

A Plastics Expo

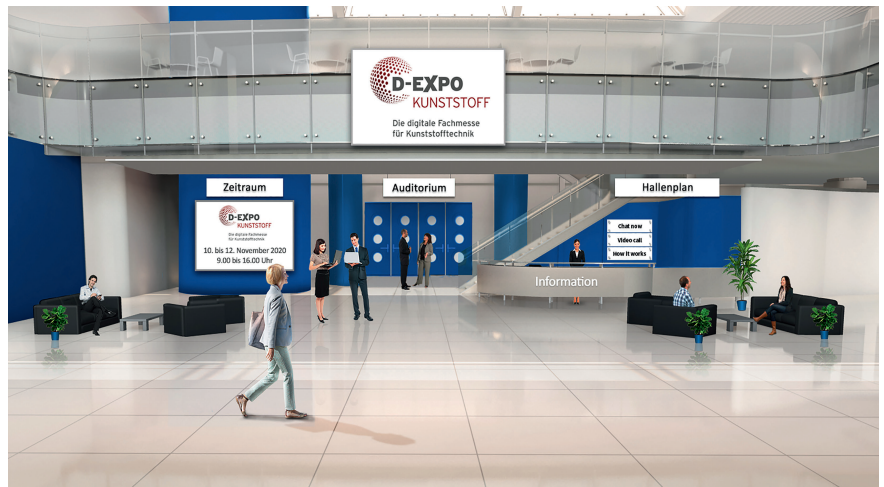
“D-Expo Kunststoff” – the Digital Industry Forum in Fall of 2020

November will see the launch of a new digital trade show for plastics technology. The organizer has already cut its teeth on two similar events with other themes and has set itself the challenge of creating a forum to facilitate communication between professionals.

When the year's most important plastics event was dropped from the agenda of face-to-face trade shows, it had already long been clear that, hygiene measures notwithstanding, there will be no return to the gregarious trade-show bustle any time soon. So, digital is the new normal. However, to the familiar information sources will now be added the thwarted trade shows, such as “Fakuma virtual,” with a permanent offering that aims to bridge the time until the next physical event, or time-limited offers, be they virtual in-house trade shows from (usually) fairly large companies or from trade show organizers themselves, who want to entice the virtual visitor hordes for a period of time so that smaller companies, too, can benefit from a virtual public.

Noses (Only) Pressed against the Virtual Window

In this very remarkable year, it is just not possible to fill a large trade show hall with



Virtual industry platform: the new D-Expo Kunststoff offers an opportunity to gain a first-hand impression of key innovations, topics and trends while exchanging views © Hanser

large numbers of visitors, pressing their noses against the windows of the operating machines, says Technical Books Director Michael Justus, who also heads the newly formed Business Development division at Carl Hanser Verlag. So now he is issuing invitations to the virtual trade meeting in fall: companies, associations and institutions covering all aspects of plastics processing and tool and mold making have the opportunity from November 10–12, 2020, to showcase themselves on the “D-Expo Kunststoff” platform. It is targeted at exhibitors from the fields of injection-molding machinery, thermoforming, extrusion lines, tool systems, standards, software, measuring technology, automation, tool and mold making as well as materials and components.

When asked why visitors should attend D-Expo Kunststoff, when there are so many other virtual events on offer, Justus cites its transparency: “When a visitor registers, he declares his consent for others to see him and address him by name. This allows direct communication

– by chat or video chat. Visitors can also ask questions directly during round-table discussions in the auditorium. That means face-to-face networking at the click of a mouse.”

New to the Plastics Industry

D-Expo is completely new to the plastics industry, but the third event of its kind at Hanser Verlag: “We will start in September with D-Expo Metall, followed by D-Expo Automotive in October, and D-Expo Kunststoff in November,” says Justus. They will allow attendees to gain a first-hand impression of key innovations, topics and trends while exchanging views. The digital trade show starts with three “live days,” offering live streams and guaranteeing staffed trade show booths. Web conferences, interviews and lectures on plastics technology will be on the agenda in the auditorium. All the information will subsequently be available on the trade show homepage until Dec. 4, 2020. ■

Dr. Karlhorst Klotz, Editor

D-Expo Kunststoff

Visitors can access Carl Hanser Verlag's digital trade show for plastics technology free of charge from November 10 to December 4, 2020. Live events will take place from November 10 to 12, between 9:00 am and 4:00 pm CET each day. Persons registering as visitors to the show declare their consent to be visible at least by name. Thus, “everyone can see everyone” during the event, and contact them directly via chat if they want.

» www.D-Expo-Kunststoff.de/en