



3rd International Plastics and Rubber Trade Fair for Malaysia

29 March – 1 April 2007

Kuala Lumpur Convention Centre

www.mplas.com

March 2007

PRESS RELEASE # 3

For immediate release

Countdown to M-PLAS

— Plastic & Rubber Industries Set to Converge in Kuala Lumpur

It's less than one month until M-PLAS opens its doors at the Kuala Lumpur Convention Centre and it promises to be the cornerstone event for the plastic and rubber industries in Malaysia for 2007. YB Mr. Ng Lip Yong, Malaysia's Deputy Minister for International Trade and Industry, will officially open M-PLAS at 10.00 am on 29 March 2007 in a joint ceremony that will also serve to inaugurate the 12th Term ASEAN Federation of Plastic Industries (AFPI) Conference and the 17th Asia Plastics Forum (APF).

At M-PLAS, visitors can expect to see the latest state-of-the-art offerings from 180 exhibiting companies hailing from some 20 countries. M-PLAS will also host national pavilions from Austria, Italy and Singapore. The organizers expect a visitor turnout of some 8,000.

More Product Highlights

Besides extensive primary processing machinery exhibits, visitors can also expect a strong showing from materials suppliers. **Ciba Specialty Chemicals**, for instance, will present a new range of additives and colorants that improve the performance and appearance of plastics. These include Ciba® IRGACLEAR® XT 386, the next generation clarifier for polypropylene and Ciba® TINUVIN® XT 833 high performance light stabilizer for flexible PVC applications.

ExxonMobil Chemical will be on hand to introduce its Exceed™ mLLDPE and mVLDPE, Nexxstar™ resin formulations and ExxonMobil LDPE, LLDPE and HDPE for a variety of packaging applications. Representing DuPont Performance Elastomers (DPE) and Dow Specialty Plastics & Elastomers, **Exodus** will exhibit products that cater to a wide spectrum of general plastics applications as well as speciality plastics and rubber products

manufacturing. These will include adhesives, sealants and coatings, and industrial rubber products.

In auxiliary equipment, **Motan's** MINICOLOR G Gravimetric Dosing/Mixing Blender blends up to three components: the main material, masterbatch and additive. It is designed for mounting directly on the feed throat of processing machines. The MINICOLOR G has the advantages of auto-calibrating and allowing easy cleaning and fast changing of materials.

Among products that will be on display at **Wittmann** are the W7x5 Side Entry Robot and W721 high performance servo robot, TEMPRO temperature controllers with indirect and direct cooling, and the DRYMAX high efficiency dryer series with dew point of -60°C.

Positive Industry Outlook

M-PLAS comes at an opportune time considering the recent strength of the Malaysian economy. The Government is optimistic about achieving 6% growth in 2007. The 9th Malaysia Five Year Plan (2006–2010) will also boost demand for advanced plastics processing technologies. One of its objectives is to propel the economy up the value chain, while at the same time raising the country's capacity for knowledge, creativity and innovation. During the plan, private investment is expected to expand at an average rate of 11.2% a year, Malaysian exports are expected to grow a 8.5% a year, while the manufacturing sector is projected to expand by 6.7% per annum.

Malaysia will continue to shift to high technology and knowledge-intensive activities with high value added content in various industries, especially involving electrical and electronics, petrochemicals, biotechnology, machinery and equipment, aerospace and maritime. The Government will also prepare specific incentives to attract investments, including high quality FDI for manufacturing sector activities that are being promoted. In addition, it will promote Small and Medium Enterprises (SMEs) with high innovation capabilities to become part of the global supply chain.

Concurrent Events

M-PLAS will coincide with the **12th Term ASEAN Federation of Plastic Industries (AFPI) Conference** and the **17th Asia Plastics Forum (APF)**. The AFPI Conference will feature industry updates from regional member associations while APF comprises a series of addresses and presentations of timely relevance to the plastics industry.

A two-day **Intensive Course on Plastics Technology**, organized by Chatsworth Hall Pte Ltd and Enys International Pte Ltd will take place on 30 and 31 March. The course offers a thorough and comprehensive coverage of the main aspects of plastics materials and major fabrication processes. More details on the course is available at www.mplas.com

The 2nd Malaysian-German Plastics Technology Conference will take place from the 2 and 3 April 2007 at the Impiana KLCC Hotel, Kuala Lumpur. This Conference is a collaboration between MPMA and the German Plastics and Rubber Machinery Association within VDMA. The 2nd Conference will showcase 21 renowned speakers from Germany and will focus on

some of the new technologies that have proven to be successful in other countries but have yet to be used in Malaysia. Emphasis of the presentations would be on the practical use of these technologies and the presentations would also examine factors like costing and profitability.

Open to trade visitors and professionals, M-PLAS will be held at the Kuala Lumpur Convention Centre, 29 March to 1 April 2007. M-PLAS is organized by Messe Düsseldorf Asia, endorsed by the Malaysian External Trade Development Corporation, and supported by the Malaysian Plastics Manufacturers Association (MPMA), Malaysian Rubber Products Manufacturers' Association and K – World's No. 1 Trade Fair for Plastics & Rubber.

More information on M-PLAS 2007 can be found at www.mplas.com or please contact:

Exhibition Information

See Lay Eng, Project Manager
Jean Ham, Project Sales Manager
Messe Düsseldorf Asia Pte Ltd
9 Temasek Boulevard
#23-03 Suntec Tower Two
Singapore 038989
Tel: (65) 6332 9624 / 6332 9646
Fax: (65) 6337 4633 / 6332 9655
Email: layeng@mda.com.sg
jean@mda.com.sg

Press Information

Rita Biswas
Marketing Communications Manager
Messe Düsseldorf Asia Pte Ltd
Tel: (65) 6332 9645
Fax: (65) 6337 4633 / 6332 9655
Email: press@mda.com.sg