



# POST SHOW REPORT

Foam Expo Europe 2022 saw the highly anticipated launch of Adhesives & Bonding Expo Europe, uniting technical foam and industrial bonding professionals under one roof for three days of networking, education and business opportunities. We are privileged to be one of the largest and most influential meeting points for Europe's manufacturing sectors, welcoming more than 180 exhibitors from 25 countries showcasing the latest products, technologies and solutions, alongside industry insights from more than 50 expert speakers



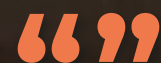
*It's a formal get-together of not only bonding solutions, adhesive suppliers, foam producers, but from the application side, technical people and purchasing people.*

**Quin Dams**, Segment Market Manager  
Building & Construction, **Avery Dennison**  
Performance Tapes



*Foam Expo is really important for us. It's essential that we can connect with the entire value chain... from raw material suppliers, to converters, as well as the brands that are implementing the products - we can speak to all of them.*

**Martin Tietema**, CEO & Founder, **Foamplant**



*It is important to meet our customers in person to demonstrate what we are capable of. I have had a lot of interesting talks and the booth is really busy, which is good to see. We will be back next year!*

**Martine Etzlstorfer**, Executive Vice President  
Mobility & Specialties, **NEVEON**

**4,400+**  
ATTENDEES

**180+**  
EXHIBITORS

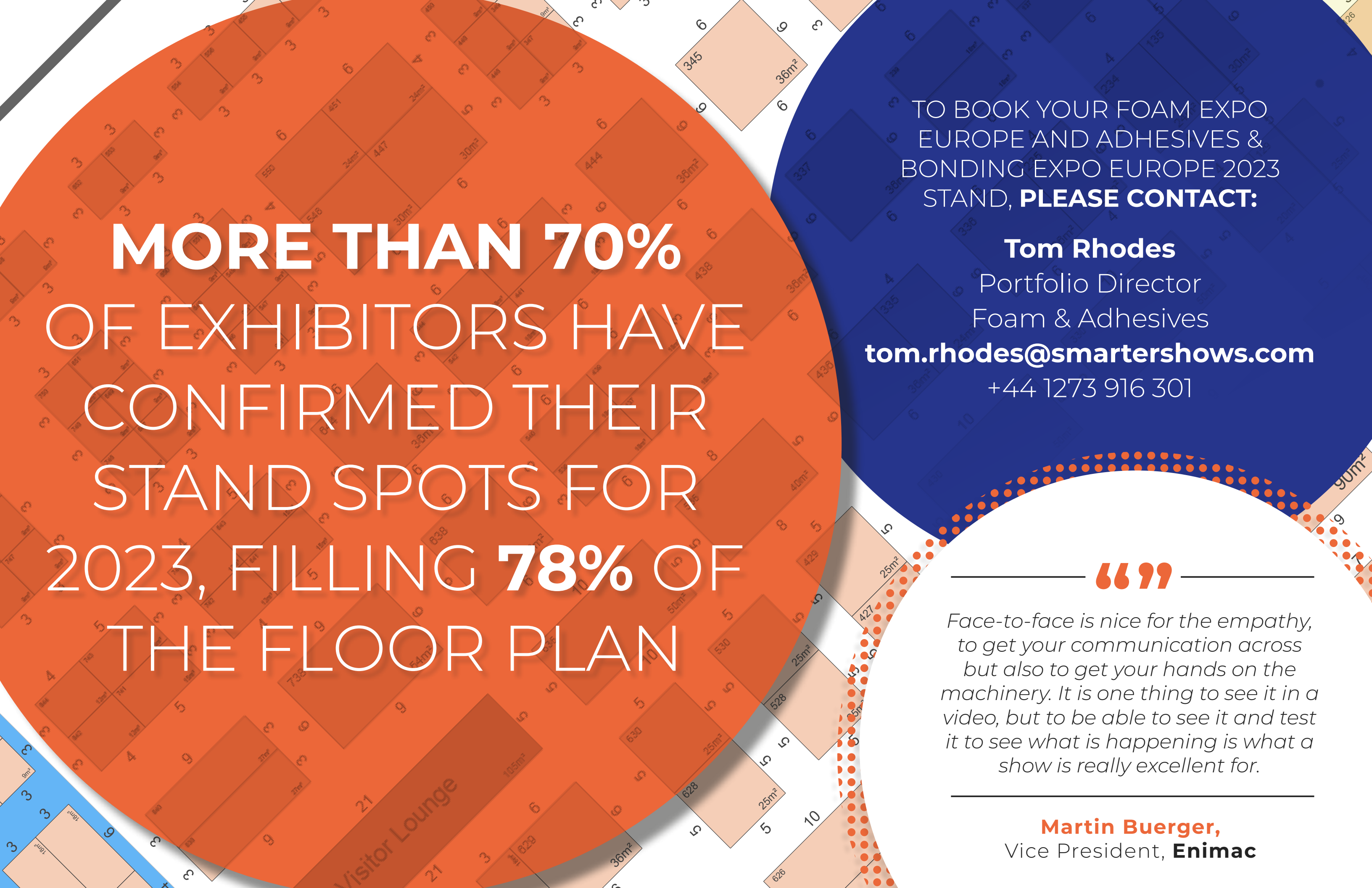
**21** HOURS  
OF NETWORKING  
OPPORTUNITIES

**15** HOURS  
OF EXCLUSIVE  
CONFERENCE CONTENT

**Event partners**







**MORE THAN 70%**  
OF EXHIBITORS HAVE  
CONFIRMED THEIR  
STAND SPOTS FOR  
2023, FILLING **78%** OF  
THE FLOOR PLAN

TO BOOK YOUR FOAM EXPO  
EUROPE AND ADHESIVES &  
BONDING EXPO EUROPE 2023  
STAND, **PLEASE CONTACT:**

**Tom Rhodes**

Portfolio Director

Foam & Adhesives

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*Face-to-face is nice for the empathy,  
to get your communication across  
but also to get your hands on the  
machinery. It is one thing to see it in a  
video, but to be able to see it and test  
it to see what is happening is what a  
show is really excellent for.*

**Martin Buerger,**  
Vice President, **Enimac**



# VISITOR PROFILE

## JOB FUNCTION

OWNER / CEO / PRESIDENT / VP / MANAGING DIRECTOR	20%
SALES / BUSINESS DEVELOPMENT	18%
HEAD OF BUSINESS UNIT OR DIVISION	12%
R&D	12%
ENGINEER / TECHNICAL	11%
PURCHASING / PROCUREMENT	9%
PRODUCTION / OPERATIONS	6%
PROJECT / PROGRAM MANAGEMENT	3%
OTHER	2%
MARKETING / PR / PRESS	2%
CONSULTANT	2%
ACADEMIA	1%
LOGISTICS & SHIPPING	1%
SCIENTIST / PROFESSOR / ACADEMIA / STUDENT	1%

# 90%

OF VISITORS ARE BUDGET-  
HOLDERS OR INFLUENCE  
PURCHASING DECISIONS

# 70%

C-SUITE OR SENIOR  
MANAGEMENT

“ ”

*The show is good, it's impressive  
to have lots of people coming  
up to our stand who know what  
they are searching for and are  
professional, skilled and have  
specific questions.*

**Jerome Alexandre,**  
Director of Global Business  
Development, **Bostik**

## KEY ATTENDING COMPANIES

3M  
**Adidas**  
Ahlstrom  
**Airbus**  
Altair  
**Atlas Copco**  
Avery Dennison  
**BASF**  
BMW Group  
**Bosch**  
Decathlon  
**Diehl Aviation**  
ExxonMobil  
**Hyundai Motor**  
Company  
**Jiffy Packaging**  
Mercedes-Benz AG  
**MOL Group**  
Puma  
**Saint-Gobain**  
Volvo





# PRIMARY BUSINESS ACTIVITY

AUTOMOTIVE	15%
FOAM MANUFACTURING	13%
ADHESIVES / BONDING TECHNOLOGY / SEALANTS	9%
PACKAGING	9%
CHEMICALS	8%
OTHER	7%
BEDDING / FURNITURE	7%
CONSTRUCTION	6%
CONVERTING	5%
CONSUMER GOODS / FASHION / SPORTS	4%
MANUFACTURING EQUIPMENT	4%
AEROSPACE / TRANSPORTATION	3%
MEDICAL	3%
ELECTRONICS / AUDIO / APPLIANCE	2%
MATERIALS ENGINEERING	2%
SUPPLIER TO THE FOAM INDUSTRY	2%
SURFACE TREATMENT / COATINGS	1%

# ATTENDEE BY COUNTRY

GERMANY	48%
ITALY	6%
NETHERLANDS	5%
POLAND	5%
FRANCE	5%
BELGIUM	4%
UNITED KINGDOM	4%
SWITZERLAND	3%
SPAIN	3%
CZECH REPUBLIC	3%
TÜRKIYE	3%
AUSTRIA	3%
HUNGARY	2%
SWEDEN	1%
PORTUGAL	1%
SLOVENIA	1%
UNITED STATES	1%
ROMANIA	1%
OTHER	1%

“”

*It's a good show... all the tier 2 and foam material suppliers are here, it's a good platform to meet and explain our needs and requirements, plus keep updated with hot topics.*

**Ayşemin Top Gül**, Sustainability Team Member, **Ford Otosan**

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*We have seen a lot of visitors, new and old customers. Face-to-face shows are still important because although we can meet remotely, the physical approach of seeing the machine and meeting the person you are speaking to is **very effective for decision-making**.*

**Elena Turba**, Communications and Marketing Manager, **CMS**



# INDUSTRY SUPPORTERS

**converter**  
magazine

**CHEMI**

**FSK**  
Fachverband Schaumkunststoffe  
und Polyurethane e.V.

**MANUFACTURING**  
OUTLOOK

**PLASTIKCITY**  
[www.plastikcity.co.uk](http://www.plastikcity.co.uk)

**pu europe**  
EXCELLENCE IN INSULATION

**CHARGED**  
ELECTRIC VEHICLES MAGAZINE

**MANUFACTURING**  
TECHNOLOGY INSIGHTS

**Nn**  
NobleNet  
STEM Professionals Network  
Join us | [noblenet.co](http://noblenet.co)

**Afera**  
The European Adhesive Tape Association





# CONFERENCE

**Foam Expo and Adhesives & Bonding Expo conference welcomed 50+ speakers discussing the latest innovations in foam and adhesives and bonding**

On the first day, big crowds came together to watch presentations and panel sessions on industry megatrends, environmental sustainability and material development.

Day two delved into topics such as material properties, application development, regulation and additives. The panel discussion on product development for sustainable construction was particularly popular with the event's audience.

The last day of the conference highlighted key developments in the area of logistics and manufacturing efficiency.



**54 EXPERT SPEAKERS, ACROSS TWO CONFERENCE STAGES, EXAMINING THE LATEST INDUSTRY TRENDS AND DEVELOPMENTS WITHIN 29 CONFERENCE SESSIONS**



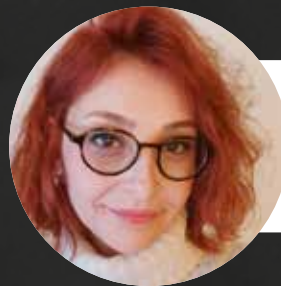
**Aldric Barbier**, Director of Sustainability and Product Compliance, Saint-Gobain



**Bart Haelterman**, R&D Director, Recticel Engineered Foams



**Polivio Goncalves**, Head of Engineering Adhesives, Bostik



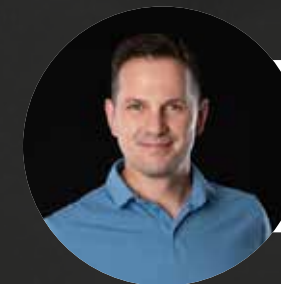
**Ayşemin Top Gül**, Sustainability Team Member, Ford Otosan



**Mathilde Auclerc**, Technical Leader in Polymers and Adhesives, Volvo Trucks



**Okan Otuz**, CAE & Materials Specialist, Mercedes-Benz Türk A.Ş.



**Robert Pluska**, Technical Director, JSP



**Mike Murray**, Chief Technology Officer, The Vita Group



**Annett Linemann**, Director Technology Outlook, H.B. Fuller



# SAVE THE DATES!

## FIVE EVENTS

## THREE

## CONTINENTS

## A WORLD OF OPPORTUNITY



**5-7 December 2023**  
**Stuttgart, Germany**

Europe's largest trade fair dedicated to the technical foam industry, showcasing the latest product applications, services, equipment and technologies.

[www.foam-expo-europe.com](http://www.foam-expo-europe.com)



**20-22 June 2023**  
**Novi, Michigan, USA**

North America's biggest event for manufacturers and buyers of technical foam materials, products and services, as well as the entire technical foam supply chain.

[www.foam-expo.com](http://www.foam-expo.com)



**October 2023**  
**Shanghai, China**

Asia-Pacific's leading exhibition and conference event for the manufacturers and buyers of technical foam products and technologies.

[www.foam-expo-china.com](http://www.foam-expo-china.com)



**5-7 December 2023**  
**Stuttgart, Germany**

Europe's largest exhibition and conference for adhesives and bonding technology. Co-located with Europe's largest technical foam exhibition and conference event.

[www.adhesivesandbondingexpo-europe.com](http://www.adhesivesandbondingexpo-europe.com)



**20-22 June 2023**  
**Novi, Michigan, USA**

Connecting bonding technology providers with the full range of end-user buyers, as well as the entire chemical and equipment supply chain.

[www.adhesivesandbondingexpo.com](http://www.adhesivesandbondingexpo.com)





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