



Press release

KMO 2008: Target reached - excellent visitor quality

Smiles all round in Bad Salzuflen: at the 18th KMO, plastics processors found plenty of offers and innovations from the industry. This year's event included a number of special further developments such as water injection technology, machine peripherals and tool-making, all provided in the usual highly focused working atmosphere.

Bad Salzuflen, 14.04.2008: Positive feedback was heard throughout the trade fair - some exhibitors spoke of a much higher visitor quality than that at the KMO 2006. It is interesting to note that more than 30% of visitors were attending a KMO for the first time. A total of 8706 visitors saw 220 exhibitors from 10 countries. Many exhibitors noted a distinct increase in the quality of their contacts. Visitors from the Benelux countries, which included a high contingent from the Netherlands, again found a KMO with numerous and varied displays. A welcome opportunity for people to gather extensive information on subjects such as saving energy, and on trends for rationalisation potential.

Ordering activity was still increasing in the three months before the event. The many new bookings and large number of repeat exhibitors were proof indeed for project manager Volker Schütz of the importance and appeal of this trade fair platform in northern Germany. And for the plastics processing region of East-Westphalia, an essential event for in-depth talks - and with the lowest cost to visitors. Many renowned companies took the opportunity to book their traditional exhibition booths for the next KMO - their confirmation that customers and the market require continuity.

It was very clear that injection moulding and its peripheral equipment would remain the focus of the KMO. Two major suppliers emphasised that the approx. 25% of new bookings included a number of Asian constructors of injection moulding machines who were able to pursue their business activities here because of the lack of German manufacturers.

In addition to the known portfolio, the trade fair company also offered a trade meeting of the Kunststoffland NRW e.V. and the KMO Schools Day. The latter introduced the 250 participating pupils to the highly promising vocations in the plastics processing industry. This offer was warmly welcomed by the exhibitors, since the lack of specialists within the industry is more critical than ever.

The industry certainly fulfilled its aim of showing visitors to the KMO a range of practical highlights and innovations for Germany as a production location. And in the 22nd year of its existence, the trade meeting 'KMO' lived up to its title of "Plastic for touching".

Caption: Pictures of KMO 2008

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