
– of which from Moscow Area	13 %
Volga	9 %
North Western Federal District	6 %
– of which from Sankt Petersburg	4 %
Southern Federal District	3 %
Siberian Federal District	2 %
Ural	2 %
Far Eastern Federal District	1 %

Area of responsibility

several answers possible

Management	34 %
Manufacture, production	17 %
Research, development, construction	12 %
Purchasing, sourcing	8 %
Sales, distribution	8 %
Production control, quality control	8 %
Marketing, advertising, PR	7 %
Planning, design, production planning	3 %
Other area	8 %

Occupational/Professional Status

Top Management	54 %
Head of department, group manager	26 %
Skilled worker	17 %
Other status	3 %

Influence in decision making

Decisive	73 %
Advisory function	11 %

Purpose of visit

several answers possible

Information about new products, trends	58 %
Making new business contacts	54 %
Information about prices, conditions	35 %
Cultivation of existing business contacts	33 %
Information about products, systems, applications	29 %
Purchase negotiations	20 %
Monitoring the competition	15 %
Continuation training	12 %
Concluding purchase	11 %
Initial orientation	5 %

Interest in product ranges

several answers possible

Machinery and equipment for the plastics and rubber industries	72 %
Raw materials and auxiliaries	63 %
Semi-finished products, technical parts and reinforced plastics	20 %
Services for the plastics and rubber industries	13 %
Logistics, transport	8 %

General Assessment

Satisfied	96 %
Not satisfied	4 %

Will you visit this fair in future?

Yes	90 %
Possibly	8 %
No	2 %

final report

INTERPLASTICA 2011

25–28 January 2011
Moscow, Russia

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Exhibitor Structure

Survey of exhibitors at INTERPLASTICA 2010: 263 interviews

Total numbers of exhibitors 486

Germany	132
Russia	128
Other countries	226

Total net space of exhibitors 9 882

Germany	2 984
Russia	2 895
Other countries	4 003

Exhibitors and their origin 29

Austria, Belarus, Belgium, Canada, China, Czech Republic, Danmark, Egypt, Finland, France, Germany, Hong Kong, India, Italy, Latvia, Luxembourg, Netherlands, Poland, Portugal, Russia, Slovenia, South Korea, Spain, Switzerland, Taiwan, Turkey, Ukraine, 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	73 %
Raw materials and auxiliaries	16 %
Semi-finished products, technical parts and reinforced plastics	7 %
Services for the plastics and rubber industries	6 %
Others	6 %

Expectations for the follow-up business

High	85 %
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Satisfaction with reaching of the objectives

Representation, PR, presentation of image	91 %
Informing about products, product use	90 %
Cultivating existing business relations	88 %
Obtaining on overall impression of the market situation	87 %
Presenting new products, new developments	86 %
Sales-talks, negotiations	84 %
Preparing conclusions of sale	79 %
Comparing competitors	78 %
Initiating new business relations	77 %
Find agent, representative	59 %

Overall satisfaction with INTERPLASTICA by product range

Raw materials and auxiliaries	95 %
Semi-finished products, technical parts and reinforced plastics	95 %
Services for the plastics and rubber industries	94 %
Machinery and equipment for the plastics and rubber industries	88 %

Recommendation of INTERPLASTICA

Yes	90 %
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Intent to take part at next INTERPLASTICA by product range

Semi-finished products, technical parts, and reinforced plastics	100 %
Machinery and equipment for the plastics and rubber industries	94 %
Raw materials and auxiliaries	94 %
Service for the plastics and rubber industries	93 %

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