



International Trade Fair for Plastics and Rubber  
**26 – 29 May 2008**  
Singapore Expo

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## **FINAL PRESS REPORT**

- **Asia Pacific will lead in plastic and rubber processing by 2010, ahead of America and Europe.**
- **Exhibitors see a growing demand for high quality plastics in the electrical & electronics, automotive, medical and houseware sectors.**

The 2008 instalment of ASEANPLAS, a project by the ASEAN Federation of Plastic Industries and hosted by the Singapore Plastic Industry Association, attracted 317 exhibiting companies from 28 countries and economies including national pavilions and groups from Austria, Germany, India, Italy, Singapore and Taiwan.

The trade fair was opened by Mr Ted Tan, Deputy Chief Executive Officer of International Enterprise Singapore on 26 May 2008. Welcome addresses at the Opening Ceremony were given by Mr Erhard Wienkamp, Chairman of the Board of Messe Duesseldorf Asia; Mr Ronald Lim, President of the Singapore Plastic Industry Association; Mr Thorsten Kuehmann, Secretary-General of EUROMAP and Ms Mary G Ng, Chairman of the ASEAN Federation of Plastic Industries.

In his welcome speech, Mr Wienkamp indicated that according to available statistics, the Asia Pacific region will be the largest processor of plastic and rubber by 2010, generating 43% of the total global production estimated at 304 million tonnes. This will surpass continents such as America (27%) and Europe (25%).

On the regional front, ASEAN will benefit from closer economic ties with major trading partners such as China, Japan, Korea, India, Australia and New Zealand as well as the ASEAN-China and ASEAN-Korea FTAs in goods according to Ms Mary G Ng. Ms Ng pointed out that these “economic integration” would boost intra and extra-ASEAN trade which will result in more “business opportunities for the region’s [plastic] processing sector.”

ASEANPLAS, since its inception in 1995 (as Interplastica), has over the years asserted itself as an authoritative hub between manufacturers, suppliers, processors and businesses across Southeast Asia. The trade fair has been recognized for its value in updating players on developments in processing technologies, new machinery, equipment and products. Prior to ASEANPLAS 2008, the trade fair held in Singapore in 1995, 1997, 1999, 2002 and 2005 attracted a cumulative visitorship of more than 30,000 trade visitors.

ASEANPLAS 2008 played host to a total of 5,529 quality trade visitors from 42 countries and economies who turned out in force to source for new products and learn about the latest trends and

developments. About 40 percent of the visitors came from outside Singapore. Southeast Asia (excluding Singapore) accounted for the majority of the overseas visitors with strong representation from Malaysia, Indonesia, Thailand and Indochina (Vietnam and Cambodia). This is a clear indication that visitors from these countries are keeping pace with cost-effective technologies to boost their manufacturing and processing capabilities.

### **Visitor Analysis**

The following visitor analysis is based on a random survey conducted by the organizer during the trade fairs. 616 trade visitors were interviewed on the first three days of the trade fair.

1. The Internet and attending trade fairs were the two main channels for visitors to obtain the latest information on products and technology.
2. 84 percent of the visitors were satisfied with the range of products and services on display.
3. 43 percent of the visitors indicated that they would purchase some of the products on technology on display and 33 percent would likely buy and 24 percent are considering their options.
4. 57 percent will make a purchase within a year and 43 percent indicated that it was difficult to determine at this point in time.

### **Selected Exhibitor Feedback**

*Asahi Kasei Chemicals Corporation's* objective in participating at ASEANPLAS was to build brand and product awareness. Being their first time exhibiting at ASEANPLAS, the trade fair has helped them understand more about the markets in the region. According to Mr Yutaka Eguchi, Manager of Composite Plastics Development & Marketing Department, Performance Plastics Division, Asahi Kasei was able to identify new potential customers and sees a growth in demand in the electrical and electronics and automotive sectors in countries such as India, Vietnam and the Middle East.

*Carl Zeiss Pte Ltd's* Business Development Manager for S.E Asia, Mr Gerhard Schick considered ASEANPLAS as a good platform to test the market for their new product and found ASEANPLAS to be well-organized. Where the future demand of plastics is concerned, he sees a demand for high quality plastic parts for the automotive, medical and telecommunications industries.

*Chuan Durn Plastics Industries Pte Ltd's* participation at ASEANPLAS has helped raised the awareness of their products and services and also provided a channel for leads and business opportunities. Mr C W Toh, Managing Director, indicated that most of the enquiries they received came from the ASEAN countries and they foresee a growing demand for their services in manufacturing, production, machinery and raw materials.

Mr Hu Bo, Manager, Application Department of *Haitian International* felt that it was important for them to exhibit at ASEANPLAS 2008 as they wanted to introduce their new injection moulding machine to both potential and existing customers in the region. Haitian's future projects will include high-tech injection moulding machines with special requirements.

*Nissei Plastic Singapore Pte Ltd* received confirmed orders for 7 of their machines and they expect that the interests shown by the visitors will lead to even more orders. Mr Isamu Kato, Managing Director, considered ASEANPLAS as the perfect forum for Nissei to introduce their new nano-material technology and they see increasing demand from the electronics, medical and houseware sectors. Overall, Nissei was satisfied with the quality of visitors.

Messe Duesseldorf Asia's upcoming plastic and rubber trade fairs in Southeast Asia are:

- **PLASTIC AND RUBBER VIETNAM 2008**, 21 – 23 October 2008, Ho Chi Minh City, Vietnam (jointly organized with Bangkok Exhibition Services)
- **TIPREX 2009**, Thai International Plastics and Rubber Exhibition for the Indochina Region, 23 – 26 September 2009, Bangkok, Thailand (jointly organized with the Thai Plastic Industry Association and Plastic Industry Club)
- **M-PLAS 2009**, The International Plastics and Rubber Trade Fair for Malaysia, 4 - 7 November 2009, Kuala Lumpur, Malaysia

For more information on the above plastic and rubber trade fairs, please contact:

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