

The KMO 2005 sharpened its profile as a compact work show of this sector

The machine exhibitors' mood at this fair had been particularly good. " This year the exhibition has exceeded by far all our expectations - this year we have contacted and convinced many interested customers", says Frank Siegers from Fanuc-MMTE. The companies Arburg and Battenfeld who confirmed their important positions in the North German Market at the KMO 2005 were also very satisfied.

As at last year's exhibition about 11,000 specialists visited the KMO 2005 in Bad Salzufflen. A high rate of decision makers could clearly be noted at the fair, they represented 58 % of all visitors.

Figures and facts regarding the KMO

Visitor competence

- decision makers
- consultants
- neutral persons

The KMO 2005 has confirmed its good reputation as the show of the decision makers of this sector. This statement is based on an evaluation by the exhibitors, but it has been confirmed by the surveys of the Explorare Institute for Market Research.

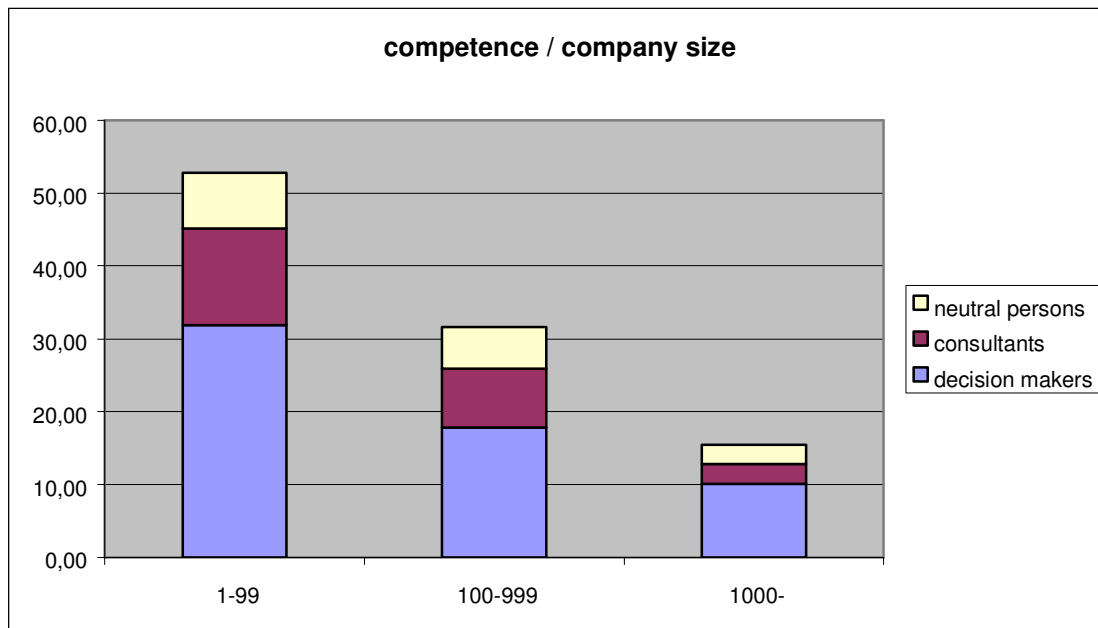
58.2 % of the visitors were decision makers

24.5 % participated as consultants in the decision-making process

17.3 % of the interviewed persons had different other operational functions.

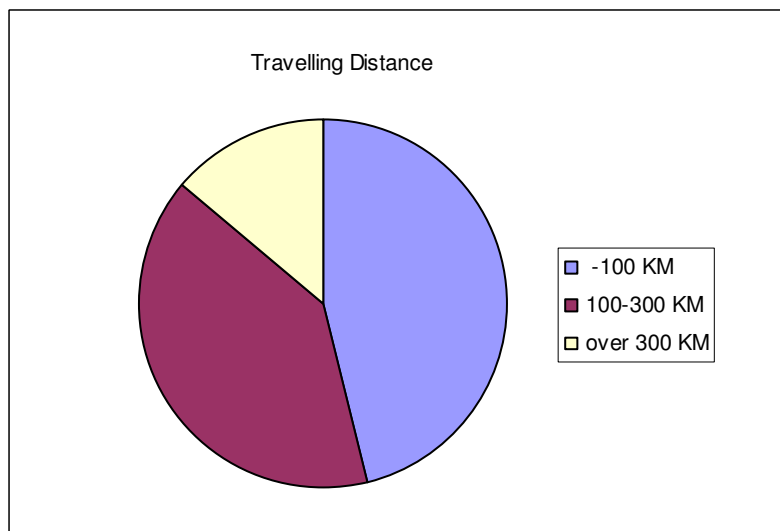
These figures show the trend towards concentrated delegations and simultaneously the specialist visitors increase decision-related competence.

When considering the survey data in more detail you will notice that the high rate of decision makers at the KMO came from companies of many different sizes.



In 2005 the KMO has also put emphasis on its core area between Hamburg and Frankfurt for the experts from the plastic industry. The number of visitors who came from the south of the Main remained unchanged.

An increased number of plastic processing companies from the Netherlands could clearly be noted and this explained the increased percentage of foreign companies.



Travelling distance:

- 100 km 46.2 %
- 100-300 km 39.9 %
- over 300 km 19.3 %

High acceptance of specialized symposiums

Those who were responsible for the KMO 2005 organization put special emphasis on the die and mould construction field. The subject-related symposiums regarding all current technical developments and economic impulses were a magnet at this fair. In short lectures the top-flight speakers gave valuable impulses for future capabilities on German sites.

Exhibitor development

The exhibitors met the visitors' requirements and exhibited competent product solutions for the German high-tech site. Business at the KMO 2005 was dominated by catchwords such as automated manufacturing and integrated production.

352 exhibitors showed their products in the halls 20 and 21 of the **messezentrum** Bad Salzflen. The specialist visitors were given a comprehensive overview of current innovations for modern production.

To summarize we can say that the KMO 2005 has been gauged as a successful event for the plastic sector.

The next KMO will take place in the Messezentrum Bad Salzflen from 15th to 18th March, 2006.