Visitor Structure

Total number of visitors* 24,950
*interplastica and upakovka

41% of the visitors are from the top management

Reasons to attend

New developments/trends 47%
Identifying new suppliers/business partners 24%
Contact with existing suppliers 24%
Particular products presented at the exhibition 21%
Industry meeting/networking 20%
Presence of particular exhibitors 20%
Initiating purchase decisions 16%
Competitive intelligence 13%
Purchase/order 9%

Interest in product ranges

several answers possible

Machinery and equipment for the plastics and rubber industry 52%
Raw materials and auxiliaries 50%
Plastics and rubber products 31%
Services for the plastics and rubber industry 19%
Additive Manufacturing 12%

Satisfaction regarding product range

several answers possible

Raw materials and auxiliaries 96%
Services for the plastics and rubber industries 95%
Machinery and equipment for the plastics and rubber industries 94%
Plastics and rubber products 94%
Additive Manufacturing 91%

Area of responsibility

General management 22%
Manufacture, production, quality control 20%
Research and development, design 12%
Purchasing, procurement 11%
Sales, distribution 9%
Marketing, advertising, PR 8%
Logistics 4%
Maintenance/repairs 3%
Information and communication technology 3%
Other area 10%

60 countries

Visitors from around 60 countries, besides Russia, such as Ukraine, Belarus, China, Iran, Kazakhstan and Uzbekistan, enriched interplastica 2020

Visitors from CIS and abroad

84% of the visitors have influence on purchasing decisions

98% of the visitors would recommend visiting interplastica to colleagues

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

Will you visit this trade fair in the future?

78% Yes
20% Possibly
2% No

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Exhibitor Structure

Total number of exhibitors 676
Germany                      101
China                     108
Italy      51
Russia 309
Other countries 107

Total net space of exhibitors 14,007 m²
Germany 2,109 m²
China 1,092 m²
Italy 980 m²
Russia 7,244 m²
Other countries 2,582 m²

93% of the exhibitors are satisfied with their participation

Exhibitors and their origin 27
Austria, Belarus, Belgium, Canada, China, Czech Republic, Finland, France, Germany, India, Iran, Italy, Lithuania, Netherlands, Poland, Portugal, Romania, Russia, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, USA

National pavilions
Austria, China, Germany, Italy

Satisfaction with reaching of the objective
several answers possible
Presenting new products, new developments 95%
Information about existing products 93%
Socializing with regular customers 93%
Obtaining an overall impression of the market situation 91%
Representation, PR, presentation of image 91%
Exchanging experience 87%
Acquiring new customers 87%
Conducting (sales) contracts during and after the trade fair 87%

Satisfaction of reaching the visitor target group
several answers possible
Machinery and plants 93%
Producer of plastics and rubber products 92%
Chemicals 89%
Raw material producer 88%
Consumer goods 88%
Vehicle construction 87%
Construction/building industry 83%
Electrical engineering, electronics 82%
Medical systems/technology 82%
Transport, packaging, logistics 75%

Overall assessment of interplastica
several answers possible
Rau materials and auxiliaries 94%
Plastics and rubber products 92%
Machinery and equipment for the plastics and rubber industry 91%

92% of the exhibitors would recommend a participation in interplastica to other companies

93% of the exhibitors expect high follow-up business

Will you participate in the next trade fair?
78% Yes
18% Possibly
4% No