



KÄRNTNER MESSEN  
KLAGENFURT

# 2025 CIRPLEX

Circular Plastics Experience  
Summit – Alpen-Adria



ONLINE  
TICKET

## 14 – 15 May 2025

Klagenfurt/Austria - Exhibition hall 4

# CIRCULAR PLASTICS EXPERIENCE SUMMIT – ALPS-ADRIA IN KLAGENFURT

**The new Plastics and  
Circular Economy summit in  
the Alps-Adria region.  
The Gate to Central  
& Southeast Europe.**

CIRPLEX is the hotspot for decision-makers in the plastics industry from Austria, the Alps-Adria region, Southern Germany and Central & Southeast Europe.

The congress creates a space where executives and decision-makers gain the latest insights from science and practice through a first-class lecture program and exciting excursions.

With the trade fair, which presents the latest offerings from leading providers and suppliers, will create a hub of opportunities that connect supply and demand with each other.



## **Innovative trade show and congress format**

CIRPLEX is a novel combination of congress and trade show. Sustainable as well as circular plastics solutions in the Alps-Adria region are presented in a single location. This unique space connects start ups with industry leaders.



## **From Waste to Value**

The trade fair is in line with the European sustainability trend with the Circular Economy Action Plan and the European Plastics Pact with new standards for sustainability.

CIRPLEX offers enormous potential and opportunities for new partnerships and opens new markets in Central & Southeast Europe.



# PROGRAM

## WEDNESDAY, 14 MAY 2025

**Competitiveness  
of the  
plastics industry  
in the EU**

Moderation:  
Valerie-Sophie Schönberg

- 10:00 am**      **Opening Cirplex**  
Congress Theater
- 11:00 am**      **Closed Loop – The Holy Grail**  
Gregor Haverkemper - *BASF SE*
- 11:30 am**      **The Next Chapter**  
Thomas Rau - *Expert in the field of Circular Economy*
- 12:00 am**      **Break**

Moderation:  
Kerstin Sochor

- 1:00 pm**      **How can Europe regain its pioneering role in the plastics industry - both internally and in global competition?**  
Panel discussion: Virginia Janssens - *Plastics Europe*  
Peter Hodecek - *European Recycling Industries Confederation*  
Stefan Pirker - *OMV*  
Gerold Breuer - *EREMA Group GmbH/PURE LOOP GmbH/VDMA*
- 1:40 pm**      **InvestCEC – Circular Economy as a Growth Engine: Opportunities for Businesses and Investors**  
Erwin Smole - *STW Klagenfurt*, Berthold Baurek-Karlic - *CEO Venionaire Capital AG*
- 2:00 pm**      **About polish plastic industry - innovation & competitiveness**  
Anna Kozera-Szalkowska - *Plastics Europe Poland*
- 2:20 pm**      **Break**

Moderation:  
Brunnhilde Schram

- 2:40 pm**      **Closing the loop with BEWI**  
Elin Sohlberg - *BEWI Circular*
- 3:05 pm**      **Chances and advantages for certificated specialised waste management companies**  
Peter Hodecek - *European Recycling Industries Confederation*
- 3:30 pm**      **Promoting Green Tech in Austria: Business & Innovation Opportunities in Plastics**  
Panel discussion: Marta Pastres - *ABA Invest in Austria*  
Marzia Di Bella-Negi - *BABEG Success in Carinthia*  
Natascha Zmerzlikar - *Invest in Klagenfurt*
- 3:55 pm**      **On Thin Ice: The Daily Corporate Struggle to Navigate Between Greenwashing and Genuine Sustainability**  
Paolo Garbagna - *Professor at University of Pavia*

Moderation:  
Michaela Plank

- 4:20 pm**      **6 blocks for the transition of the plastics industry**  
Stefan Pichler - *Ernst & Young denkstatt*
- 4:50 pm**      **tba**
- 5:20 pm**      **The power of digital transformation for sustainability**  
Herbert Tanner - *Siemens Austria*
- 6:00 pm**      **Network meeting with regional delicacies**  
Congress Theater

**DAY 1**

# PROGRAM

## THURSDAY, 15 MAY 2025

Education,  
innovation &  
start-ups: the  
keys to a  
successful  
future

Moderation:  
Sandra Pechac

- 9:40 am** **Contribution of plastics to carbon circularity**  
Ingo Sartorius - *BKV GmbH*
- 10:05 am** **Mechanical Recycling of Household Packaging Waste - Opportunities, risks and achievements under legislative targets**  
Andreas Witschnigg - *PreZero Polymers Austria*
- 10:30 am** **Cooperation in the value chain' using the example of packaging**  
Panel discussion: Karoline Moosbauer - *Greiner Packaging*  
Corinna Franz - *Starlinger*  
Josefina Bötling - *CCL Label*  
Corina Schmiedt - *HIRSCH Servo AG*
- 11:00 am** **Break**

Moderation:  
Corina Schmiedt

- 11:15 am** **Circular polymer solutions – developments and activities in Slovenia**  
Maja Mešl - *Faculty of Polymer Technology, Slovenia*
- 11:40 am** **Ongoing Industrial Demonstration Activities in DeremCo: High-Value Recycling of Composite Materials and their Re-use within and Beyond the Original Application Scenario**  
Marcello Colledani - *Engineering Department of Politecnico di Milano*
- 12:05 pm** **From Downcycling to Upcycling: Innovation is key**  
Michael Lackner - *Lindner Recyclingtech GmbH*
- 12:30 pm** **Break**

Moderation:  
Michaela Plank

- 1:00 pm** **AI in practice – Using artificial intelligence to make your business sustainable**  
Peter Marschalek - *Digital Excellence GmbH*
- EDIH Applied CPS – Your digitalisation partner with EU funding programme**  
Udo Pappler - *Austrian Research Institute for Chemistry and Technology*
- 1:35 pm** **Making the invisible visible: patented torque measurement as the key to optimising efficiency, wear and screw design in plastics extrusion**  
Markus Bröllinger - *Pro2future*
- 2:00 pm** **Plastic End-of-Life: How to Utilise Different Technologies to Enable Efficient Circular Economy**  
Janez Slapnik - *University Slovenj Gradec, Faculty of Polymer Technology*
- 2:25 pm** **From Waste to Resource: Improving Recyclate Quality for High-Performance Applications**  
Elke Metzsch-Zilligen - *Fraunhofer Institute for Structural Durability and System Reliability LBF*
- 2:50 pm** **How we are saving the world with plastics**  
Clemens Holzer - *Polymer Processing, Polymer Engineering and Science Montanuniversitaet Leoben*
- 3:10 pm** **Break**

- 3:30 pm** **Start-up presentation pitches**
- 4:00 pm** **CEO Round Table**
- 4:30 pm** **Final presentation and closing**

DAY 2



# LIVE – EXPERIENCE TOURS

## THURSDAY, 15 MAY 2025

Departure bus transfer in  
front of exhibition hall 4  
at 9:10 am  
return approx. 1:00 pm

**HIRSCH Servo** 

HIRSCH Servo Group:  
the expert in the EPS & EPP  
industry with 50 years of  
experience, 34 productionsites  
in 10 countries.

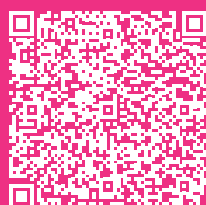


**LINDNER**

The product portfolio ranges  
from stationary and mobile  
shredders for waste  
management to complete  
systems for plastics  
recycling.



KRM Kunststoff-Recycling-  
Maschinen GmbH produces  
high-quality plastic regranulates  
from post-consumer  
and production waste.



Limited contingent –  
only 25 places  
per tour!

**BOOK  
NOW!**

**HIRSCH Servo AG**  
Glanegg 58, 9555 Glanegg

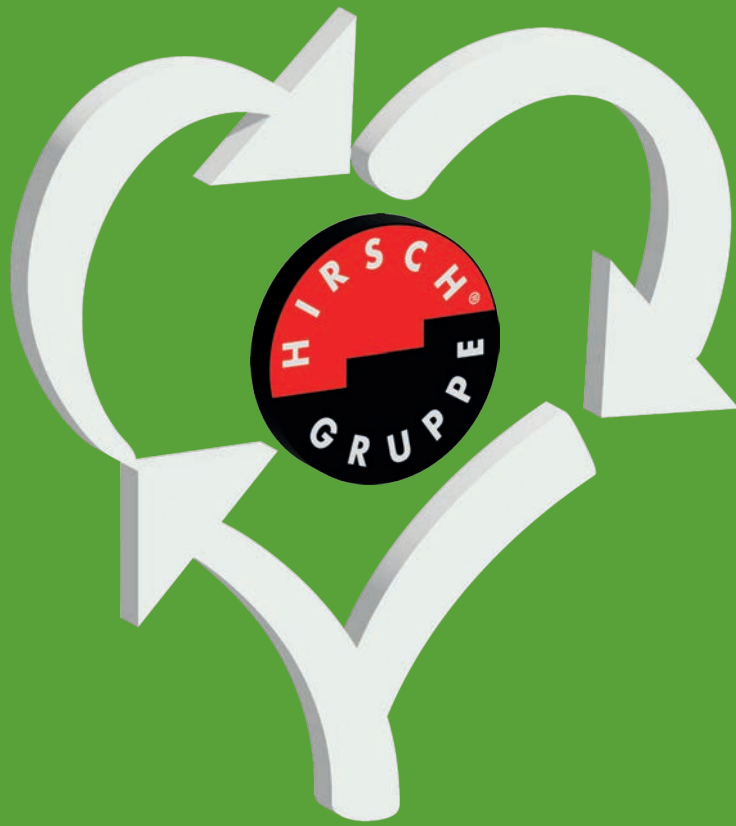
**Lindner-Recyclingtech GmbH**  
Manuel-Lindner-Straße 1, 9800 Spittal an der Drau

**KRM Kunststoff-Recycling-Maschinen GmbH  
& SynCycle Operations GmbH**  
Mitte Nr. 68, 9125 Kühnsdorf

**DAY 2**

SMART  
RECYCLING

CIRCULAR  
SOLUTIONS



SUSTAINABLE  
MATERIALS

# Our heart beats for circularity.

ONE CYCLE.  
ENDLESS POSSIBILITIES.



Find out more

# INITIATORS & SUPPORTERS



**Harald Kogler**  
CEO HIRSCH Servo AG

Within the Carinthian industrial landscape, the plastics industry represents an important focus that is well above the national average. CIRPLEX makes this core industrial competence visible and creates a new industry meeting place. I am convinced that CIRPLEX will establish itself well as a conference trade fair in the long term.



**Werner Kruschitz**  
CEO KRM Kunststoff-Recycling-Maschinen GmbH

The first conference on the circular economy took place in Klagenfurt in 2022. At that time, the idea was born to develop a congress trade fair that would develop international appeal from Austria. CIRPLEX will make an important contribution to helping our neighbors in the Alps-Adriatic region and Southeast Europe develop a sustainable circular economy.

**The visionaries behind  
CIRPLEX — uniting  
innovation, sustainability,  
and collaboration across  
the plastics industry in  
the Alps-Adria region and  
beyond.**



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about Carinthia



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# KEYNOTES & SPEAKER

## Virginia Janssens

*Managing Director Plastics Europe*

CIRPLEX 2025 is a unique platform that combines innovation and sustainability in the plastics industry. As a hotspot for decision-makers from the Alpine-Adriatic region and beyond, it offers invaluable opportunities for knowledge sharing and networking. It will take all of us to shape the future of a circular and competitive plastics industry supported by new standards and an enabling framework. I am honoured to provide the keynote and to learn from the other speakers and participants. I warmly invite you to be part of this important event in Klagenfurt to help restore our journey towards a competitive, sustainable and strategic plastics ecosystem in Europe.



## Maja Mešl

*Faculty of Polymer Technology, Slovenia*

As a representative of the Faculty of Polymer Technology in Slovenia, I am excited to share our country's innovative approaches to circular polymer solutions at CIRPLEX. Slovenia has made significant strides in this area. I believe many opportunities for closer cross-border collaboration between all stakeholders in this region exists and that this summit provides an excellent opportunity to foster and enhance these collaborations and jointly leverage these opportunities, thus we are honoured to participate.



## Thomas Rau

*Inspirational Speaker on Systemic Change*

Thomas Rau is an entrepreneur, architect, innovator, inspirer and visionary. His motto is „guided by the future“. Everything he does is driven by what will be needed in the future not what is feasible at the moment. Thomas Rau identifies tomorrow's challenges and uses his enthusiasm, energy and humour to convince his audiences and clients that they need to take radical steps to make sustainability work.



## Gregor Haverkemper

*Director Marketing Styropor & Neopor BASF SE*

A functioning circular economy is the conditio sine qua non for the future of the plastics industry in Europe. This requires innovation and openness to technology, not narrow-minded discussions about closed material cycles and excessive regulatory requirements. CIRPLEX provides the perfect framework for discussions on these topics in the Alpine-Adriatic region.



## Elke Metzsch-Zilligen

*Director Division Plastics | Fraunhofer Institute for Structural Durability and System Reliability LBF*

As a leading institute for structural durability and system reliability, Cirplex is the ideal place for us to discuss and advance innovative solutions and technologies in the field of plastics. We see/view this as an opportunity to establish valuable partnerships and work together on the future of plastics technology. We are convinced that our innovative solutions for improving the quality of recyclates make a decisive contribution to replacing virgin plastics.



## Berthold Baurek-Karlic

*CEO Venionaire Capital AG*

Cirplex in Klagenfurt is a central platform for the Alps-Adriatic region to promote innovative solutions for the circular economy in the plastics sector. It brings together companies, investors and experts to develop sustainable business models and accelerate the transition to circular value creation. For projects such as InvestCEC in particular, the trade fair offers an ideal opportunity to promote cross-border cooperation and present new technological approaches.



## Ingo Sartorius

*Managing Director BKV GmbH*

Facts and figures on circular economy of plastics, climate protection and sustainability represent the topics of BKV GmbH, the competence centre of the plastics industry. Successful realisation of these subjects demands the cooperation of all relevant stakeholders, inter alia within the economy and its value chains, with administration, academia, etc. Cirplex is the central platform for cooperation and collaboration between trans-national regions in Europe.



# KEYNOTES & SPEAKER

## Erwin Smole

*Member of Executive Board STW Klagenfurt*

For Stadtwerke Klagenfurt, Cirplex is an important platform for actively shaping sustainable solutions for the circular economy. In the InvestCEC project, we are contributing our experience in urban infrastructure and driving forward innovative business models that conserve resources and strengthen Klagenfurt as a pioneer in the circular economy.



## Andreas Witschnigg

*R&D Product Development, PreZero Polymers Austria GmbH*

I think it's good that this trade fair is taking place for the first time, as there is a lot of expertise in the area of circularity and recycling in this region. The trade fair also helps to make this transparent. True to the motto: Do good and talk about it.



## Elin Sohlberg

*Head of Operations BEWI Circular*

Cirplex is more than just a trade fair—it's a step towards a truly circular economy. At BEWI Circular, we are committed to closing the loop by collecting and recycling EPS, one ton at a time, turning waste into valuable resources. This event brings together industry leaders, innovators, and changemakers to accelerate sustainable solutions and create a future where materials never go to waste. Cirplex is where ideas meet action, and together, we are shaping a smarter, a better everyday world.



## Peter Hodecek

*Vice-President EurIC – European Recycling Industries Confederation*

The plastics industry is characterised by a high level of innovation, a wide variety of materials and diverse applications. Our daily lives would not be possible without plastics. The recycling of plastics is becoming increasingly important from an environmental and sustainability perspective. The reuse and recycling of certain products, as well as material, energy and chemical recycling, make it possible to close material cycles, thereby achieving the desired conservation of resources. With CIRPLEX, a new platform has been created to demonstrate the recyclability of plastics.



## Peter Marschalek

*Managing Director Digital Excellence GmbH*

Cirplex 2025 in Klagenfurt is an excellent opportunity to show how sustainability and artificial intelligence can be combined. I am convinced that Cirplex will become firmly established in Carinthia and contribute to the development of a sustainable circular economy.



## Udo Pappler

*Managing Director of the Austrian Research Institute for Chemistry and Technology*

The CIRPLEX trade fair is in tune with the times. Sustainable, circular plastic solutions are essential in these times. We have to face the challenges of the future, there is no way around it. I am therefore looking forward to exciting days in Klagenfurt, an intensive, professional exchange and am very excited about the new format - trade fair combined with congress.



## Clemens Holzer

*Head of Polymer Processing, Head of the Department Polymer Engineering and Science Montanuniversitaet Leoben*

After the successful Circular Economy Conference 2022 in Klagenfurt, it is impressive what the innovative, committed and active industry representatives of Carinthian plastics companies have now achieved with CIRPLEX. The circular economy works across borders and this combination of trade fair and congress sends out a strong signal in the south of Austria, but also in the entire south-east European EU region.



## Marcello Colledani

*Professor at the Mechanical Engineering Department of Politecnico di Milano*

Fiber Reinforced Polymer material recycling and re-integration in new products is today being demonstrated by DeremCo, both from the technical and economic viewpoints. The next challenge is demand widening for secondary materials streams and business upscale.



# KEYNOTES & SPEAKER

## Paolo Garbagna

*Professor at University of Pavia*

Imagine a space where the conventional boundaries of the plastics industry dissolve, giving rise to a revolutionary cycle of creativity and sustainability. Cirplex 2025 is that transformative arena—a dynamic crucible where visionary start-ups and industry giants converge to reimagine plastics from waste into boundless opportunity. Here, every challenge is met with inventive solutions and every material is reborn through circular innovation. In this unique meeting place, the future isn't just predicted—it's actively crafted, turning ideas into actions and setting the stage for a resilient, regenerative economy.



## Stefan Pichler

*Manager & Team Lead Circular Economy, Ernst & Young denkstatt GmbH*

Cirplex in Klagenfurt stands as a pivotal platform in the Alps-Adriatic region, offering a prime opportunity to stay abreast of the latest innovative solutions and challenges in the circular economy within the plastics sector. It is the ideal venue to gain insights into recent developments and connect with partners to advance the business case for a circular economy.



## Gerold Breuer

*Head of Marketing EREMA Group GmbH and Managing Director PURE LOOP GmbH/VDMA*

The progress in recycling expertise along the entire plastics value chain in recent years is remarkable and gives me confidence. Our recycling machines at EREMA are only part of the solution. It is gratifying to see that CIRPLEX is promoting this essential interdisciplinary dialogue in Austria.



## Sandra Pechac

*Managing Director Platform Packaging with a Future*

Establishing a functioning circular economy requires close cooperation between all players along the value chain. Only together can we develop innovative and sustainable packaging solutions that conserve resources and reduce the ecological footprint. Events such as CIRPLEX are essential for this, as they bring together companies, innovation drivers and decision-makers.



## Herbert Tanner

*Head of Software Development in Digital Industries, Siemens Austria*

Tomorrow's leading companies will be those that embrace digital transformation today to prepare for the challenges of tomorrow. To win the race against climate change, innovative digital technologies will enable us to do more with less in our industrial world - by seamlessly combining the real and digital worlds and using the creative power of industrial AI.



## Matthias Egarter

*Managing Director LINDNER*

I'm proud that we have been part of CIRPLEX from the very beginning and part of this cross-border trade fair. As a recycling pioneer, we stand for innovative recycling solutions and look forward to setting new impulses together with other experts and further promoting dialogue in the industry. CIRPLEX will establish itself as an important meeting place for the plastics industry in the Alps-Adriatic region.



## Anna Kozera-Szałkowska

*Managing Director Plastics Europe Polska*

As a representative of plastics producers in Poland I am pleased to be a part of CIRPLEX 2025. Plastics industry in our country is for years steadily growing, in spite of the different current challenges. However, at the moment whole Europe is facing the new threats and therefore needs a strong, united, innovative approach to the future. Such exceptional hub for regional exchange of experience as CIRPLEX 2025 is what enables us better collaboration, fresher ideas and greater acceleration of the sustainable transition of the European plastics industry.



## Janez Slapnik

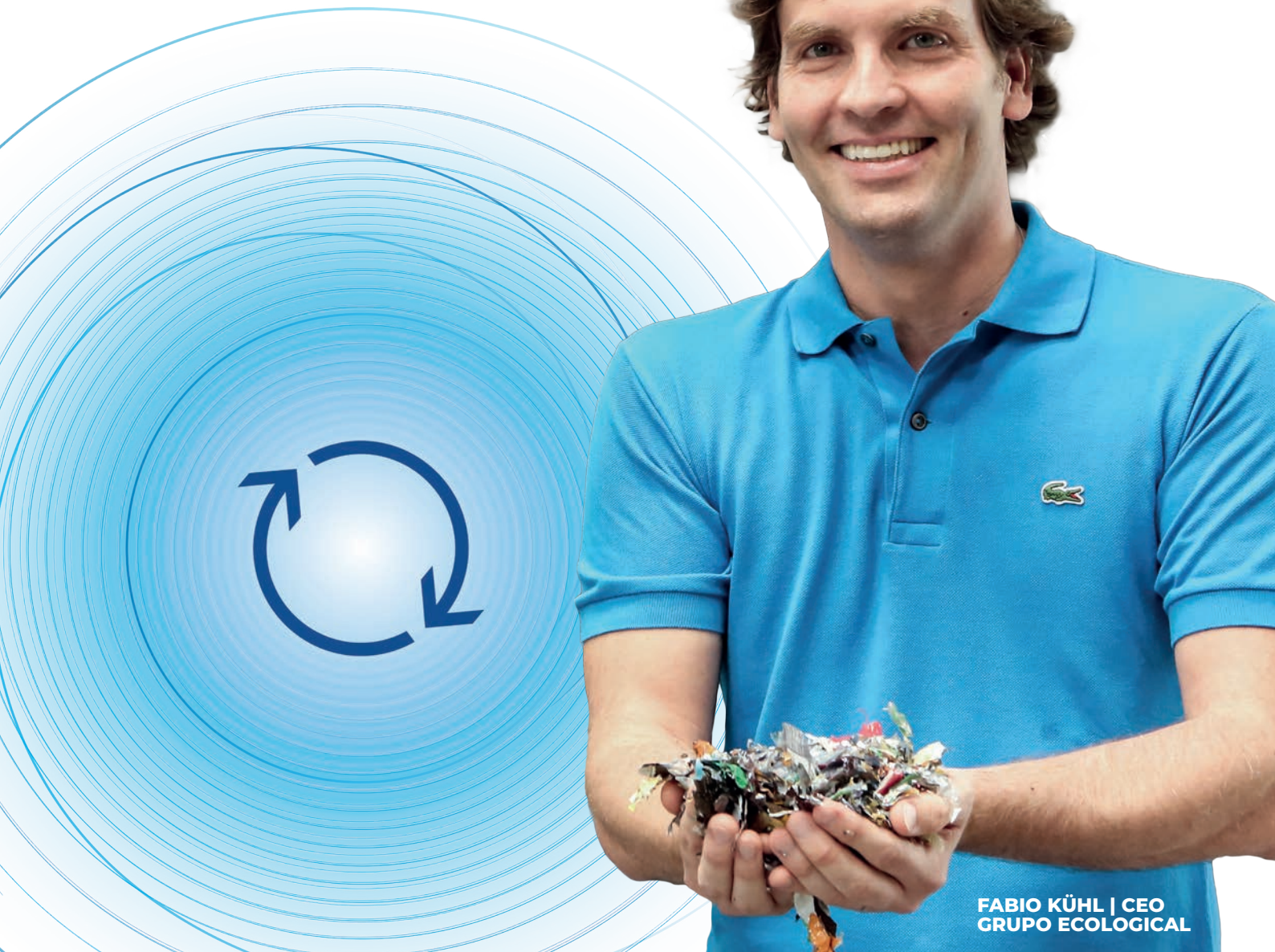
*University Slovenj Gradec, Faculty of Polymer Technology*

Effectively managing the end-of-life phase for plastics requires a strategic integration of various technologies. At the Faculty of Polymer Technology, we explore how these different approaches can contribute to a truly efficient circular economy. CIRPLEX is the ideal venue to share these insights and foster collaboration between research institutions and industry leaders, accelerating the adoption of effective solutions across the Alps-Adriatic region and ensuring a sustainable future for plastics.





# LINDNER



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# PANEL DISCUSSION



**Wednesday, 14 May 2025**

1:00 pm

**How can Europe regain its pioneering role in the plastics industry - both internally and in global competition?**

Virginia Janssens - *Plastics Europe*  
 Peter Hodecek - *European Recycling Industries Confederation*  
 Stefan Pirker - *OMV*  
 Gerold Breuer - *EREMA Group GmbH/PURE LOOP GmbH/VDMA*



**Virginia Janssens**  
*Plastics Europe*



**Stefan Pirker**  
*OMV*



**Peter Hodecek**  
*European Recycling Industries Confederation*



**Gerold Breuer**  
*EREMA Group GmbH/  
 PURE LOOP GmbH/VDMA*

**Wednesday, 14 May 2025**

3:30 pm

**Promoting Green Tech in Austria: Business & Innovation Opportunities in Plastics**

Marta Pastres - *ABA Invest in Austria*  
 Marzia Di Bella-Negi - *BABEG Success in Carinthia*  
 Natascha Zmerzlikar - *Invest in Klagenfurt*



**Marzia Di Bella-Negi**  
*BABEG  
 Success in Carinthia*



**Marta Pastres**  
*ABA Invest in Austria*



**Natascha Zmerzlikar**  
*Invest in Klagenfurt*

**Corinna Franz**  
*Starlinger*



**Josefina Bölting**  
*CCL Label*



**Corina Schmiedt**  
*HIRSCH Servo AG*



**Karoline Moosbauer**  
*Greiner Packaging*



**Thursday, 15 May 2025**

10:30 am

**Cooperation in the value chain' using the example of packaging**

Karoline Moosbauer - *Greiner Packaging*  
 Corinna Franz - *Starlinger*  
 Josefina Bölting - *CCL Label*  
 Corina Schmiedt - *HIRSCH Servo AG*

# MATCHMAKING POWERED BY CRADLE-ALP

Your opportunity for

**B2B meetings!**

Register and book your  
**20 minutes 1:1 meeting slots**  
with potential partners for  
collaboration.

During this event you will  
be able to network with  
entrepreneurs, startups,  
industry leaders and research  
institutions from the Alpine  
Space and Adria Regions,  
Central and Southeast Europe.

## How does it work?

**1**

### **Register:**

Cradle-ALP – Circular Alpine Space  
community (B2Match)  
from March 21<sup>st</sup>, 2025

**2**

### **Publish your profile:**

establish your clear and easy to understand  
business profile (only visible for other  
participants).

**3**

### **Select interesting participant profiles:**

Go to the list of participants and discover  
interesting and promising dialogue partners  
for you.

**4**

### **Send and receive meeting requests**

**5**

### **Matchmaking event:**

Meet at agreed date, time and assigned  
table no.; you will find the list of your  
meetings.

**Time slots  
available from:**

**14 May 2025**

9:30 am – 5:00 pm

**15 May 2025**

9:30 am – 4:30 pm

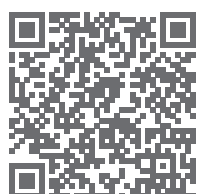
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Cradle-ALP  
Matchmaking

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# GENERAL INFORMATION

## Ticket prices

## Euro

Day admission adults	25,-
Online adults	20,-
Teenagers (15-19 years)	9,-
Online teenagers (15-19 years)	5,-
Children up to 14 years	free
Groups of 10 or more (per person)	10,-
Online groups of 10 people or more (per person)	7,-
Visitor car park	7,-



## Opening hours:

Exhibition hall 4  
14 May 2025 9:00 am – 6:00 pm  
15 May 2025 9:00 am – 5:00 pm



## Trade fair organisation:

Klagenfurter Messe  
Betriebsgesellschaft mbH  
Messeplatz 1  
A-9020 Klagenfurt am Wörthersee



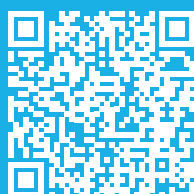
## TICKET SHOP!



# OUR PARTNERS & EXHIBITORS



#cirplex25



## IMPRINT:

Opening hours: Wendsday 14 May 9:00 am – 6:00 pm, 15 May 9:00 am – 5:00 pm

Parking facilities at the exhibition centre.

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Place of production: Carinthia

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**KÄRNTNER MESSEN**  
KLAGENFURT