

# K 2016



<b>Exhibitors total</b>	<b>3,293</b>
Exhibitors Germany	1,040
Exhibitors other countries	2,253
<b>Number of countries</b>	<b>61</b>

<b>Net space total (sqm)</b>	<b>173,025</b>
Net space Germany	67,048
Net space other countries	105,977

Visitor data from registry:

<b>Visitors total</b>	<b>232,053</b>
- Visitors Germany	29%
- Visitors other countries	71%
<b>Number of countries</b>	<b>161</b>

(Basis: all foreign countries)

- Europe	58%
- Asia	25%
- America	12%
- Africa	4%
- Australia / Oceania	1%

(Basis: all foreign countries)

<b>TOP 10 visitor countries</b>	
Italy	6%
Netherlands	6%
India	6%
Turkey	4%
France	4%
Belgium	4%
USA	4%
China	3%
Spain	3%
Poland	3%

International Trade Fair - No. 1 for Plastics and Rubber
Düsseldorf, Germany 19. - 26. October 2016
<a href="http://www.k-online.com">www.k-online.com</a>

## Quality and structure of trade visitors

Based on the results of 3,216 interviews with trade visitors during K 2016 conducted by means of the Computer-Interview-System

<b>Area of responsibility*</b>	
Business/company/plant management	24%
Research and development, design	24%
Manufacture, production, quality control	15%
Sales, distribution	10%
Purchasing/procurement	6%
Design	4%
Servicing/maintenance	2%
Marketing, advertising, PR	2%
Other	6%

<b>Occupational position</b>	
Top-Management	47%
Middle-Management	21%
Low-Management	32%

<b>Reasons for visit</b>	
(Several answers possible)	
Innovations/trends	59%
Contact to existing suppliers and business partners	32%
Search for new suppliers and business partners	31%

<b>Industrial sector*</b>	
Industry, manufacturer	69%
- Packaging	19%
- Mechanical engineering/ plant engineering	19%
- Chemicals industry	12%
- Vehicle const./aviation/aerosp.	8%
- Rubber manufacture/ caoutchouc processing	5%
- Building/construction industry	5%
- Electr. engineering, electronics	4%
- Medical technology/Precision mechanics/Optical technology	3%
- Other industry, manufacturer	25%
Trade	8%
Services	7%
Skilled trades	3%
University/college of higher education/technical college	2%
Other	4%

<b>Decision-making powers</b>	
Decisively	29%
Contributory	32%
In an advisory capacity	21%
No influence	18%

<b>Interest in product ranges</b>	
(Several answers possible)	
Machinery and equipment for the plastics and rubber industries	67%
Raw materials, auxiliary materials	47%
Semi-finished products, technical parts and reinforced plastics	27%
Services for the plastics and rubber industry	20%
Other	9%

<b>New suppliers were found</b>	
(Basis: all trade visitors)	
Yes	59%

<b>Overall assessment</b>	
Satisfied	97%

<b>Recommendation</b>	
Yes	97%

\*Difference to 100% = Pupil, student, not gainfully employed (7%)



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