



INTERPLASTICA 2012

15th International Trade Fair Plastics and Rubber

24–27 January 2012

VISITOR STRUCTURE

Visitors came from 59 countries:

Afghanistan, Algeria, Argentina, Armenia, Austria, Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, Canada, Chile, China, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, India, Iran, Israel, Italy, Japan, Jordan, Kazakhstan, Korea, Kyrgyzstan, Latvia, Lichtenstein, Lithuania, Luxembourg, Moldova, Monaco, Mongolia, Netherlands, Pakistan, Poland, Portugal, Rumania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tadschikistan, Taiwan, Turkey, Turkmenistan, Ukraine, United Arab Emirates, USA, Usbekistan

Total number of visitors

INTERPLASTICA and
UPAKOVKA/UPAK ITALIA 20,000

Country of Origin

CIS countries with Russia 95 %
– of which from Russia 89 %
Other countries 5 %

Russia

Central Federal District 67 %
– of which from Moscow City 43 %
– of which from Moscow Area 13 %
Federal District Volga 8 %
North Western Federal District 6 %
– of which from Sankt Petersburg 4 %
Federal District Ural 2 %
Siberian Federal District 2 %
Southern Federal District 2 %
Far Eastern Federal District 1 %
North-Caucasus Federal District 1 %

Area of responsibility

several answers possible

Manufacture, production 36 %
Management 16 %
Purchasing, sourcing 10 %
Sales, distribution 8 %
Planning, design, production planning 6 %
Production control, quality control 6 %
Research, development, construction 5 %
Service, maintenance 4 %
Marketing, advertising, PR 3 %
Other area 6 %

Purpose of visit

several answers possible

Making new business contacts 55 %
Information about new products, trends, systems and prices 47 %
Cultivation of existing business contacts 39 %
Information about products, systems, applications 35 %
Information about prices, conditions 32 %
Continuation training 27 %
Purchase negotiations 27 %
Monitoring the competition 21 %
Concluding purchase 19 %
Initial orientation 6 %

95 % of the visitors are completely satisfied with reaching the objectives

Interest in product ranges

several answers possible

Machinery and equipment for the plastics and rubber industry 73 %
Raw materials and auxiliaries 62 %
Services for the plastics and rubber industry 20 %
Semi-finished products, technical parts and reinforced plastics 16 %
Logistics, transport 12 %

Satisfaction regarding

Companies 95 %
Completeness of the product range 95 %
Presence of market leaders 95 %

98 % of the visitors are highly satisfied with every aspect of the fair

Will you visit this fair in future?

Yes 91 %
Possibly 7 %
No 2 %

final report

INTERPLASTICA 2013

29 January – 1 February 2013
Moscow, Russia

www.interplastica.de

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EXHIBITOR STRUCTURE

Survey of exhibitors at INTERPLASTICA 2012: 419 interviews

Total numbers of exhibitors	573
Germany	139
Russia	190
Other countries	244

95 % of the exhibitors will participate in this fair in the future

Total net space of exhibitors	11,644
Germany	3,094
Russia	4,252
Other countries	4,298

Exhibitors and their origin	26
Austria, Belarus, Belgium, Canada, China, Czech Republic, Finland, France, Germany, India, Italy, Latvia, Luxembourg, Netherlands, Poland, Portugal, Russia, Slovenia, South Korea, Spain, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom, USA	

National pavilions	
Austria, China, France, Germany, Italy, Portugal	

Product range of exhibitors	
Machinery and equipment for the plastics and rubber industry	64 %
Raw materials and auxiliaries	26 %
Services for the plastics and rubber industry	8 %
Semi-finished products, technical parts and reinforced plastics	7 %
Others	10 %

Satisfaction with reaching of the objective	
Cultivating of existing business contacts	90 %
Sales-talks, negotiations	87 %
Presenting new products, new developments	86 %
Initiating new business relations	82 %
Preparing conclusions of sale	76 %

81 % of the exhibitors expect high follow-up business

Satisfaction of reaching the visitor target group	
Manufacturer of plastics and rubber products	85 %
Machinery and plant manufacturing	84 %
Construction/building industry	83 %
Raw material producer	82 %
Consumer goods industry	81 %
Chemical industry	79 %
Transport, packaging, logistics	77 %
Electrical engineering, electronics	76 %
Vehicle construction industry	73 %
Medical systems/technology	63 %

Overall assessment of INTERPLASTICA	
Raw materials and auxiliaries	92 %
Services for the plastics and rubber industry	89 %
Machinery and equipment for the plastics and rubber industry	88 %
Semi-finished products, technical parts and reinforced plastics	87 %

90 % of the exhibitors are satisfied with their participation

Recommendation of INTERPLASTICA	
Yes	89 %

Exhibitors signalized to take part in next INTERPLASTICA 2013	
Raw materials and auxiliaries	95 %
Machinery and equipment for the plastics and rubber industry	94 %
Semi-finished products, technical parts, and reinforced plastics	93 %
Service for the plastics and rubber industry	91 %

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