

23rd International Trade Fair
for Plastics and Rubber



28 - 31 JAN
2020
MOSCOW
RUSSIA

interplastica.de

 **EXPOCENTRE**
INTERNATIONAL EXHIBITIONS AND CONVENTIONS
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F I N A L R E P O R T



Messe
Düsseldorf



interplastica 2020

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Visitor Structure

Total number of visitors* 24.950

*interplastica and upakovka

41% of the visitors are from the top management

Reasons to attend several answers possible

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%

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 2020

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%

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	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

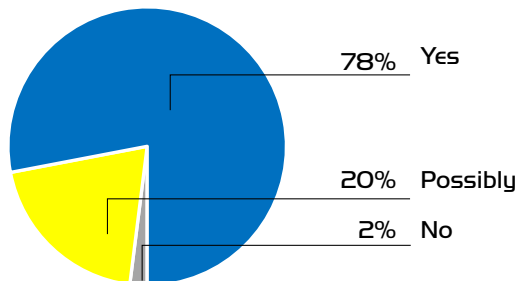
Raw materials and auxiliaries	96%
Services for the plastics and rubber industries	95%
Machinery and equipment for the plastics and rubber industries	94%
Plastics and rubber products	94%
Additive Manufacturing	91%

Satisfaction regarding several answers possible

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

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

Will you visit this trade fair in the future?



84% of the visitors have influence on purchasing decisions



interplastica 2021

24th International Trade Fair
for Plastics and Rubber
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Moscow, Russia

www.interplastica.de

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Messe
Düsseldorf

FINANCIAL REPORT



interplastica 2020

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Exhibitor Structure

Total number of exhibitors 676

Germany	101
China	108
Italy	51
Russia	309
Other countries	107

93% of the exhibitors are satisfied with their participation

Total net space of exhibitors 14.007 m²

Germany	2.109 m ²
China	1.092 m ²
Italy	980 m ²
Russia	7.244 m ²
Other countries	2.582 m ²

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

Overall assessment of interplastica several answers possible

Raw 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



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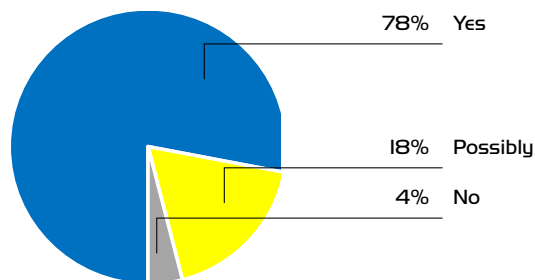
Satisfaction with reaching of the objective several answers possible

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%

Will you participate in the next trade fair?



93% of the exhibitors expect high follow-up business

FINAL REPORT

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