



4th International Plastics and Rubber Trade Fair for Malaysia  
**4 – 7 November 2009**  
Kuala Lumpur Convention Centre

[www.mplas.com](http://www.mplas.com)

16 November 2009

## **FINAL PRESS REPORT**

For immediate release

### **M-PLAS 2009 concludes on a Highly Positive Note**

- **Brisk Sales Reported on Show Floor**
- **Exhibitors Gave the Thumbs Up for Quality of Visitors and Promising Sales Leads**

**M-PLAS 2009**, the 4<sup>th</sup> International Plastics and Rubber Trade Fair for Malaysia concluded on 7 November on an upbeat note. The trade fair attracted some 200 exhibiting companies from 20 countries including country groups and pavilions from Austria, India, Italy, Malaysia and Singapore. Having garnered a high repute as a leading international trade fair for the Malaysian plastics and rubber industries since its inception in 2000, M-PLAS has strengthened its unique advantages by providing a definitive platform for processors from across Malaysia to discover the best in technology, innovations, state-of-the-art machinery and processing solutions for plastics and rubber. The four-day trade fair attracted 4,610 top notch trade visitors and buyers from 49 countries -- 88 per cent of these visitors came from Malaysia. Brisk sales were reported by exhibiting companies such as Borghi S.p.A., Enge Plas Automation Sdn Bhd, LS Mtron Ltd, Machines Boucherie India Pvt Ltd and WY Machinery Trading (KL) Sdn Bhd.

M-PLAS 2009 was officially opened by Yang Berhormat Dato' Jacob Dungau Sagan, Malaysia's Deputy Minister of International Trade and Industry who commented, "The plastics industry is constantly undergoing transformation and innovation in the manufacturing and market processes, products as well as customer services." He added, "The plastics manufacturers must therefore keep abreast with the latest developments and innovations; adapt to changes and initiate and spearhead the innovation and creativity through collaborative efforts." In the same speech, the Deputy Minister reported that the plastics industry registered a growth of 5.2 per cent in sales in 2008 and exports grew by 4.6 per cent in the same year. In the areas of rubber, the rubber products industry contributed RM 10.5 billion to the Malaysia's export earnings in 2008 – 4% up from 2007.

Show organizer, Messe Düsseldorf Asia's Managing Director, Gernot Ringling observed, "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." Ringling also pointed out that ASEAN is a noteworthy market of over 570 million consumers with a combined GDP of over US\$ 1 trillion. He commented, "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 has proven to attract top notch trade visitor and buyers, and over the years it has become the most successful platform for exhibiting companies to showcase their latest innovations, state-of-the-art machinery and cost effective processing solutions to processors from across Malaysia. This was once again evident at the 2009 edition with many exhibitors giving the thumbs up on the quality of visitors and sales leads generated at the trade fair.

### **Positive feedback from highly satisfied exhibitors....**

Feedback from exhibiting companies is the best judge of the success of M-PLAS 2009.

“As the market leaders in producing brush making machines, we felt that M-PLAS 2009 was a good opportunity to show and demonstrate the advantage of Boucherie Machines to existing brush makers. This has generated a lot of interest in our machines which will be useful for future business. The exhibition is also good for all technical personal and for people involved in the production side to see and understand our technology. “

*S. M. Murali, Manager, Marketing South and Southeast Asia, Machines Boucherie India Pvt Ltd*

“Our participation at M-PLAS 2009 was a good opportunity to show our machines in Southeast Asia and keep in touch with our existing customers. The exhibition provided us with a platform to connect with people in the industry, some from overseas. It was a good experience for us and we saw possibilities of for future business.”

*Luca Guizzardi, Area Sales Manager, Borghi S.p.A.*

"We have met visitors from our target industries and were satisfied with the quality of visitors in general. Overall, we were happy with our participation at M-PLAS 2009."

*Toh Cheng Wan, Managing Director, Chuan Durn Plastic Industries Pte Ltd*

“We are satisfied with the exhibition and met good quality visitors. We even met some interested investors that require our services. Our purpose in participation was to make our market presence felt and we achieved that with M-PLAS 2009. The exhibition gave us the opportunity to meet with existing customers and to also connect with new potentials for more business.”

*Chua Hock Keng, Managing Director, Enge Plas Automation Sdn Bhd*

“This was a good opportunity for us as we were looking to expand our export market. We had genuine enquiries from other countries such as Iran, Sri Lanka, France, London, Egypt, Cambodia and Vietnam. Some visitors even visited our factory and this show of interest is an indication of possible future business.”

*Ms Daryl C. Budiongan, Assistant Business Development Manager,  
Everyday Brush Industries (M) Sdn Bhd*

“M-PLAS 2009 was better than anticipated for us and overall it was a good show with good turnover. The visitors were of a superior quality and our participation generated good leads. We were able to show visitors that we can provide the perfect sales experience and are well equipped to serve customers in the region because we have a presence in Asia.”

*Charles F. von Claparede, Market Specialist, Gala Industries Inc.*

"We are satisfied with our participation at M-PLAS 2009. We received several good enquiries on our products and have sold our injection moulding machine at the show to a Malaysian company. We have seen many local as well as international visitors and are satisfied with its quality."

*Jason You, Regional Manager, Injection Molding Systems, Overseas Marketing Team,  
LS Mtron Ltd*

"We felt that it was important for us to take part in M-PLAS 2009 to reinforce our presence in the market. It was also necessary to show the capabilities of our recently launched products to our existing customers and capture the interest of new potentials. These objectives are important for generating future business and we are happy with our participation because they were met."

*Tee Guan Huat, Sales Manager, SML Far East Regional Office*

"This is the first time we have participated in an exhibition and the response has been good. There were quality visitors to M-PLAS 2009 from around the region and we received genuine enquiries on our products as well as leads."

*Kelvin Ng, General Manager, Simeko Ink Industries Sdn Bhd*

"Taking part at M-PLAS 2009 has been beneficial for us as we sold one of our machines. We found that the quality of visitors at M-PLAS 2009 was very professional and we managed to receive many quality enquiries. Overall, we are satisfied with our participation at the exhibition."

*Ho Yupin, Marketing Manager, WY Machinery Trading (KL) Sdn Bhd*

## **NEXT EVENT**

**M-PLAS** will return to Kuala Lumpur, Malaysia in 2012. Exhibiting details will be available soon. Meanwhile, Messe Düsseldorf Asia will be organizing the following plastics and rubber trade fairs in Vietnam and Thailand respectively:

- **PLASTIC AND RUBBER VIETNAM 2010 (P&RV 2010)**, 18 – 20 March 2010, Ho Chi Minh City, Vietnam (jointly organized with Bangkok Exhibition Services)
- **TIPREX 2011**, Thai International Plastics and Rubber Exhibition, 14 – 17 September 2011, Bangkok, Thailand (jointly organized with the Thai Plastic Industry Association and Plastic Industry Club)

For more information on either P&RV 2010, TIPREX 2011 or M-PLAS 2012, please contact:

### **Exhibition Information**

Lee Ai Ling, Project Manager  
Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place,  
#09-02 HarbourFront Tower Two  
Singapore 099254  
Tel: (65) 6332 9644  
Fax: (65) 6337 4633 / 6332 9655  
Email: mplas@mda.com.sg

### **Press Information**

Rita Biswas, Snr Marcom Manager  
Cheryl Chin, Marcom Executive  
Messe Düsseldorf Asia Pte Ltd  
Tel: (65) 6332 9645 / 6332 9641  
Fax: (65) 6337 4633 / 6332 9655  
Email: press@mda.com.sg