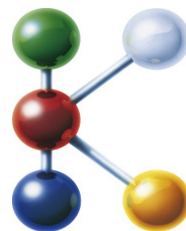


Fair Profile

Based on the results of 3,038 interviews conducted by means of the Computer Interview System subject to change
UI-MF / January 2011

K 2010

International Trade Fair
No. 1 for Plastics and Rubber Worldwide
27 Oct. - 3 Nov 2010
www.k-online.de



Total number of exhibitors 3,094

Origin of the exhibitors

Germany	1,072
Other countries	2,022
Number of countries	56
Space (net, qm)	162,093
Germany	64,918
Other Countries	97,175

Total number of visitors 222,486

Origin of the visitors

Germany	43 %
Other countries	57 %
Number of countries	109

Germany

North Germany	9 %
West Germany	44 %
East Germany	7 %
Southwest Germany	14 %
South Germany	26 %

Other countries

Europe	55 %
- EU	46 %
- Other European countries	9 %
Asia	24 %
- Middle East	9 %
- South-/East-/Central Asia	15 %
North America	5 %
South and Central America	8 %
Africa	6 %
Australia/Oceania	2 %

Countries of origin (Top 10)**

India	8 %
Netherlands	6 %
France	6 %
Belgium	5 %
Italy	5 %
USA	4 %
Austria	4 %
Brazil	3 %
U.K.	3 %
Turkey	3 %

Industrial sector *

Industry, manufacturer	67 %
- Manufacturing of plastic goods	18 %
- Mechanical engineering	12 %
- Chemicals industry	10 %
- Packaging/distribution	7 %
- Vehicle const./aviation/aerosp.	4 %
- Electr. engineering, electronics	3 %
- Rubber manufacture/ caoutchouc processing	3 %
- Other industry, manufacturer	10 %
Trade	8 %
Services	8 %
Skilled trades	2 %
University/college of higher education/technical college	2 %
Other	5 %

Area of responsibility *

Management	23 %
Research, development, construction	22 %
Manufacture, production	16 %
Distribution, sales	7 %
Purchasing, procurement	5 %
Design	3 %
Marketing, advertising, PR	3 %
Planning, operations scheduling	2 %
Servicing, maintenance	2 %
Manufacture, quality control	2 %
Other	7 %

Occupational position

Independent entrepreneur/ partner/freelance	15 %
Managing director/board member/ head of an authority	15 %
Main department head/other employee with managerial responsibility	10 %
Department head/group leader	22 %
Other employee, civil servant	16 %
Skilled worker	7 %
Trainee	3 %
Other	4 %
Student, school pupil	6 %
Not gainfully-employed	2 %

Company size *

1 - 4 employees	7 %
5 - 19 employees	11 %
20 - 99 employees	22 %
100 - 499 employees	25 %
500 - 999 employees	7 %
1,000 employees or more	20 %

Influence on purchasing/ procurement decisions *

Decisively	26 %
Contributory	33 %
In an advisory capacity	20 %
No influence	13 %

Frequency of visits

K 2007	43 %
K 2004	33 %
First-time visit in 2010	42 %
Average length of stay (in days)	2.6

Interest in product ranges

(Several answers possible)	
Machinery and equipment for the plastics and rubber industries	66 %
Raw materials, auxiliary materials	46 %
Semi-finished products, technical parts and reinforced plastics	27 %
Services for the plastics and rubber industry	18 %
Other	10 %

General assessment

Satisfied	98 %
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Visit in 2013

Intention to visit again	94 %
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* difference to 100% = pupil, student, not gainfully employed (8%)

** Basis: other countries



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