



ASEANPLAS

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

www.aseanplas-singapore.com

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For immediate release

**ASEAN Plastics Technology Showcase to Highlight Solutions for Success
- Support from Singapore's A*Star Plastic Moulding Task Force -**

ASEANPLAS incorporating ASEANRUBBER 2005, Southeast Asia's leading international trade fair for plastics and rubber, will be staged at the Singapore Expo from **26 to 29 April 2005** with an added bonus in store for trade visitors and exhibitors. The **ASEAN Plastics Technology Showcase** will be held in conjunction with ASEANPLAS with the express objective of introducing the latest technologies and new markets accessible to plastics processors throughout the region and beyond in a dedicated and focused display area. The Technology Showcase will draw on input from research institutes, exhibiting companies and plastic processors to highlight enabling technologies and business opportunities to trade visitors under several themes selected for their particular relevance to the ASEAN region.

The Showcase has gained the support of the Plastic Moulding Task Force, which is mainly driven by three research institutes under the Agency for Science, Technology and Research (A*Star):

- Singapore Institute of Manufacturing Technology (SIMTech)
- Institute of High Performance Computing (IHPC)
- Institute of Materials Research and Engineering (IMRE)

"The aim of the Task Force is to spearhead the technology and resource upgrading of the local polymer-related companies to enter new markets and the Technology Showcase represents an ideal platform to assist it in promoting this objective" commented Dr Zhao Jianhong, a research scientist in SIMTech.

The themes selected for the Technology Showcase are classified into materials technologies, moulding technologies, plastics design solutions, and key markets for the plastics processing sector. In materials, the focus will be on nanocomposites and biodegradable resins. These two areas are forecast for significant growth on a global scale, with nanocomposites in particular viewed as a key technology for the future.

The latest trends in moulding technologies will include areas such as micro moulding, multi-component moulding, gas assisted injection moulding, and thixotropic magnesium alloy moulding – these are all processes that enable the plastics processor to add more value to its output. Another key area of the Technology Showcase will be tools for product realization, including areas such as CAD, CAE, virtual prototyping, and rapid prototyping. The Technology Showcase will highlight through case studies, product samples, and panel displays on several market segments that represent promising business opportunities for ASEAN-based processors. These are automotive, electronics, medical, packaging and photonics. With the Plastic Moulding Task Force playing an advisory role, ASEANPLAS organizer Messe Düsseldorf Asia will solicit participation in the Technology Showcase from companies and organizations playing leading and active roles in areas covered by the selected themes. Details regarding participation are available from the organizer.

Business Matching Service

A value-added service by Messe Düsseldorf Asia

In 2003, we have successfully introduced our Business Matching Service to enhance the participation of our exhibitors. Many have gained quality leads and networked effectively with some of their important customers who were nominated as VIP guests. Exhibitors at ASEANPLAS incorporating ASEANRUBBER 2005 will be able to benefit from this unique and expedient service which aims at providing exhibitors with the opportunity to meet targeted customers.

ASEANPLAS is a project by the ASEAN Federation of Plastic Industries (AFPI) and hosted by the Singapore Plastic Industry Association. It is endorsed by the Singapore Exhibition and Convention Bureau under its Approved International Trade Fair programme and is supported by the European Committee of Machinery Manufacturers for the Plastics and Rubber Industries (EUROMAP), the Association of Japan Plastics Machinery (JPM) and K Düsseldorf, the world's leading plastic and rubber trade fair.

More information on ASEANPLAS 2005 can be found at www.aseanplas-singapore.com or please contact:

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