

K 2019 in Düsseldorf: Plenty of services for a successful trade fair

Hot topics at K with dedicated microsite +++ Interactive hall plan +++ My Organizer +++ New Matchmaking Tool +++ K App +++ K Newsletter

It is now only four months before K 2019 opens its gates again – the World's No.1 Trade Fair for Plastics and Rubber. From 16 to 23 October the Düsseldorf Exhibition Centre will be fully booked, with over 3,000 exhibitors from 60 nations. If you're a trade visitor, you may like to start planning your visit now, so that you can make the best possible use of everything that K 2019 has to offer. K 2019 has a variety of services to support visitors from the entire world, enabling you to make the most of your time in Düsseldorf.

Hot topics at K 2019 on K-online.com

Four hot topics have been chosen for K 2019 by the academics and experts from the K 2019 Innovation Group: Plastics for Sustainable Development & Circular Economy, Digitisation and the Plastics Industry 4.0, System Integration: Functionality through Material, Process and Design, and Young Talents in the Industry.

These hot topics now have their own dedicated microsite on the K Portal with continuous video interviews, articles and news items based on each topic. A great place for visitors to start planning their visit to the trade fair.

Interactive hall plan

The interactive hall plan covers both indoor and outdoor premises and is an ideal way to find your way round the exhibition centre. Each hall can be accessed with a simple tap, and a continuous zooming function allows you to focus on individual stands, where you can view all the information about exhibitors and their products. The new exhibitor search function covers the entire K database and displays results directly on the hall plan.

My Organizer

Using the My Organizer function, visitors just need a few taps/clicks to compile a list of interesting exhibitors, so that they can plan their route through the halls in detail before they arrive. After registration, My Organizer can be used in the Ticket Shop with a personal login, although it is also

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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
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 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

available without registration. Login permits convenient use on a variety of devices (e.g. smartphones and PCs) over a long period of time. Once a list has been compiled, it can be edited or amended every time it is called up.



New Matchmaking Tool

One major element of K in Düsseldorf is international networking. But what's the easiest way for exhibitors and visitors to make contact in our digital age? The new smart Matchmaking Tool provides an ideal platform for finding new contacts quickly and conveniently and for networking with them. Trade visitors and exhibitors at K 2019 can already search for contacts and products they find relevant and interesting. The tool suggests suitable contacts straightaway, enabling you to get in touch with them and arrange to meet during the trade fair. Access is via the web portal, at <https://www.k-online.com/matchmaker2> for visitors, and at https://www.k-online.com/matchmaking_exh_2 for exhibitors, or via the K Matchmaking app on IOS and Android. The tool quickly matches your interests and presents recommendations and personalised suggestions of contacts.

The K App: The entire K world to take home

The K App makes all the important information about K available on a mobile device in English and German, providing exhibitor and product searches (also off-line), trade fair and exhibitor news, specials and the interactive hall plan, as well as the My Organizer and matchmaking functions. The app is free and can be downloaded via the AppStore or Google Play. Together with the K Matchmaking app, it offers the best way to prepare for the trade fair.



The K Newsletter

The K 2019 Newsletter provides detailed information in the run-up to the trade fair itself, featuring exhibitors' news together with innovative products, all sorted thematically or according to application, e.g. medical engineering, vehicle construction or packaging. The K Newsletter will be available for subscription via k-online.com from August.

K Basics:

K was held by Messe Düsseldorf for the first time in 1952. It takes place at three-year intervals. The last K in 2016 recorded 3,293 exhibitors from 61 countries, covered a

net exhibition space of around 173,000 square metres and attracted 232,053 trade visitors, including 71 per cent from outside Germany.

Further details from www.k-online.com.

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