

**Statement from Mr Gernot Ringling
Managing Director of Messe Düsseldorf Asia**

**On the occasion of the Opening Ceremony of M-PLAS 2009
4 November 2009, Kuala Lumpur Convention Centre**

- The Distinguished YB Dato' Jacob Dungau Sagan, Deputy Minister of International Trade & Industry
- Excellencies, distinguished partners and guests, ladies and gentlemen.

I wish you a very good morning and a warm welcome to M-PLAS 2009, the 4th International Plastics and Rubber Trade Fair for Malaysia. Thank you for taking time off your busy schedule to join us at this opening ceremony. I would especially like to extend my sincere appreciation to our guest of honour, Datuk Jacob Dungau Sagan, for his presence here today to grace the opening of M-PLAS 2009.

I am pleased to inform that M-PLAS has attracted some 200 exhibiting companies from 20 countries including country groups and pavilions from Austria, India, Italy, Malaysia and Singapore. More than 8,000 trade visitors are expected to visit the exhibition. Visitors will be able to keep up-to-date on the latest innovations, technologies and global trends on plastic and rubber machinery, equipment, products and services.

As most economies and manufacturing sectors are preparing for the economic upturn, vendors of high-end processing machinery and materials will again see an increase demand for their products. This underlies the importance of a prominent presence at and visit to M-PLAS 2009. The exhibition has established itself as a trusted and proven forum for networking and transacting business within the industry. In this respect M-PLAS will once again prove to be a key focal point for the industry to avail itself of the latest in plastics and rubber processing technology. The exhibition will simultaneously furnish the industry with a comprehensive showcase of the latest technology and processing solutions for the plastics industry to boost output, increase productivity and efficiency, enhance value and quality, and protect the environment at the same time.

Over the past 30 years, Malaysia has developed a strong industrial base, exporting a wide range of goods, ranging from electronics and electrical components to high quality medical disposables, furniture, palm oil derivatives and a variety of processed food, meeting the world's product standards for quality, health and safety. The plastics processing sectors have come to recognize more than ever that the key to survival and success in an increasingly competitive global playing field is to innovate.

In line with the future development of the Malaysian plastics industry serving the electrical and electronics, automotive and packaging sectors, advancements in new processing technologies and machines will enable new innovative products to be developed. One area is the replacement of metal parts with plastics to achieve weight reduction and fuel efficiency in cars.

In electrical and electronics, the increasing use of mobile phones and liquid crystal displays will see a growing demand for clear/transparent and internal parts and components. Where packaging is concerned, the increased utilization of quality stretch films has resulted in Malaysia being a major supplier of LLDPE stretch film, accounting for 35% of production in the Asia Pacific and Middle East regions. Other film extruders are looking at diversifying into such areas as multi-layer modified atmosphere packaging (MAP), stand-up pouches, and medical packaging. Many of these products are slated for export and as such they will be manufactured

to exacting global standards, which will require advanced processing machinery from leading global vendors.

On the regional front, ASEAN is a noteworthy market of over 570 million consumers with a combined GDP of over US\$ 1 trillion. The outlook for the plastic and rubber industries in this region looks extremely promising as it offers a tremendous scope for businesses from this region to diversify into new growth areas.

M-PLAS provides the opportunity for businesses within Malaysia and the region to network, to seek and establish partnerships and to procure their needs under one roof. For the very first time at the show, MATRADE, who has strongly and actively supported M-PLAS since its inception, has organized an Incoming Buyers Mission (IBM) inviting buyers from around the region to meet Malaysian manufacturers of plastic and rubber products exhibiting at M-PLAS. M-PLAS will thereby function as a forum to promote trade between Malaysia and its regional partners.

Besides the exhibition and the Incoming Buyers Mission, M-PLAS is also augmented by:

- Two-day Intensive Training Course on Rubber Technology on 2 & 3 November and The Theory and Practice of Injection Moulding on 7 November organized by Chatsworth Group and enys international pte ltd
- Life Cycle Assessment Forum on 4 November organized by the Malaysian Plastics Manufacturers Association (MPMA)
- Malaysian-German Plastics Conference on 5 & 6 November organized by MPMA and supported by the Plastics and Rubber Machinery Association of Germany (VDMA)
- Various seminars and product demonstrations by the exhibiting companies

I would like to thank the organizations above for organizing these value added activities to coincide with M-PLAS 2009. A special note of thanks also goes to Asian Plastics News for publishing the show daily featuring technology highlights of exhibitors at M-PLAS.

M-PLAS' successes throughout the years are attributed to:

- The staunch support we have received from all exhibiting companies and co-ordinators of the country groups and pavilions.
- The endorsement from Malaysia External Trade Development Corporation (MATRADE)
- The very good co-operation and working collaboration between Malaysian Plastics Manufacturers Association (MPMA), Malaysian Rubber Products Manufacturers' Association (MRPMA), Malaysian Rubber Export Promotion Council (MREPC) and Messe Düsseldorf Asia.

A big thank you to all of you for making M-PLAS the most important platform for the plastics and rubber industries in Malaysia. Last but not least, may I wish you every business success over the next four days.

Thank you.