

22nd International Trade Fair
for Plastics and Rubber



29 JAN - 1 FEB
2019
MOSCOW
RUSSIA



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F I N A L R E P O R T



Messe
Düsseldorf



interplastica 2019

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Visitor Structure

Total number of visitors* 24.950

*interplastica and upakovka

53% of the visitors are from the top management

Reasons to attend	several answers possible
New developments/trends	49%
Identifying new suppliers/ business partners	23%
Contact with existing suppliers	26%
Particular products presented at the exhibition	22%
Industry meeting/networking	14%
Initiating purchase decisions	11%
Presence of particular exhibitors	25%
Purchase/order	10%
Competitive intelligence	8%

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 2019

Area of responsibility	
General management	27%
Manufacture, production, quality control	21%
Research and development, design	12%
Purchasing, procurement	11%
Sales, distribution	11%
Marketing, advertising, PR	4%
Logistics	4%
Maintenance/repairs	3%
Other area	7%

91% of the visitors have influence on purchasing decisions

98% 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	52%
Services for the plastics and rubber industry	17%
Semi-finished products, technical parts and reinforced plastics	15%
Additive Manufacturing	11%

Satisfaction regarding product range

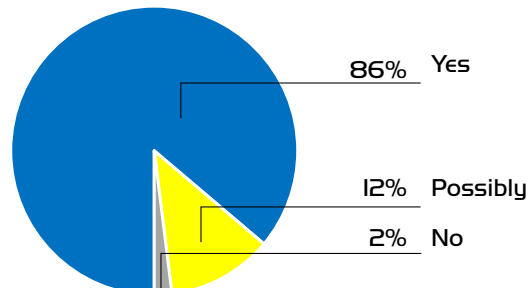
Machinery and equipment for the plastics and rubber industries	97%
Raw materials and auxiliaries	96%
Services for the plastics and rubber industries	98%
Semi-finished products, technical parts and reinforced plastics	96%
Additive Manufacturing	91%

Satisfaction regarding several answers possible

Presence of market leaders	98%
Completeness of the product range	98%
Arrangement/structure of the fair	98%

98% of the visitors are highly satisfied with every aspect of the fair

Will you visit this trade fair in the future?



interplastica 2020

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FINAL REPORT



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Exhibitor Structure

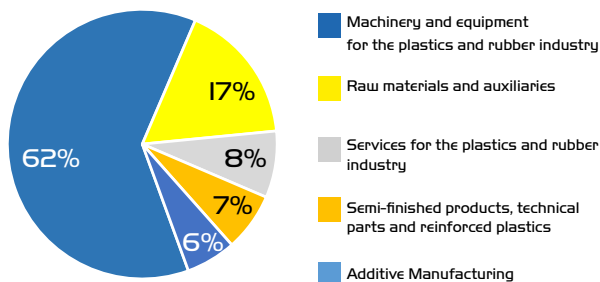
Total number of exhibitors	680
Germany	110
China	129
Italy	65
Russia	246
Other countries	130

Total net space of exhibitors	13.150 m ²
Germany	2.277 m ²
China	1.421 m ²
Italy	866 m ²
Russia	6.133 m ²
Other countries	2.453 m ²

Exhibitors and their origin	29
Austria, Belarus, Belgium, Canada, China, Czech Republic, Denmark, Finland, France, Germany, India, Iran, Israel, Italy, Lithuania, Netherlands, Poland, Portugal, Russia, Slovenia, South Korea, Spain, Switzerland, Taiwan, Turkey, UAE, United Kingdom, USA, Uzbekistan	

National pavilions
Austria, China, Germany, Italy

Product range of exhibitors



93% of the exhibitors are satisfied with their participation

93% of the exhibitors expect high follow-up business



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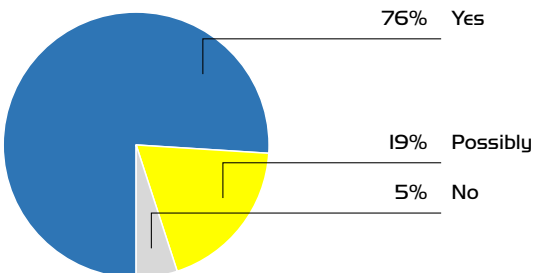
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Overall assessment of interplastica	several answers possible
Raw materials and auxiliaries	92%
Machinery and equipment for the plastics and rubber industry	91%
Semi-finished products, technical parts and reinforced plastics	95%

Satisfaction with reaching of the objective	several answers possible
Information about existing products	95%
Socializing with regular customers	92%
Presenting new products, new developments	95%
Obtaining an overall impression of the market situation	96%
Representation, PR, presentation of image	89%
Exchanging experience	92%
Acquiring new customers	89%
Conducting (sales) contracts during and after the trade fair	83%

Satisfaction of reaching the visitor target group	several answers possible
Producer of plastics and rubber products	92%
Machinery and plants	91%
Raw material producer	88%
Consumer goods	88%
Construction/building industry	80%
Chemicals	83%
Vehicle construction	83%
Electrical engineering, electronics	83%
Medical systems/technology	81%
Transport, packaging, logistics	79%

Will you participate in the next trade fair?



FINAL REPORT



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