



Press statement – Press conference, November 8, 2005

KMO – work together, win together

Analysis of data from the KMO 2005 and KMO 2003 leads us to conclude that, 20 years on, the KMO is still an event of major importance for the plastics industry. A large number of exhibitors, including suppliers of peripheral equipment, raw materials and services, have come out strongly in favour of intensifying efforts to ensure that this event is a viable, long-term project. In any year in which there is no lead trade show in Germany, the KMO can be the shop window for the plastics industry in northern, western and eastern Germany.

In 2003, a visitor opinion poll showed between 83 and 98% satisfaction (depending on how the question was phrased) with the KMO. Furthermore, 24% of visitors to the KMO are decision makers; by contrast, “only” 11% of FAKUMA visitors fall into this category. This is one of the clear advantages that are causing a growing number of companies to rediscover their allegiance to the familiar and effective concept of a regional trade show. We are noticing a surge in bookings for the KMO 2006. By October 30, 2005, around 75% of the available space had already been booked up; this was well ahead of bookings by the same date in 2005 or 2003.

One lead show on its own is not going to generate sustainable business, and a show in southern Germany is simply too far away for many exhibitors. According to the AUMA

(Association of the German Trade Fair Industry), approximately 10 million visitors attend the 150 trade shows held in Germany each year. About 7 million (70%) of them attend regional events. AUMA figures also show a quality shift, with 84% of all decision makers saying they use trade shows as their preferred source of information. For exhibitors, the high contact intensity and the opportunity to position themselves with reference to their competitors make trade shows attractive and effective marketing tools. All these data indicate the continuing relevance of trade shows as outstanding information and sales platforms.

The KMO 2005 was among the shows that were very successful for exhibitors. One performance indicator was the KMO's continuing appeal to visitors as shown by attendance figures.

The success of a trade show always comes about through the joint efforts of three key interest groups – exhibitors, visitors, organizers – we recognize this interdependency in our new KMO motto – **Work together, win together.**

As organizers, the Messezentrum will naturally work hard and professionally to make sure the KMO is an ongoing success story. For example, we advertise the KMO in all the major print media covering the plastics industry in Germany and internationally.

Our goal is to expand the scope of the KMO to neighbouring states to the north and west – in 2005 participation from the Benelux countries was outstanding. We are confident that participation from this region can be increased in 2006. In addition, the geographical proximity to Denmark offers more potential to attract more exhibitors and visitors.

Keynote topic for the KMO 2006 will be “Electric Injection Moulding Machines”. As is normally the case at regional trade shows, a large number of exhibitors will also be giving presentations on their outstanding products and solutions for process-optimization. Symposia with presentations by industry experts are an integral part of the framework programme of the KMO. We make sure that the symposia are widely advertised ahead of the show and that direct invitations are sent to decision-makers from the plastics processing industry. Exhibitors with special relevance to the keynote

topic include Ferromatik and Fanuc. We are also in negotiations with three other international engineering companies with relevant products and long experience in this field.

Several leading plastics processors have suggested that the major exhibitors should be strongly encouraged to showcase attractive applications and machinery. This approach keeps pace with the increasing speed of the innovation cycle and draws attention to the competitive strength of the German market.

The service package for the KMO 2006 will include use of our Business Lounge. The Lounge will provide access to office infrastructure and communication facilities, especially for smaller and medium-sized exhibitors. The Information Centre will give companies the opportunity to address topics like training opportunities and professional industry associations space for communication about their local activities and services.

What remains to be done to make the K event in the north a resounding success? We have to make sure the visitors flock to the show. The organizers are targeting as many potential visitors as possible directly with invitations. But Volker Schütz also has a message for all exhibitors: "Invite your customers and potential customers in good time and demonstrate your professionalism on your booth – product expertise has to be seen to be believed. And, finally, take good care of your loyal local customers."

The KMO stands for forging stronger links with customers, showcasing the latest engineering achievements and marketing attractive, application-specific solutions. Do all this at the 17th KMO from March 15-18, 2006 in Bad Salzuflen. **Work together, win together.**

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