

Press

The global plastics and rubber industry puts its faith in K 2010 in Düsseldorf

Companies from the world's plastics and rubber industry put their faith in K 2010 in Düsseldorf. Their confidence in the event is clearly reflected in the registration figures recorded following the closing date at the end of May 2009. Despite the difficult economic times for the industry, all 19 of the available halls will be occupied and all the big names are on board. Some 3,000 exhibitors will step out at the No. 1 event for the industry from 27 October to 3 November 2010.

No other trade fair in the industry compares with K 2010 for the panorama it will provide on offerings from all over the globe. The extensive palette on display is once again assured by exhibitors' international reach. Companies from every continent have signed up to showcase their innovations in the following categories:

- Raw materials, auxiliaries
- Semi-finished products, technical parts and reinforced plastics
- Machinery and equipment for the plastics and rubber industry

Once again, suppliers from Germany, Italy, Austria, Switzerland and the USA as well as Asian manufacturers from China, Taiwan and India will be out in force. Among them will be not only the global market leaders but also a wealth of exciting newcomers.

Sharing in his team's delight at the positive results, Werner Matthias Dornscheidt, President and CEO of Messe Düsseldorf, said, "In times like these, when the plastics and rubber industry is faced with such a severe global slump, the exhibiting companies' loyalty to their premier fair means more than ever. We are all confident that, by October next year, the economy will have turned around and the market will once again take the stage at full strength and in all its diversity. As for Messe Düsseldorf, we will do our utmost to ensure that K 2010 plays its part in generating an upswing in business for the participating companies."

International Trade Fair
No. 1 for Plastics
and Rubber Worldwide



www.k-online.de



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The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U7B, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

The exhibitors' offerings will be rounded out at K 2010 with a special presentation bannered "Visions in Polymers". Various examples from different aspects of life will be used to illustrate trends in development and innovations the industry has in the pipeline. Focal areas will be energy efficiency and conserving resources. The special presentation is being organised by the German plastics industry spearheaded by the PlasticsEurope Deutschland e.V. association and Messe Düsseldorf.

Spread across all the halls at the Düsseldorf Trade Fair Center, K 2010 will open its doors daily from Wednesday, 27 October to Wednesday, 3 November 2010 between 10 am and 6.30 pm. One-day tickets will sell for EUR 55 (EUR 15 for trainees and students) while three-day tickets will cost EUR 120.

All the latest information on K 2010 and the industry can be obtained online at www.k-online.de

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