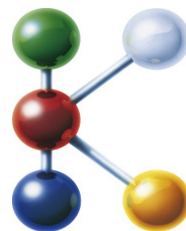


Fair Profile

Based on the results of 3,038 interviews conducted by means of the Computer Interview System subject to change
UI-MF / January 2011

K 2010

International Trade Fair
No. 1 for Plastics and Rubber Worldwide
27 Oct. - 3 Nov 2010
www.k-online.de



| | |
|-----------------------------------|---------|
| Total number of exhibitors | 3,094 |
| Origin of the exhibitors | |
| Germany | 1,072 |
| Other countries | 2,022 |
| Number of countries | 56 |
| Space (net, qm) | 162,093 |
| Germany | 64,918 |
| Other Countries | 97,175 |

| | |
|---------------------------------|---------|
| Total number of visitors | 222,486 |
| Origin of the visitors | |
| Germany | 43 % |
| Other countries | 57 % |
| Number of countries | 109 |

| | |
|-------------------|------|
| Germany | |
| North Germany | 9 % |
| West Germany | 44 % |
| East Germany | 7 % |
| Southwest Germany | 14 % |
| South Germany | 26 % |

| | |
|-----------------------------|------|
| Other countries | |
| Europe | 55 % |
| - EU | 46 % |
| - Other European countries | 9 % |
| Asia | 24 % |
| - Middle East | 9 % |
| - South-/East-/Central Asia | 15 % |
| North America | 5 % |
| South and Central America | 8 % |
| Africa | 6 % |
| Australia/Oceania | 2 % |

| | |
|---------------------------------------|-----|
| Countries of origin (Top 10)** | |
| India | 8 % |
| Netherlands | 6 % |
| France | 6 % |
| Belgium | 5 % |
| Italy | 5 % |
| USA | 4 % |
| Austria | 4 % |
| Brazil | 3 % |
| U.K. | 3 % |
| Turkey | 3 % |

| | |
|---|------|
| Industrial sector * | |
| Industry, manufacturer | 71 % |
| - Manufacturing of plastic goods | 18 % |
| - Mechanical engineering | 12 % |
| - Chemicals industry | 10 % |
| - Packaging/distribution | 11 % |
| - Vehicle const./aviation/aerosp. | 4 % |
| - Electr. engineering, electronics | 3 % |
| - Rubber manufacture/ caoutchouc processing | 3 % |
| - Other industry, manufacturer | 10 % |
| Trade | 8 % |
| Services | 4 % |
| Skilled trades | 2 % |
| University/college of higher education/technical college | 2 % |
| Other | 5 % |

| | |
|--|------|
| Area of responsibility * | |
| Management | 23 % |
| Research, development, construction | 22 % |
| Manufacture, production | 16 % |
| Distribution, sales | 7 % |
| Purchasing, procurement | 5 % |
| Design | 3 % |
| Marketing, advertising, PR | 3 % |
| Planning, operations scheduling | 2 % |
| Servicing, maintenance | 2 % |
| Manufacture, quality control | 2 % |
| Other | 7 % |

| | |
|--|------|
| Occupational position | |
| Independent entrepreneur/ partner/freelance | 15 % |
| Managing director/board member/ head of an authority | 15 % |
| Main department head/other employee with managerial responsibility | 10 % |
| Department head/group leader | 22 % |
| Other employee, civil servant | 16 % |
| Skilled worker | 7 % |
| Trainee | 3 % |
| Other | 4 % |
| Student, school pupil | 6 % |
| Not gainfully-employed | 2 % |

| | |
|-------------------------|------|
| Company size * | |
| 1 - 4 employees | 7 % |
| 5 - 19 employees | 11 % |
| 20 - 99 employees | 22 % |
| 100 - 499 employees | 25 % |
| 500 - 999 employees | 7 % |
| 1,000 employees or more | 20 % |

| | |
|---|------|
| Influence on purchasing/ procurement decisions * | |
| Decisively | 26 % |
| Contributory | 33 % |
| In an advisory capacity | 20 % |
| No influence | 13 % |

| | |
|-------------------------------------|------|
| Frequency of visits | |
| K 2007 | 43 % |
| K 2004 | 33 % |
| First-time visit in 2010 | 42 % |
| Average length of stay (in days) | 2.6 |

| | |
|--|------|
| Interest in product ranges (Several answers possible) | |
| Machinery and equipment for the plastics and rubber industries | 66 % |
| Raw materials, auxiliary materials | 46 % |
| Semi-finished products, technical parts and reinforced plastics | 27 % |
| Services for the plastics and rubber industry | 18 % |
| Other | 10 % |

| | |
|---------------------------|------|
| General assessment | |
| Satisfied | 98 % |

| | |
|--------------------------|------|
| Visit in 2013 | |
| Intention to visit again | 94 % |

* difference to 100% = pupil, student, not gainfully employed (8%)

** Basis: other countries



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