



# Vision, Mission and Core Skills

# Vision

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- We are the leading representatives of all companies on the German reinforced plastics market.
- Thanks to our ongoing joint endeavours, the great potential of these materials is continually developed further, both nationally and internationally.

# Mission

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- It is AVK's mission to provide member companies with all the required services from a single source, both nationally and internationally, and to represent their interests towards all institutions.
- To do so, we primarily pursue the following 5 goals:
  - Boost the ***image*** of reinforced plastics on the market and in public perception
  - Promote ***innovations and the development of new markets***
  - Provide ***continuous professional development***
  - Emphasise ***sustainability***
  - Increase ***networking***

# Core skills

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- Our member companies cover the entire value chain on the reinforced plastics market. We define reinforced plastics as all types of fibre-reinforced and/or fibre-filled materials based on thermoplastic and thermosetting matrices.
- The services through which we reach our goals are based on specific **core skills**:
  - **Annual event and innovation award**: The AVK Innovation Award has long been an established fixture in the industry. Together with our annual event (meeting, AGM and press conference), it helps to sustain and effectively improve AVK's image and goals.

# Core skills

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- **Working groups:** Our proven working groups enable member companies to work together, giving them an additional platform to improve the way they formulate and reach their joint goals.
- **Seminars and meetings on specialist composites issues:** Our high-quality AVK events are benefiting an increasing number of delegates that operate on the booming composites / lightweight construction market.
- **Information services:** We can generally see an increasing need for fast and reliable information, such as the early identification and communication of trends, changes on the market and changes in technology.
- These services are provided by an efficient organisation and through our active and creative collaboration within national and international interest groups.