



2nd International Trade Fair
Plastics and Rubber
7 – 9 September 2016
Kazan, Russia

interplastica
KAZAN

Interplastica Kazan 2016: successful continuation of the regional project

The second international trade fair Interplastica Kazan 2016 took place as part of the Tatarstan Oil, Gas and Petrochemicals Forum held on 7 – 9 September 2016. The fair was organised by Messe Dusseldorf Moscow LLC.

Overall, 217 companies from 47 Russian cities and 20 foreign countries (Azerbaijan, Austria, Belarus, Germany, Israel, India, Indonesia, Italy, China, Luxemburg, Moldova, Poland, Slovenia, USA, Turkey, Ukraine, France, Switzerland, Scotland, and Japan) took part in the Tatarstan Oil, Gas and Petrochemicals Forum and Interplastica Kazan exhibitions. The total exposition area of the Forum amounted to 3,012 sq.m. Over the period of three days the event was attended by 7,861 industry experts, representatives of the Russian and foreign academic community, sectoral ministries and agencies as well production segment. Throughout the duration of the exhibition there was organised an extensive business programme of the visitors and exhibitors.

On the first day of the fair operation the booths of the key exhibitors were attended by a delegation headed by President of the Republic of Tatarstan R.N. Minnikhanov and Deputy Prime Minister of the Republic of Bashkortostan D.V. Sharonov.

Most of the Interplastica Kazan participants noted that the regional project had grown over the year, this year such international companies as Covestro, Kraiburg, Gabriel-Chemie etc. made their debut appearance among the exhibitors.

'When Messe Duesseldorf told us of having organised such a project in Kazan and of being very happy with the first results, we immediately decided to participate,' shared her impressions *Albena Vasilyeva*, Head of Communications and Public Affairs, *Covestro LLC*. – 'Historically we have many clients in the Volga Region. Here both construction and automotive industries are developing, there are many suppliers here – they all are our clients, there are also many potential clients. Tatarstan is actually a republic that is making good headway, and it is in our interests to visit it once again, to draw attention to ourselves, to introduce to our products.'

Victoria Tsvetkova, Internal Sales Manager, *Gabriel-Chemie Russia LLC* also noted that the idea to have a separate exhibition for the Tatar region is a well-judged and far-sighted action. 'For us this is primarily an opportunity to meet our existing clients, since we are already working with Tatarstan. Among our customers are compounders, moulders, producers of fibre, film, and packaging. New companies and new projects make appearance there, some come here from other regions – and all this is a good reason for us to speak of ourselves or solve any current problems. Notably, we have been approached by our future partners from Togliatti who have come up with a very interesting project that has no equals in Russia yet. Having learnt that we are here they have specifically come to communicate with us.'

Among the participants there were companies that were satisfied with the last year results and decided to take part in the exhibition again. As *Vyacheslav Ryabov*, *Head of Representative Office MACCHI RUSSIA*, noted 'Already on the second – third day of the last year fair we made a clear conclusion that we would participate a second time. Due to the length of the equipment sales project completion cycle, it is more difficult for us to assess direct benefits of any event or an exhibition. Last year's Interplastica in Kazan is an exception. Before the fair there had been clients who had doubts, who compared various alternatives, but having spoken with them at the exhibition we won the project. Considering the specifics of the regional fair and a smallish booth, in practice even one project will suffice to fully repay participation costs. Besides, participation herein means saving on business travel to this region as there is an opportunity to meet many clients in one go here.'

Representative of Aleko Group, Maria Marshanskaya, Polymer Machinery Department Director, and Valeriy Fedoseev, Recycling Equipment Department Director, have shared their impressions of the fair stating that regional exhibitions are the most complicated product and that the fair's content at this stage has room for improvement. Nonetheless, already on the first day the company managed to conclude two polymer recycling contracts.

Overall most participants see the region as rather promising from the economic point of view, with a good growth potential of both the plastics industry and small and medium enterprises in general, whereas a fair like this, is in their opinion specifically aimed at helping solve these issues.

The novelty of Interplastica Kazan was its own business programme, POLIMER PLAZA KAZAN that was opened by *Thomas Franken*, *Deputy Director for Plastics Rubber Fairs, K Group*. Speeches covered topics from the latest market entries to the immediate problems of enterprise efficiency and operation under the present economic conditions.

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