

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



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Messe  
Düsseldorf

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



# 2019

16-23 October  
Düsseldorf  
Germany

[k-online.com](http://k-online.com)



Messe  
Düsseldorf

# W e l c o m e t o K 2 0 1 9

## Your gateway to SUCCESS.

The exceptional success and the consistently positive feedback from all participants at K 2016 clearly demonstrate the prominent role that K plays as the world's leading trade fair for the plastics and rubber industry. 3,293 exhibitors from 61 countries impressed the more than 232,000 trade visitors with the complete range of products and services spanning all aspects of the sector. Visionary developments and groundbreaking innovations will again lead the industry into new dimensions in 2019 at K in Düsseldorf. Make sure you are part of it.

Impressions  
of K 2016



k-online.com/2600

# A I I D i m e n s i o n s o f S u c c e s s

Success has many dimensions. K in Düsseldorf offers you the ideal business platform for presenting information and innovations. In 2019 it will once again be the most prestigious event on the industry's calendar and the starting point for decisions that shape future products, processes and solutions. The multiple dimensions of quality at K support your business success. 82% of visitors at K 2016 were directly involved in investment decisions. The high proportion of top managers at the event makes K in Düsseldorf the marketplace for decision-makers from all important processing and user industries.



# The trade fair for decision-makers

## K 2016 visitor structure

Visitors: 232,053

— Other countries: 164,758

— Germany: 67,295

Number of countries: 161

### Visitor structure

Country of origin

Germany \_\_\_\_\_ 29%

Other countries \_\_\_\_\_ 71%

— Europe \_\_\_\_\_ 58%

— Asia \_\_\_\_\_ 25%

— Americas \_\_\_\_\_ 12%

— Africa \_\_\_\_\_ 4%

— Australia/Oceania \_\_\_\_\_ 1%

**98%** of K 2016 exhibitors reached the goals they had set for their trade fair participation.

## Economic sectors

Industry/manufacture \_\_\_\_\_ 69%

— Packaging \_\_\_\_\_ 19%

— Machinery and equipment manufacture \_\_\_\_\_ 19%

— Chemical industry \_\_\_\_\_ 12%

— Automotive/aerospace \_\_\_\_\_ 8%

— Rubber production/

— Natural rubber processing \_\_\_\_\_ 5%

— Construction \_\_\_\_\_ 5%

— Electrical engineering/electronics \_\_\_\_\_ 4%

— Medical technology/

— precision mechanics/optics \_\_\_\_\_ 3%

Trade \_\_\_\_\_ 8%

Services \_\_\_\_\_ 7%

Professional crafts \_\_\_\_\_ 3%

Higher/further education \_\_\_\_\_ 2%

**95%** of exhibitors rated the quality of visitors as very good/satisfactory.

## Excellent ratings

Once again, exhibitors and visitors awarded K top marks. 95% of exhibitors were highly satisfied with the calibre and willingness to invest of the trade visitors at K 2016. As a result, 93% of exhibitors would recommend K as the industry's leading global trade fair.

K 2016:

→ 3,293 exhibitors from 61 countries

→ 173,961 m<sup>2</sup> net exhibition space

→ 232,053 trade visitors from 161 countries

→ 71% international visitors

Structural data



k-online.com/2601

# A W O R L D O F P I O N E E R S

In the future, economic success will increasingly hinge on the successful fusion of the digital world with the worlds of production processes and product development pipelines. Presenting both a challenge and an opportunity, this transformation calls for new ways of thinking and a creative pioneering spirit. K 2019 provides an international platform to display these attributes. And particularly for machinery and equipment; raw materials and auxiliaries; semi-finished products; technical parts; reinforced plastics; and services. This broad spectrum provides the globally unique level of quality and diversity that form the basis of this most important business platform.



# RAW MATERIALS AND AUXILIARIES

## H o t s p o t f o r t h e b e s t



The sheer innovative power and pioneering spirit of researchers and developers is revolutionising the future of polymers. Emerging raw materials and auxiliaries will improve resource efficiency and the environmental footprint. The materials of the future - from the best players in the industry. So be a part of it and showcase your company and your outstanding products in an optimum setting for doing international business.

At a glance:

- Resource efficiency
- Sustainability
- Circular economy
- Functional polymers
- Biopolymers

Impressions



k-online.com/2602

# SEMI-FINISHED PRODUCTS, TECHNICAL PARTS, REINFORCED PLASTICS

C o n q u e r f u t u r e m a r k e t s



Climate change offers huge opportunities above all for the plastics and rubber industry. For example: effective reduction of carbon emissions in cars and planes. E-mobility won't get anywhere until the materials shed weight. And, without lightweighting, planes won't even lift off. Composites vs kerosene The industry and its products have enormous growth potential with superior solutions. And the same is true of medical technology, electricals and electronics, the construction industry and many other application areas.

At a glance:

- Composites
- Lightweight design
- Carbon fibre processing
- Surface finishes

Impressions



k-online.com/2603

# MACHINERY AND EQUIPMENT

W o r l d p r e m i e r e s . K 2 0 1 9



We are entering into a new era in machine building. Industry 4.0 is driving production processes, where humans and machines are experiencing a revolutionary digital transformation. K 2019 offers the world's best engineers and software developers the perfect venue to spotlight their complex production units in action. LIVE! Show your world premieres to an audience of the very finest: technically savvy top managers from all over the globe as primary decision-makers.

#### At a glance:

- Integrated and efficient production processes
- Additive manufacturing
- Production efficiency
- Live demonstrations

Impressions



k-online.com/2604

# SERVICES RESEARCH SCIENCE



## Gather information, then act on it

Knowledge is power, as the saying goes, but the real question is one of feasibility. K offers you a forum to discuss with pioneering and lateral thinkers from science, research, institutions and service providers. You can expect an international audience of experts looking for answers to concrete questions. People who are on the same wavelength as you. And people ready to dialogue with you in developing solutions for the increasingly complex demands of the future.



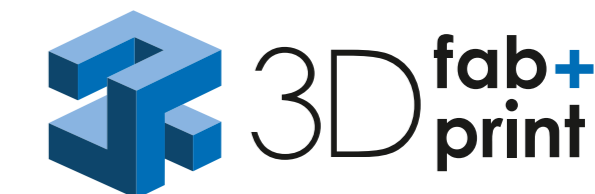
## Science Campus

The Science Campus at K 2019 is the forum for academic research and teaching. This is where universities, colleges and research establishments present their results and dialogue with industry. In clear and simple terms. Cutting edge academic knowledge as an offer to practitioners. Straight to the point. And only at K 2019.



## Three-dimensional future

The creative applications that will be enabled by additive manufacturing are limitless. From the smallest microparts to gigantic housebuilding projects. Manufacturing technologies are evolving faster and faster, in medical technology and tooling, in the construction industry and in consumer goods. What can already be done will be impressively demonstrated under the 3D Fab+Print brand at K 2019.

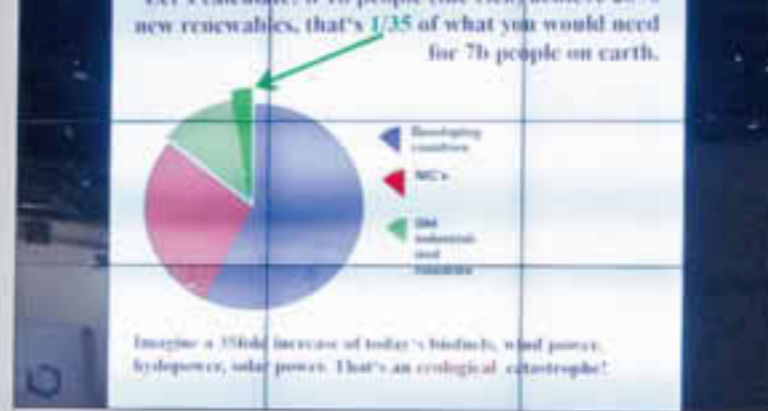


# E n v i s i o n i n g T o m o r r o w

K in Düsseldorf, with the most concentrated array of high-quality innovations to be found anywhere in the world, is the heart and brain of the plastics and rubber industry. Visionary ideas show the way to the future. Industry and research offer new perspectives to all exhibitors and those making investment decisions. With respect to business success in particular, 90% of all exhibitors stated that they were very satisfied with the last K. By deciding to participate in K 2019 you will be securing your share in a successful future. Let's shape the future together.



## Plastics shape the future



## Plastics shape the future

The special show is the industry's global stage. It provides the space for presentations in exciting formats and discussions on how the future can be shaped with plastics. Sustainability, digitalisation and worldwide interconnectedness, health and the environment are just some of the topics treated. With new technologies and materials, the industry is meeting the global challenges of our time and developing solutions in a dialogue with all stakeholders. The special show is organised by the German plastics industry under the auspices of PlasticsEurope Deutschland and Messe Düsseldorf.

# YOUR K 2019 ONLINE REGISTRATION

C h e c k I n N o w

## The quick and easy route to the No.1

You've decided that your company should take part in K 2019? If you already exhibited at K 2016, nothing could be easier. Simply log in with your 2016 access data. Correct any details that have changed and save them directly in the system. Done! If you are a first-time exhibitor, select the type and size of your stand and enter the product category that you intend to exhibit. Print out the registration form, sign it and send it off to us. It's that easy. We look forward to receiving your registration.

[k-online.com/2330](http://k-online.com/2330)



## Any questions? If so, just call or email us.

If you are still in the process of planning your company's participation in K 2019, please note that the registration period runs to 31 May 2018. There are plenty of things to organise and prepare until then. You can rely on us to answer any questions and address any problems you may have. Our service is available to you worldwide. And our foreign representatives will be happy to help and advise you locally. Welcome to K 2019!

## Your K 2019 Team

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- Director**
- Petra Cullmann (CullmannP@messe-duesseldorf.de) -7790
- Assistant
- Daniela Gorecki (GoreckiD@messe-duesseldorf.de) -463
- Deputy Director**
- Thomas Franken (FrankenT@messe-duesseldorf.de) -7739
- Exhibitor services**
- Caroline Erben (ErbenC@messe-duesseldorf.de) -436
- Robert Nikolic (NikolicR@messe-duesseldorf.de) -408
- Anja Zander (ZanderA@messe-duesseldorf.de) -426
- Carolin Maicher (MaicherC@messe-duesseldorf.de) -421
- Julia Tracht (TrachtJ@messe-duesseldorf.de) -137

- Exhibitor hotline/OOS -400
- Stand construction/Hotline -600
- Technical Services/Hotline -500

**International contacts**  
Contact details of our 73 foreign representatives around the world: [k-online.com/2750](http://k-online.com/2750)

## Timeline

- Registration deadline 31 May 2018
- Space allocation: from June 2018
- Admissions: from January/February 2019
- Duration 16-23 October 2019

### K@Social Media



[www.YouTube.com/  
KTradeFairChannel](http://www.YouTube.com/KTradeFairChannel)



[www.Facebook.com/  
K.Tradefair](http://www.Facebook.com/K.Tradefair)



[www.Twitter.com/  
K\\_Tradefair](http://www.Twitter.com/K_Tradefair)

# Y o u ' l l l o v e D ü s s e l d o r f

## After Business

Take a break after a long day and discover Düsseldorf's qualities as a hosting city: cultural events, art, the Königsallee boulevard, quality of life, Rhineland zest for life. Bars and stars at one end of the scale and gourmet cuisine at the other. As a state capital, Düsseldorf offers all you could wish for. Museums and fashion, theatre and dance. But it also has quiet peaceful corners to relax in. For hotels, guest houses and B&B accommodation, contact Düsseldorf Tourismus GmbH.



## Hotels & Hospitality

Our foreign representatives or the Düsseldorf Tourismus GmbH can supply addresses of all hotels in the region.

Düsseldorf Tourismus GmbH  
Telefon: +49 (0) 211/17 202 839  
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E-Mail: [messe@duesseldorf-tourismus.de](mailto:messe@duesseldorf-tourismus.de)

Offers and services to facilitate travel and make your stay enjoyable:

- Accommodation and City information:  
[www.k-online.com/2774](http://www.k-online.com/2774)
- How to find us:  
[www.k-online.com/2772](http://www.k-online.com/2772)

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