



International Trade Fair for Plastics and Rubber 26 – 29 April 2005

Singapore Expo

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FINAL REPORT

A good and positive turnout at ASEANPLAS 2005 with

- **7,956 trade visitors from 53 countries**
- **352 exhibiting companies from 29 countries**

ASEANPLAS 2005 welcomed 7,956 trade visitors from 53 countries. 42 percent were overseas visitors with the majority coming from Malaysia, Indonesia, Thailand and Vietnam. There was also a good turnout from India, China and Philippines. Visitors were able to interact and network with 352 exhibiting companies from 29 countries and economies including national groups from Austria, China, Germany, Italy and Singapore present at the 4-day exhibition.

Mrs Lim Hwee Hua, Singapore's Minister of State for Finance and Transport, opened ASEANPLAS on 26 April 2005. In her opening speech, Mrs Lim noted that ASEANPLAS "has been increasingly successful in bringing together leading international manufacturers, suppliers, distributors and other decision makers from the region's vibrant plastics and rubber industries." She also added that, "ASEANPLAS is now recognised" by the industry "for its value in updating players on developments in processing technologies, new machinery, equipment and products."

Sharing the same sentiments as the minister was Mr Ulrich Reifenhäuser, President of EUROMAP (European Committee of Machinery Manufacturers for the Plastics and Rubber Industries). Mr Reifenhäuser indicated in his welcome address that ASEANPLAS "holds significance for European machinery manufacturers for the plastics and rubber industries." He reported that European manufacturers accounted for more than 28 percent of rubber and plastics processing equipment supplied to the ASEAN countries. There has also been intensive cooperation between the European plastics machinery industries and the ASEAN processors.

Many international exhibiting companies have chosen to exhibit at ASEANPLAS based on the exhibition's track record in being able to provide a unique communication platform and in bringing quality trade visitors from the region to congregate in one central location.

Mr David Chan, Managing Director of Arburg Pte Ltd, indicated that the company prefers to exhibit in regional exhibitions such as ASEANPLAS as "it serves as a springboard to the Southeast Asia markets". At ASEANPLAS, they were able to reinforce their corporate image and at the same time reinstate "customers confidence" with their strong presence at the show.

ACS Group Pte Ltd's Managing Director, Mr Tony Eng commented that their company "wants to position ourselves as a key player in the market" and considered ASEANPLAS/Messe Düsseldorf Asia as one of their key partners in the industry.

Mr You Won Joon, Managing Director of the Korea Plastics Processing Machinery Industry Co-operative remarked that ASEANPLAS' international profile of exhibiting companies was one of the main attributes in attracting regional visitors. He was very pleased with the response at the Korean pavilion and "will definitely try to form a national pavilion from Korea for the next ASEANPLAS."

Mr Fahad Al-Sabhan, Regional Manager for Polymers from SABIC Asia Pacific commented that they "did not anticipate such a success." The company had excellent results and "so far US\$ 45 million worth of contracts have been signed by customers from six countries including China, New Zealand, Vietnam, Thailand, Philippines and Hong Kong. We will be back and will double our space at the next show."

At the Singapore Pavilion organized by the Singapore Plastic Industry Association, Mr Ronald Lim, the association's president, reported that "many of our exhibitors were happy with their participation as they were able to meet many new quality potential visitors from the region."

Mr Shawn Yue, Assistant Manager, Sales & Marketing of Teijin Polycarbonate Singapore Pte Ltd noted ASEANPLAS as "an important and good platform" for their company "to build rapport with existing clients." He added that they "will definitely come back for the next ASEANPLAS."

Exhibiting company UFE Technology Pte Ltd's Technical Director, Mr William Abraham was pleased with the visitor turnout. He reported that the company "received more positive response than expected."

Visitors to ASEANPLAS were also pleased with their visit to the exhibition. Feedback from 1,096 trade visitors interviewed randomly over the 4-day period revealed that more than 90 percent gave indication that the exhibition had met with their expectations. Over 70 percent visited the exhibition to learn about new technological developments in the industry. Sourcing for

company's buying needs was also one of the top priorities in visiting ASEANPLAS. Over 45 percent were likely to purchase some of the products/services on display. Another 40 percent were contemplating on their purchasing decision. In terms of anticipated time frame for making the purchase, almost 70 percent indicated that they were likely to place their orders within one year. All these sum up the quality of trade visitors at ASEANPLAS 2005.

The next ASEANPLAS will be held in 2008. Prior to this, Messe Düsseldorf Asia, in joint collaboration with industry partners, will organize the following two exhibitions in 2006:

- INDOPLAS, Indonesia International Plastics Exhibition
1 – 3 June 2006, Jakarta International Expo, Jakarta, Indonesia
- TIPREX, Thai International Plastics and Rubber Exhibition for the Indochina Region
14 – 17 September 2006, BITEC, Bangkok, Thailand

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