

## VDMA Circular Economy Forum at K 2019 from 16 to 23 October in Düsseldorf

### *Exciting Lectures, Discussions and Showcases all about the Circular Economy*

Plastics are valuable – also as waste! In the plastics industry the concept of the circular economy is discussed as a promising path into the future. But what does circularity for plastics actually mean? Which steps are decisive? Who are the partners involved? At the VDMA Circular Economy Forum at K 2019, The World's No. 1 Trade Fair for Plastics and Rubber, the VDMA will discuss "Design for Recycling" or the prerequisites for good plastics recycling with its guests. At the VDMA pavilion specifically set up for the Circular Economy Forum right in front of Hall 16 on the outdoor premises a closer look will be taken at the processing of recyclates and the correlations between markets, quantities and legal frameworks will be flagged up. Using packaging as an example the benefits of plastic products during their lifecycle will be made clear at the VDMA Pavilion, but the arguments speaking in favour of the "not pre-packed" model will also be discussed. Successful closed loops will be presented that have become established as a business model and students will be invited to the "Fridays for future". Encompassing talks, presentations and workshops on the circular economy the programme gets to the heart of the matter. A gallery with over twenty exhibitors such as Arburg, Engel, Erema, KraussMaffei and Reifenhäuser but also such household names as Procter & Gamble round off the VDMA presence at K 2019.

### **Renowned Speakers from Industry, Politics and Retail**

The programme of the VDMA Circular Economy Forum features high-calibre and versatile speakers on all trade fair days. The kick-off talk on 16 October alone promises exciting discussions and insights from various perspectives. Participants include:

- **Daniel Calleja Crespo**, Director General of DG Environment at the **European Commission**
- **Thomas Kyriakis**, board member at **Schwarz** Zentrale Dienste KG, responsible for the circular economy, among other things. The

The World's No. 1 Trade Fair  
for Plastics and Rubber



Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 211 4560-01  
Telefax +49 211 4560-668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)


Geschäftsführung:  
Werner M. Domscheidt (Vorsitzender)  
Hans Werner Reinhard  
Wolfram N. Diener  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

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Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Schwarz group is Germany's biggest retail company (Lidl and Kaufland).

- **Dietmar Böhm**, Managing Director responsible for the operative business of **PreZero AG** (Schwarz Group), a leading environmental service provider with more than 80 locations in Germany.
- **Ulrich Reifenhäuser**; CEO, **Reifenhäuser Group** and Chairman of the Advisory Board of K 2019

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In the afternoon of the same day representatives from **Nestlé**, **Krones** and **Ineos** will be available for questions at presentations and interviews.

### The VDMA Circular Economy Forum agenda on each day of K 2019:

16/10/2019: Change Now! Get Ready for Circularity – Introduction

17/10/2019: Boon or Bane of Plastics Packaging

18/10/2019: Circular Economy – a Global Challenge

19/10/2019: Plastics Recycling – from Small Scales to Big Output

20/10/2019: Recyclates in Products – Availability and Acceptance

21/10/2019: Plastic Waste – Waste Management – Waste Export – Marine Litter

22/10/2019: Plastics Industry – Where to... and More!

23.10.2019: Circular Economy – Conclusions at K 2019



For more information on the VDMA's Circular Economy Forum go to [plastics.vdma.org](http://plastics.vdma.org)

Details on K 2019 are available at [www.k-online.de](http://www.k-online.de) as well as on Facebook: <https://www.facebook.com/K.Tradefair?fref=ts>. For specific information on the Circular Economy theme visit [www.k-online.de/hottopics](http://www.k-online.de/hottopics)  
High-resolution visuals are available in the photo database in the "Press" area at [www.k-online.com](http://www.k-online.com).

#### Your Press Contact:

Dr. Cornelia Jokisch (Senior Manager Press & PR)  
Desislava Angelova, Sabrina Giewald  
Tel.: +49 (0)211/4560-998/-242, Fax: +49 (0)211/4560-8548  
Email: [JokischC@messe-duesseldorf.de](mailto:JokischC@messe-duesseldorf.de), [AngelovaD@messe-duesseldorf.de](mailto:AngelovaD@messe-duesseldorf.de)  
[GiewaldS@messe-duesseldorf.de](mailto:GiewaldS@messe-duesseldorf.de)

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