



## International Trade Fair No. 1 for Plastics and Rubber Worldwide

## K 2007

### Exhibitor and visitor statistics

Based on the results of 3,986 interviews conducted by means of the Computer Interview System.  
Subject to change.  
Status 11/2008

[www.k-online.de](http://www.k-online.de)

#### Total number of exhibitors 3,114

Origin of the exhibitors	
Germany	1,131
Other countries	1,983
Number of countries	56

Space (net, sqm)	168,167
Germany	72,869
Other countries	95,298

#### Total number of visitors 242,000

Origin of the visitors	
Germany	43 %
Other countries	57 %

#### Germany

North Germany	10 %
West Germany	45 %
East Germany	6 %
Southwest Germany	14 %
South Germany	25 %

#### Other countries

Europe	57 %
- EU	49 %
- Eastern Europe	2 %
- Other European countries	6 %
North America	6 %
South-/Central America	8 %
Africa	5 %
Australia/Oceania	2 %
Asia	22 %

#### Countries of origin (Top 10)

Netherlands	8 %
India	7 %
Belgium	7 %
USA	5 %
France	5 %
Italy	5 %
U.K.	4 %
Switzerland	3 %
Austria	3 %
Brazil	3 %

#### Industrial sector\*

Industry, manufacturer	71 %
- Plastic goods manufacture	25 %
- Mechanical engineering	8 %
- Chemicals industry	8 %
- Rubber manufacture/ caoutchouc processing	4 %
- Electrical engineering, electronics	4 %
- Vehicle construction	4 %
- Other	18 %
Trade	9 %
Services	5 %
Skilled trades	3 %
University/college of higher education/ technical college	2 %
Other	4 %

#### Company size\*

1 - 4 employees	5 %
5 - 19 employees	10 %
20 - 99 employees	22 %
100 - 499 employees	26 %
500 - 999 employees	8 %
1,000 employees or more	23 %

#### Area of responsibility\*

Research, development, construction	23 %
Management	23 %
Manufacture, production	17 %
Distribution, sales	7 %
Purchasing, procurement	5 %
Planning, operations scheduling	4 %
Marketing, advertising, PR	4 %
Servicing, maintenance	3 %
Manufacture, quality control	2 %
Other	6 %

#### Frequency of visits

K 2004	40 %
First-time visit in 2007	44 %
Average length of stay (in days)	2.5

#### Occupational position

Entrepreneur/partner/freelancer	14 %
Managing director/board member/ head of an authority etc.	17 %
Main department head/ authorised signatory	9 %
Department head/group leader	23 %
Other employee/civil servant	17 %
Skilled worker	8 %
Trainee	3 %
Other	3 %
Student/school pupil	5 %
Not gainfully-employed	1 %

#### Interest in product ranges

(Several answers possible)

Machinery and equipment for the plastics and rubber industry	67 %
Raw materials, auxiliary materials	41 %
Semi-finished products, technical parts and reinforced plastics	27 %
Services for the plastics and rubber industry	16 %
Other	10 %

#### Influence on purchasing/ procurement decisions\*

Decisively	26 %
Collectively	33 %
In an advisory capacity	23 %
No influence	12 %

#### General assessment

Satisfied	98 %
Not satisfied	2 %



\* difference to 100% = pupil, student, not working (6%)

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Germany  
Tel. +49 (0) 211/45 60-01  
Fax +49 (0) 211/45 60-6 68  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)

