

## **Virtual K 2025 presentation**

**for Central America, South America and Spain in Spanish**

**30, April 2025**

**Technology/channel:** Zoom

**Language:** Lecture T. Franken in English, simultaneous translation in Spanish on second audio channel

**Start:** 4 p.m. (Central European Summer Time)

### **Procedure**

1. Welcome: on behalf of all Foreign Representatives by AHK Argentina (Erika Enrietti)

(5 min.)

2. **Presentation Thomas Franken**, Project Director K, Portfolio Plastics & Rubber, Messe Düsseldorf

(including 1 short video)

Subject: **It all starts at K**

Short description: Thomas Franken will present K 2025 in Düsseldorf and this year's focus topics. These are circular economy, digitalization and people. Special shows and innovations of K 2025 will also be presented. (15 min)

3. **Presentation Thorsten Kühmann**, VDMA Head of Plastics Machinery and Lightweight Technology | Head of EUROMAP | Chair of Communications Committee K 2025

(including 1 short video)

Subject: **The Power of Plastics! Green – Smart- Responsible**

Short description: Thorsten Kühmann will provide a deep insight into facts and figures of the international plastics and rubber industry and explain current developments and trends in the industry. (15 min)

4. Open discussion (10 min)

5. If applicable, information about the services of the AVs at K (visitor groups, travel offers, etc.)

(5 min.)

6. Thanks to the participants and reference to the digital press kit via link/e-mail (5 min.)

Total approx. 50 - 55 minutes