



UNIVERSITÄT  
BAYREUTH



Elite Network  
of Bavaria

Elite Study Program - Macromolecular Science

## Advanced Module M062

### Meet the Industry at K 2022



#### **Part I. Introduction to the K and preparation of the visit**

October 17, 2022, University of Bayreuth

#### **Part II. Visit of the K**

October 24 and 25, 2022, Düsseldorf

#### **Part III. Seminar by the participants of selected companies**

November 8 and 9, 2022, University of Bayreuth

#### **Module Coordination:**

Prof. Hans-Werner Schmidt, Dr. Klaus Kreger

**Winter term 2022/2023**

“K” is the world's No.1 trade fair for the plastics and rubber industry and, therefore, the globally leading business platform. The trade fair takes place every 3 years in Düsseldorf. This year, K 2022 will be open in October. A major goal is for industry and research from all over the world to present pioneering innovations and developments as well as visionary impulses. In particular, special emphasis is given on circular economy and digitalisation in order to address global challenges and successfully shape a sustainable future.

### **Part I: Introduction to the K and preparation of the visit**

**October 17, 2022, 15:00 – 16:00, online via ZOOM (see email)**

A brief introduction to the K 2022 will be given and organizational issues will be discussed.

### **Part II. Visit of the K**

**October 24 and 25, 2022, Düsseldorf**

The students will attend the K 2022 on Monday, 24 and Tuesday, 25 October.

On Monday at the trade fair, the students have to inform themselves at selected members of industry about the current development of the company and their innovations and future potential.

On Tuesday a program is planned to visit as group some exhibitor. Details of this program will be discussed on Monday, October 24. In order to be more flexible, please provide your mobile phone number.

### **Part III. Seminar by the participants of selected companies**

**November 8 and 9, 2022, PNS Seminarroom groundfloor, University of Bayreuth**

After the visit of K 2022, each group of students have to prepare a short presentation (15 minutes + 5 minutes discussion) based on their talks and experience with their selected industry at K 2022. The presentation should address the selected company in the following manner:

- 1) Past development and current performance of the company
- 2) Locally or globally acting player and their business environment
- 3) Demonstrated or proposed innovations of the company at K 2022
- 4) Future potential

Talks and discussions will be held in English.

**Schedule:**

**PNS Seminarroom groundfloor, University of Bayreuth**

**Tuesday, November 8, 14.00 – 17.00**

Time	Company to be presented	Students
14:00 – 14:20		Group 1
14:20 – 14:40		Group 2
14:40 – 15:00		Group 3
15:00 – 15:20		Group 4
15:20 – 15:40	<i>Coffee Break</i>	
15:40 – 16:00		Group 5
16:00 – 16:20		Group 6
16:20 – 16:40		Group 7
16:40 – 17:00		Group 8

**Wednesday, November 8, 10.00 – 11.20**

Time	Company to be presented	Students
10:00 – 10:20		Group 9
10:20 – 10:40		Group 10
10:40 – 11:00		Group 11
11:00 – 11:20		Group 12
11:20	<i>Closing remarks</i>	