

Short Interview

“K Should Be in the Daily News”



Bettina Dempewolf,
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Deutschland

You have been head of communications at PlasticsEurope Germany since July 1. What made you switch from SKZ to the association?

I really enjoyed my work at SKZ. The position as head of the Conference and Networking Department was tailor-made for me. It was therefore very difficult for me to leave SKZ and my team. However, PlasticsEurope Germany is a very important association. Here, I meet decision-makers from industry, politics and the media who bear great responsibility for their companies and society. I was also impressed by the importance of the circular economy for the Association. Sustainability and climate protection are very important to me personally.

What do you want to focus on in your communication work?

One of our focal points is clearly K Show. The exhibition is very important for our industry. What bothers me personally is that, as far as I know, no German Chancellor has ever attended K. I would like to see it achieve a similar status and public perception as the Hannover Messe or as Cebit used to do. K should be in the daily news. We also want to be more visible on social media.

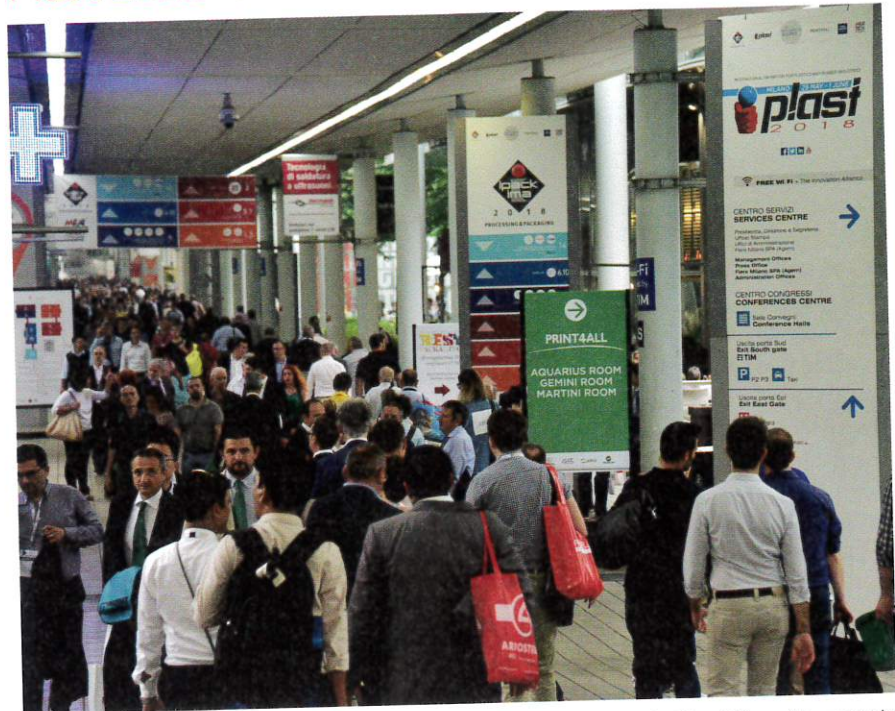
What do you see as the biggest challenge for plastics manufacturers today?

A big disadvantage for companies is the high cost of energy. We need industrial electricity prices. In addition, approval procedures in Germany take far too long. The aim must be to halve the time it takes, so that more investment is made in Germany. We also need skilled workers.

Interview: Florian Streifinger

International Fairs

Plast 2023 Outlook



The last edition of Plast in 2018 attracted more than 63,000 visitors to the Fiera Milano fairgrounds in Rho, Italy. © Promaplast

The plastics and rubber industry will be gathering at the Fiera Milano fairgrounds in Rho, Italy, from 5 to 8 September for Plast, the international exhibition for plastics and rubber industries.

Organized by Promaplast srl, Amaplast service company, the event focuses on plastics and rubber processing technologies and materials. Expectations are riding high for one of the keystone fairs with over 1200 exhibitors, many of them appearing for the first time and approximately one third coming from other countries.

The international stature of the exhibition – taking place five years after the previous edition due to the delay inflicted by the pandemic – is further affirmed by the return of the Chinese and Iranian collectives, and the debut of their French counterpart.

There will also be a major presence of foreign delegations: 30 countries from all parts of the world have already registered for the incoming buyers' program, organized with the support of ICE-Agenzia.

Promaplast has also signed a synergy agreement with Ipack-Ima to boost promotion of Plast among operators in

the packaging sector, which has close ties to the plastics industry as close to 40% of demand coming from the packaging industry.

The three satellite fairs dedicated to three related sectors will be hosted again at the 2023 edition of Plast:

- 3D Plast (focusing on additive manufacturing and associated technologies),
- Rubber (as the name suggests),
- Plast-Mat (dedicated to innovative polymers).

This year's fair will feature a new layout with demo areas outfitted with operational production lines and spaces for company presentations.

In parallel, The Innovation Alliance – a partnership between Plast, Ipack-Ima, Print4all, and Intralogistica Italia – is proposing a new concept: in response to the upheaval in tradeshow calendars caused by the pandemic, the organizational teams are hard at work on a new interpretation of the initiative, with sub-events focusing on specific issues of current relevance in the various sectors, thus consolidating the message of a harmonious interoperating value chain.

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