

VISITOR STATISTICS

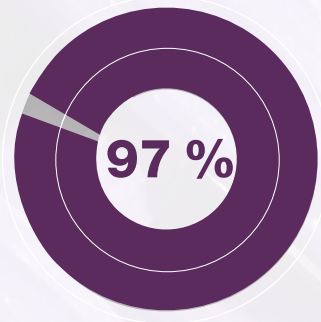
Plastteknik Nordic 2016

The leading trade show for polymer production, materials & industrial design in the Nordic region

MALMÖMÄSSAN 13 & 14 APRIL 2016

Total number of visitors: **2774**

Distribution/day: **1566 visitors** day 1
1208 visitors day 2



97 % want to visit the show again!

This means that **2691** of the visitors are interested in visiting next time the show is arranged!

"We are here to meet sales suppliers and to see new things. It is the first time at a show with this specialisation for me. There are lots of new things to see compared with other shows."

Christer Widéen, Purchasing Manager, SNA Europe Industries AB

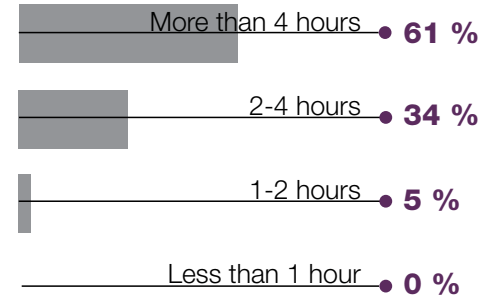
"I am here to find new techniques for product development. Of what I have seen here today, we will in all likelihood come back against next year."

Henric Yngveus, Senior Supply Manager, Tetra Pak Packaging

The visitors came from the following industries:

Components/accessories	24%
Medical equipment/accessories	14%
Vehicle industry	13%
Packaging industry	10%
Other polymer industry	8%
Furniture & accessories	5%
Chemical industry	4%
Building & construction	4%
Design/architecture	4%
Aviation engineering/defence industry	2%
Boats/marine equipment	1%
Other	4%

The visitors answered the following question on how long they had spent at the show:



The visitors were active within the following occupational areas:

MD/company management	18%
Head of purchasing	18%
Product developer	17%
Designer	15%
Engineer	11%
Industrial designer	7%
Head of production	5%
Consultant	3%
Development Manager/researcher	3%
Other	3%



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2774 decision-makers
visited the show!

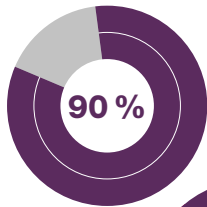
The visitors came to the show to*:

Meet existing contacts and people in the trade	75%
Get news	65%
Get an overview of the trade	52%
Make new contacts	45%
Buy/make purchases	40%
Go to seminars	36%
Acquire information for purchasing decisions	35%

* Option to choose more than one

"I am visiting the show to get inspiration and see new things in plastics technology, and I think it has lived up to that. Good that it is in Malmö too; it's easy to get here."

Mats Larsson, MD, MA-consult Osby



90 % or **2497** of the visitors to the show influence or decide on purchases.



91 % or **2524** of the visitors said they will buy one or more products/services of those exhibited at the show in the near future.

The questionnaire shows that **90 %** of the visitors thought the show was good or very good!

The visitors will buy products and services for hundreds of Swedish crowns as a result of the show:

