International Trade Fair for the Plastics and Rubber Industries



POST SHOW REPORT

18-21 SEP 2019 BITEC · BANGKOK

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DIVERSE INTERNATIONAL FOCUS AT THE REGION'S INNOVATION HUB FOR THE PLASTICS AND RUBBER INDUSTRIES

The biennial International Trade Fair for the Plastics and Rubber Industries welcomed 8,820 trade visitors from 60 countries, an increase of almost IO% compared to 2017. T-PLAS 2019 showcased a wide range of raw materials and auxiliaries, semi-finished goods, and reinforced plastics, and machine and equipment serving the plastic and rubber sectors put up by I38 exhibitors, with more than 80% coming from overseas.

"The continued success of T-PLAS from edition to edition is indicative of the market potential of the plastics and rubber industries in Thailand and the region. The strong international make up of visitors and line-up of exhibitors is both heartening and rewarding as it is testament of the fair's quality and its distinctive ability to attract some of the best from these sectors."

Mr Gernot RinglingManaging Director
Messe Düsseldorf Asia







EXHIBITOR STATISTICS

Abundant Opportunities in the Region's Burgeoning Plastics and Rubber Industries



○ I38 Exhibitors I5 Countries

- AUSTRIA CHINA GERMANY HONG KONG INDIA
- ITALY JAPAN MALAYSIA NETHERLANDS
- SAUDI ARABIA SINGAPORE TAIWAN THAILAND
- TURKEY VIETNAM

5 National Pavilions and Country Groups

Austria • China • Germany • Singapore • Taiwan

- 82% of Exhibitors from overseas
- 90% of Exhibitors rated T-PLAS 2019 as an important trade exhibition in Southeast Asia

○ Top 5 Reasons for exhibiting at T-PLAS 2019

- ✓ Showcasing new products and technologies
- ✓ Networking with existing and new clients
- Acquiring new clients
- ✓ Brand Representations to local and international companies
- Opening up new markets

EXHIBITOR TESTIMONIALS

"T-PLAS has surpassed our expectations in terms of the quality of trade visitors that are present during the exhibition. We capitalised on this platform to organise showroom visits to the new Arburg plant here in Bangkok, and the response has been overwhelming."

Whatana Dumrongratkul

Arburg (Thailand) Co Ltd

"T-PLAS is an important exhibition for the raw materials manufacturers as we have met a lot of end-consumers here looking for new suppliers. We have already made so much contacts with customers that we have never reached out to before."

Shane Huang

Chang Horing Rubber

"Being here is a great opportunity as we can bring international technology to the local industries here, and propel them to European standards. This exhibition presents the ideal mix of visitors from the plastics, printing and packaging sectors, so it's the perfect place for us to reach out to the masses."

Carl Foster

Durham-Duplex

"The plastics packaging world is getting more complex, so having the chance to exhibit and conduct a seminar at T-PLAS is very important as it gives you the opportunity to interact with your customers, and learn from the local companies about the frameworks in Thailand and the region."

Juergen Rehkopf

Reifenhaüser

"There have been a lot of companies looking to explore joint ventures and partnerships with us, so it has been a very good experience for us being present at T-PLAS for the first time."

PVBP Sarma

Suba Plastics Pvt Ltd





MARKETING, ADVERTISING & PROMOTIONS

- Over **50** print and online advertisements in trade publications and newspapers from Thailand, Vietnam, Malaysia, China, Germany, Taiwan, India, Indonesia, Japan, Singapore
- I5 local and regional media partners
- More than 20 editorials in newspapers, websites, trade publications, and broadcast coverage on ETV, CH5, Nation TV (Live)
- Over THB 8million in PR value and media coverage garnered over a 4 month campaign period
- More than 30,000 trade professionals were reached out to via a targeted email marketing campaign

VISITOR STATISTICS

T-PLAS 2019: **Connecting Regional Companies** with International Technologies

- 8,820 Trade Visitors 60 Countries
- 99% satisfied with their visit
- 80% procured / are in talks to procure products and technologies exhibited
- 93% of Trade Visitors will return for T-PLAS 2021

O TOP 5

REASONS FOR VISITING T-PLAS 2019

- ✓ New development and trends
- ✓ Identifying new suppliers
- ✓ Network with existing suppliers
- ♥ Source for new products
- ✓ Network with international exhibitors

O TOP PRODUCT INTEREST

Machinery and Equipment

Raw Materials, Auxiliaries

Plastics Products and Processing

Services

NATURE OF BUSINESS



45% Manufacturers



39% Distributors / Traders / Sourcing Agents



16% Services

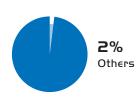
BREAKDOWN BY GEOGRAPHY











BREAKDOWN BY BUSINESS ACTIVITIES

0	Plastics and Rubber	37%
0	Printing and Labeling	31%
0	Packaging	29%
0	Chemical / Petrochemical / Refining	I4%
0	Food and Beverage	10%
0	Electrical / Electronics	9%
0	Automotive / Aerospace / Transportation	8%

OVERWHELMING RESPONSE FOR CONCURRENTLY-HELD CONFERENCES AND SEMINARS

T-PLAS 2019 featured 20 concurrently-held conferences and seminars featuring technical presentations from international exhibitors and renowned local associations and organisations, including the inaugural Medical Plastics Engineering Symposium and Specialty Plastics Conference and site-visit to Arburg Thailand's new factory and showroom. Over the 4-day trade exhibition, the concurrent events attracted close to 500 trade visitors and were well received by industry leaders and professionals.

O MEDICAL PLASTICS ENGINEERING SYMPOSIUM

Jointly organised with Technical University of Munich (TUM), supported by academic partners, Chulalongkorn University of Thailand and National University of Singapore. The inaugural conference featured international industry experts and academia presenting topics that included scientific works to keynote lectures on sustainability and the circular economy.

"It is a great opportunity to be organising the Medical Plastics Engineering Symposium alongside T-PLAS 2019 as the synergy between the symposium and the exhibition creates a professional and inspiring environment. It is an important platform to widen our perspective and identify pressing topics of the future."

Dr Markus Eblenkamp

MedTech - Institute of Medical and Polymer Engineering, Technical University of Munich (TUM)

"The response has been extremely good. We had a full attendance for each session. The symposium covered a number of topics which are broad enough and at the same time deep. From the questions that the attendees were asking, to the exchanging of contacts at the end of the presentation confirm to me that the session was helpful and relevant. This fits very well with the showing of T-PLAS 2019."

Prof Seeram Ramakrishna

National University of Singapore (NUS)





O SPECIALTY PLASTICS CONFERENCE

The regional conference featured speakers from some of the plastics sector's biggest brands, including Borouge, Plantic-Kuraray, Polyplastics and PolyOne.

"The response for the Specialty Plastics Conference has been very positive. This platform is excellent in educating the different stakeholders that will proceed to become ambassadors, and in turn spread the word on sustainability to the people including the policy makers."

Ahmed Khalfan Khadim Alarri Al Mehairi

Borouge



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