



28th Fakuma

International trade fair
for plastics processing

 **17.-21. October 2023**

 **Friedrichshafen**

digital
meets
circular
economy



Exhibitor-Information

 www.fakuma-messe.com  #fakuma2023     

Organizer:  P. E. SCHALL GmbH & Co. KG  +49 (0) 7025 9206-0  fakuma@schall-messen.de




Top Issues: Digitalisation and Circular Economy



Exhibitors and expert visitors meet face-to-face at Fakuma with a practical approach and high levels of expertise. Amongst others, the industry's top issues involve the **digital transformation** and the transition from a linear to a circular economy – a multi-faceted task for society as a whole. Fakuma arouses enthusiasm for plastic as a material, which is indispensable in all areas of life and in all types of products – not least of all for achieving targeted sustainability and climate goals. Attention will be focused on the recyclability of one's own products on the

one hand, as well as the use of recycled materials on the other. Intelligent process solutions with new recycling systems and adaptive business models constitute a valuable competitive advantage for plastics processing companies in the transformation to a circular economy already. The Fakuma international trade fair for plastics processing is a unique business platform for **current and future** issues covering all aspects of plastics, as well as a recognised leading event in the fields of injection moulding, extrusion technology, thermoforming and 3D printing.

Fakuma's Big



-  Fakuma presents world-class plastics technologies at the international level and occupies a globally leading position where injection moulding is concerned.
-  The capabilities of the plastics industry are reflected in outstanding manufacturing processes involving forming and colouration, which are renewed continuously in a resource-efficient, sustainable fashion.
-  The plastics industry, which is driven by innovation, offers a know-how boost at Fakuma that supports sales and thus promotes the competitiveness of all participants.

-  Marketable, design-oriented and functionally integrated applications, as well as an impressive variety of materials, make the trade fair a crowd-puller with regard to aesthetic, pioneering plastics solutions.
-  The strong sense of community and personal customer dialogues at a specialised, professional level generate sustainable business at the event.



Fakuma Nomenclature (short survey)

- Injection moulding technology
- Thermoforming and forming technology
- Extrusion technology
- Additive manufacturing / 3D printing technology
- Tooling, materials, process engineering and services

 [Download Nomenclature](#)

Marketing Services at a Glance

Schallinklusive

Schall makes trade fairs for markets – significant, internationally established trade fairs which have been around for many decades. With their clear focus on content, each of our technically specialised events is held at an ideally located trade fair venue in Europe's respectively leading

technology regions. It's especially important for us to provide exhibitors with clearly defined trade fair offerings, including practical marketing services. After all, agreements are always best when they're simple – and with us **simply everything is included.**

The exhibitor package includes all of the following:

- Unlimited number of co-exhibitors
- Second storey free of charge
- Free exhibitor IDs depending on booth size
- Unlimited number of expert visitor tickets – sleek and digital
- Inclusion in the exhibition hall floor-plans at the entrances
- Entry in the trade fair directory
- Four nomenclature entries for structured product allocation
- Visitor flyer online in PDF format
- Unlimited use of digital ad banner tools with five optimised formats
- Listing in the exhibitor index on the trade fair website
- Showroom with logo, image, video, product overview, product groups, new products, job offerings, social functions and contact data
- New products display in separate website area
- Placement and link in interactive hall plan
- YouTube videos with exhibitor statements
- Press releases with exhibitor statements in the press folder
- Networking in the social media

Event Figures for 2021

1470 exhibitors from 39 countries and 29,543 visitors from 82 countries on 85,000 square metres of overall exhibition floor space.

Strong Visitor Quality

26% decisive role
37% supporting role
22% advisory role



Primary Professional Interests of the Visitors and their Job Functions

72% injection moulding
20% thermoforming and forming
24% extrusion technology
26% additive manufacturing / 3D printing
51% tooling, materials, process engineering and services
19% other

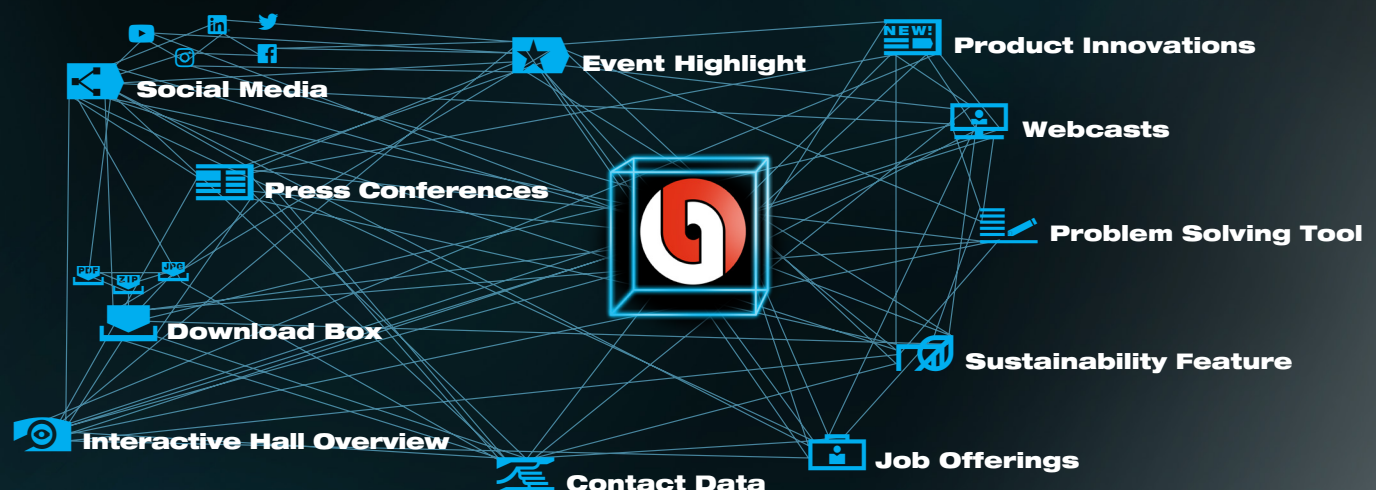
Multiple answers

17% managing director, board member, director of a public authority
7% authorised signatory, department head
23% supervisor, group leader
19% engineer
19% other employee
8% skilled worker
1% instructor, teacher, research assistant
6% trainee, student, pupil

365-Day Virtual Trade Fair

Your virtual pole position at Fakuma-Virtual is **also included in the package** – for 365 days, 24/7! Benefit from presenting your new products and solutions to the international professional community in a structured fashion at your comprehensive showroom with a stylish dashboard look – and generate top-quality leads. Updates? Any time! Ideally whenever you roll out new features.

 **Fakuma-Virtual**



High-Level Engineering for the Future Challenges

The players in the plastics industry are advancing a broad **range of innovations** involving materials, machines, peripherals and processes in a committed, creative and innovative manner. Digitalisation and automation are also playing an increasingly important role in plastics production and processing. Fakuma is dominated by new and advanced

technologies – this is where ideally matched suppliers and users come together. Plastics recycling and product design targeted at recycling are important fields of activity which are generating **new opportunities** and markets **all over the world**. At the same time, performance, quality and hygiene requirements must be met in equal measure.



Reasons for Being Part of #Fakuma2023

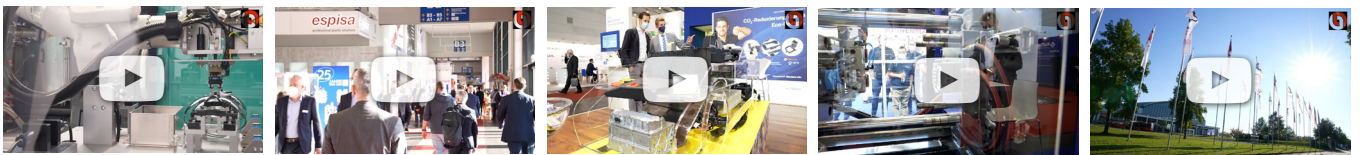
Fakuma is one of the world's most prominent trade fair hallmarks for plastics processors, because:

- 1** The associated manufacturing processes involving forming and colouration are renewed continuously in a resource-efficient, sustainable fashion.
- 2** The fast-paced plastics market necessitates continuous know-how updating on the part of all market participants.
- 3** Fakuma promotes competitiveness through its uniquely comprehensive products and services which can be put into operation without delay.
- 4** The presented range of diversity inspires plastics processing companies to develop market-oriented, flexible new applications.
- 5** Projects are launched collaboratively – live at the trade fair – and sustainable business is generated.

 **Stand-Enquiry**

 **Booth Registration**
Including Showroom at Fakuma-Virtual

Statements & Scenes from #Fakuma2021



“ *Fakuma provides the exhibitors' highly qualified sales teams with ideal conditions for individualised, long-lasting customer loyalty.*

Annemarie Schur, Project Manager

Circular Economy

On-Site Trade Fairs Remain an Irreplaceable Business Platform

All industry sectors and all spheres of society know that linear value creation chains have outlived their usefulness. Produce, consume and throw away is history. The **transformation to a circular economy** is well underway and is a long-term, far-reaching process. All forces and all stakeholders are challenged. Business models, products and services are undergoing lasting change. The plastics industry is in the middle of this responsibility-driven process, which has to be organised throughout the entire value chain.

All participants at Fakuma will discover a suitable platform for personal and professional dialogue. With its big data capabilities, networked objects, deep learning and automation, digital transformation is at the very heart of this change. **Forward-looking issues** and sustainable, practical solutions will be presented, discussed and further developed live at Fakuma 2023. Traditionally, it's the ideal platform for successful business exchange at the international level.



A virtual presentation, regardless of how good it may be, can never replace personal human contact, and to an even lesser extent the professional exchange of ideas and experience.

Bettina Schall, Managing Director P. E. Schall GmbH & Co. KG

Start-up Area - for Cutting-Edge Networking

Innumerable young startup companies have established themselves in recent years who are **revolutionising** future plastics processing with their **innovative** solutions. As a long-standing event, Fakuma would like to support emerging companies in particular, and provide them with a platform at the industry meeting place at the heart of Europe's leading technology region.

At Fakuma, startups can book an attractive all-round care-free package including booth setup and marketing. The prerequisite for participation is simple: exhibited products must be related to plastics processing.

 **Registration for Start-up Area**
Including Showroom at Fakuma-Virtual

START UP AREA 2023



Top Benefits for Startups

- Increased **public awareness** and enhanced **brand image** thanks to the enormous scope of Fakuma at the international level.
- Highly beneficial and long-lasting business contacts can be established here in five days.
- Decision-makers integrate innovative solutions from Fakuma directly into their investment projects.



Foreign representatives

A powerful network around the globe

Schall makes trade fairs for markets – global markets. P. E. Schall GmbH & Co. KG's highly skilled foreign representatives are authorised to organise internationally important trade fairs in their respective countries. Competent and experienced, they offer exhibitors and media companies a comprehensive **portfolio of services**.


From A for acquisition of exhibitors and booth setup assistance **to Z** for zealous, future-oriented media work – we maintain close contacts with market players in the respective national language.



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At a Glance - Trade Fair Data



 **Duration of the fair**
Tuesday, 17th to Saturday, 21th October 2023

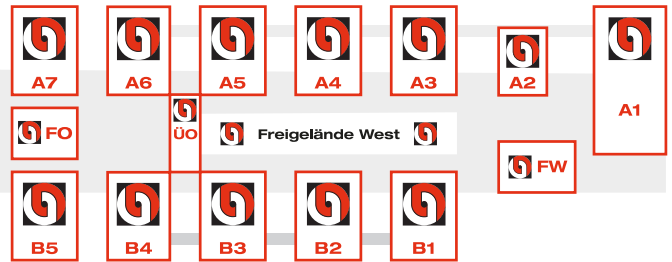
 **Opening times**
Tuesday – Friday: 09:00 am – 05:00 pm
Saturday: 09:00 am – 03:00 pm

Project management



Annemarie Schur

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 schur@schall-messen.de



Successful trade fairs thrive on successful brand communication. We cordially invite you to connect with us on Fakuma's social media and to network mutually for Fakuma 2023. We're looking forward to **#bestbusinesswithpleasure** live in Friedrichshafen with you!

#fakuma2023

28th Fakuma - Where the Know-How of the Global Market Leaders for Plastics Processing is at Home










Fakuma takes place where Germany, Austria and Switzerland meet on Lake Constance at the bright and friendly Friedrichshafen Exhibition Centre. Located centrally on the northern shore of Lake Constance, expert visitors will enjoy easy travel access to **Fakuma 2023** from all directions.

 **Trade Fair Venue**
Messe Friedrichshafen
Neue Messe 1
D - 88046 Friedrichshafen



Organizer:

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