

K 2016



Exhibitors total	3,293
Exhibitors Germany	1,040
Exhibitors other countries	2,253
Number of countries	61

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

Visitor data from registry:

Visitors total	232,053
- Visitors Germany	29%
- Visitors other countries	71%
Number of countries	161

(Basis: all foreign countries)

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

(Basis: all foreign countries)

TOP 10 visitor countries	
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
www.k-online.com
Preliminary data; Subject to change (GI-MF/November 2016)

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

Area of responsibility*	
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%

Occupational position	
Top-Management	47%
Middle-Management	21%
Low-Management	32%

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

Industrial sector*	
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%

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

Interest in product ranges	
(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%

New suppliers were found	
(Basis: all trade visitors)	
Yes	59%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	97%

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



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