

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



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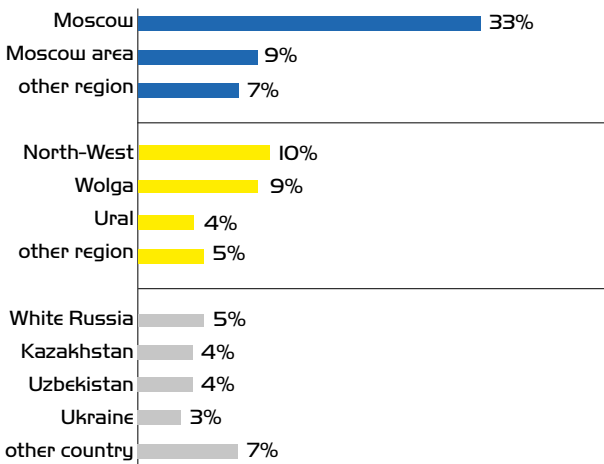
Visitor Structure

Total number of visitors* **24.900**

*interplastica and upakovka

46% of the visitors are from the top management

Area of Origin



Visitors from CIS and abroad

60 countries

Visitors from around 60 countries, besides Russia, such as Ukraine, Belarus, China, Iran, Kazakhstan and Uzbekistan, enriched interplastica 2018

Area of responsibility

General management	25%
Manufacture, production, quality control	21%
Research and development, design	11%
Purchasing, procurement	10%
Sales, distribution	7%
Marketing, advertising, PR	4%
Logistics	4%
Finance, accounting, controlling	3%
Other area	15%

84% of the visitors have influence on purchasing decisions



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Reasons to attend

several answers possible

New developments/trends	43%
Identifying new suppliers/ business partners	20%
Contact with existing suppliers	20%
Particular products presented at the exhibition	18%
Industry meeting/networking	13%
Initiating purchase decisions	13%
Presence of particular exhibitors	12%
Purchase/order	9%
Competitive intelligence	8%

96% of the visitors would recommend visiting interplastica to colleagues

Interest in product ranges

several answers possible

Machinery and equipment for the plastics and rubber industry	54%
Raw materials and auxiliaries	43%
Services for the plastics and rubber industry	21%
Semi-finished products, technical parts and reinforced plastics	21%
Additive Manufacturing	13%

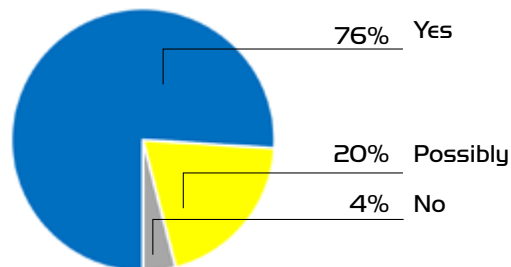
Satisfaction regarding

several answers possible

Presence of market leaders	96%
Completeness of the product range	95%
Arrangement/structure of the fair	96%

96% of the visitors are highly satisfied with every aspect of the fair

Will you visit this trade fair in the future?



FINAL REPORT



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Exhibitor Structure

Total number of exhibitors 650

Germany	124
China	124
Italy	63
Russia	203
Other countries	136

Total net space of exhibitors 12.897 m²

Germany	2.445,25 m ²
China	1.445 m ²
Italy	848 m ²
Russia	5.376 m ²
Other countries	2.782,75 m ²

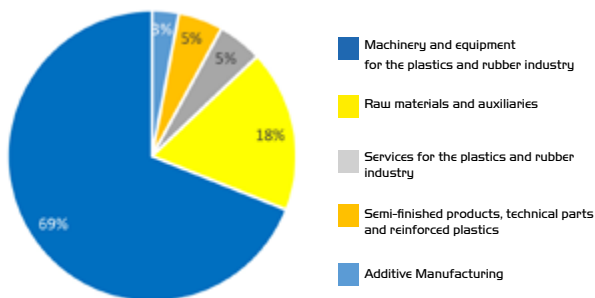
Exhibitors and their origin 31

Austria, Belarus, Belgium, Canada, China, Cyprus, Czech Republic, Denmark, Finland, France, Germany, India, Iran, Israel, Italy, Lithuania, Luxemburg, Malaysia, Netherlands, Poland, Portugal, Russia, Slovenia, South Korea, Spain, Switzerland, Taiwan, Turkey, United Kingdom, USA, Uzbekistan

National pavilions

Austria, China, Germany, Italy

Product range of exhibitors



94% of the exhibitors are satisfied with their participation

88% of the exhibitors expect high follow-up business

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Overall assessment of interplastica several answers possible

Raw materials and auxiliaries	97%
Services for the plastics and rubber industry	95%
Machinery and equipment for the plastics and rubber industry	92%
Semi-finished products, technical parts and reinforced plastics	93%

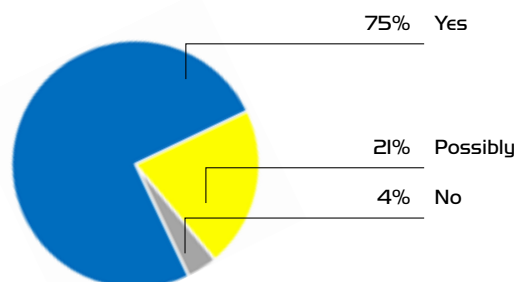
Satisfaction with reaching of the objective several answers possible

Information about existing products	96%
Socializing with regular customers	96%
Presenting new products, new developments	94%
Obtaining an overall impression of the market situation	93%
Representation, PR, presentation of image	93%
Exchanging experience	92%
Acquiring new customers	90%
Conducting (sales) contracts during and after the trade fair	78%

Satisfaction of reaching the visitor target group several answers possible

Producer of plastics and rubber products	96%
Machinery and plants	93%
Raw material producer	92%
Consumer goods	90%
Construction/building industry	84%
Chemicals	84%
Vehicle construction	83%
Electrical engineering, electronics	82%
Medical systems/technology	81%
Transport, packaging, logistics	77%

Will you participate in the next trade fair?



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