



**International Trade Fair for Plastics and Rubber**

**26 to 29 May 2008**

**Singapore Expo**

**[www.aseanplas-singapore.com](http://www.aseanplas-singapore.com)**

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For immediate release

## **Plastics Technology Showcase Returns to ASEANPLAS with Cutting Edge Technologies for Key Markets**

**ASEANPLAS incorporating ASEANRUBBER 2008**, Southeast Asia's leading international trade fair for plastics and rubber, will be staged at the Singapore Expo from **26 to 29 May 2008** with an added bonus once again in store for trade visitors and exhibitors. The **ASEAN Plastics Technology Showcase** returns to **ASEANPLAS** and will draw on input from research institutes as well as private sector technology vendors and plastics processors to highlight enabling solutions and business opportunities in selected market segments of particular relevance to the plastics processing sectors in Singapore and the rest of the ASEAN region. The market segments set to be spotlighted are Eco-technologies, Photonics / Optics, Automotive, Plastic Electronics, Alternative Processes and Coating Technologies.

Eco-technologies, encompassing biodegradable plastics and non-biodegradable plastics based on renewable resources, energy saving processing technologies such as all-electric and hybrid injection moulding machines and plastic recycling technologies, represent a promising area for ASEAN processors given the increased global environmental awareness as well as increasingly stringent environmental regulations. Showcase visitors will be able to sample the latest in materials and processing tools that can open up business opportunities in the eco-friendly era of today and ensure their ability to compete globally.

Moulding for electronics applications has been a traditional strength of the ASEAN processing sector but with increasing competition from both within ASEAN and other Asian nations, the region's leading moulders are searching for high-end value-added market segments that will take them to the next level. Two such target areas are plastic electronics and photonics / optics. In the case of the former, electronic devices based on plastic substrates and polymer-based electronic materials are set to revolutionize applications such as portable electronic devices and RFID (radio frequency identification). The Technology Showcase intends to present insights into these exciting new areas.

The remaining themed corners in the ASEAN Technology Showcase will also present innovative technologies and solutions that respond to market requirements such as lightweighting in the case of automotive, value and functionality addition in the case of coating technologies, and differentiation strategies in the case of alternative processes.

## **Regional Relevance**

ASEANPLAS continues to be the defining exhibition for the region's plastics and rubber processing sectors and with continuing economic integration in the region and more and more industry participants operating cross-border, the show is becoming more relevant than ever.

Duties on plastic products will be totally eliminated by 2010 in ASEAN 6 nations, and by 2015 for Cambodia, Laos, Myanmar and Vietnam. The motivation for accelerating economic integration within the region is also driven by ASEAN's closer economic partnership engagements with major trading partners of China, Japan, Korea, India, Australia and New Zealand. The ASEAN-China FTA in Goods has been in place since July 2005 and the ASEAN-Korea FTA in Goods came into effect April 2007. Such economic integration is boosting intra- and extra-ASEAN trade and expanding business opportunities for the region's processing sector.

Furthermore, to date, ASEAN has completed the harmonisation on 140 standards for 20 product groups. Additional 24 standards for electrical and electronic equipment have been identified for harmonisation by the end of 2007. ASEAN has also implemented two Mutual Recognition Arrangements (MRAs) on electrical and electronic products and cosmetics products. This is further facilitating cross-border business flows.

## Other Events

Visitors to **ASEANPLAS** also stand to benefit from a conference focusing on Innovations in Injection Moulding Technology organized by The Chatsworth Group. Technologies covered include multi-component / over-moulding, In-mould decoration (IMD) and in-mould labeling (IML), moulded circuits / moulded interconnect devices, and inset / outsert moulding. The Chatsworth Group is also organizing a two-day intensive Training Course on Plastics Technology together with partner enys international.

**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 supported by the European Committee of Machinery Manufacturers for the Plastics and Rubber Industries (EUROMAP) and K Düsseldorf, the world's leading plastic and rubber trade fair.

More information on ASEANPLAS 2008 can be found at [www.aseanplas-singapore.com](http://www.aseanplas-singapore.com) or please contact:

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