



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

www.mplas.com

August 2008

PRESS RELEASE # 1

For immediate release

M-PLAS to Serve Advancing Technology Needs of the Plastic & Rubber Sectors

M-PLAS will return to the Kuala Lumpur Convention Centre 4 – 7 November 2009 at a time coinciding with a continuing shift in the country's plastics and rubber processing sectors that emphasizes higher value addition. Faced with ever-intensifying competition from regional and global competitors, the country's processing sector is committed to climbing the technology tree to survive and prosper.

This trend is confirmed by recent survey by UNCTAD, the United Nations Conference on Trade and Development, that indicates Malaysia is now ranked among the top five nations out of 55 leading economies when it comes to high-technology exports as a percentage of overall exports and this tendency looks set to continue. The end result for suppliers of high-end processing machinery and materials is that their products will be in strong demand in coming years, hence the importance of a solid presence at **M-PLAS 2009**, which has established itself as a trusted and proven forum for networking and transacting business with the local industry.

Economic growth

The news on the economic front is also positive in Malaysia. Amid a global economic deceleration, the country is bucking global trends and continuing to perform strongly. Malaysia's Gross Domestic Product (GDP) is expected to grow by 5.2% in 2008 and hold relatively steady at 5% in 2009. Furthermore, in the first 5 months of 2008, \$5.1 billion in new commitments in manufacturing investment were made in Malaysia, representing growth of almost 47% on an annualized basis. This included over \$66 million earmarked for the plastic products sector. These statistics send out a positive message that it is business-as-usual in Malaysia, yet another standout reason to have a presence at **M-PLAS 2009**

Globally Competitive

Recent statistics from leading global organizations highlight the importance of Malaysia as a manufacturing base. Malaysia has edged up four places from 23rd to 19th position in the IMD World Competitiveness Yearbook (WCY) 2008. This year's ranking placed Malaysia ahead of the UK, which was ranked at No. 21; Japan at No.22; Thailand at No. 27 and South Korea at No. 31.

Malaysia also ranks among the world's top 20 most attractive countries for foreign direct investment (FDI) according to the World Investment Prospects Survey 2007-2009 FDI by UNCTAD.

Further, Malaysian businesses are also getting more competitive, as evidenced by higher productivity, which grew by 4.2% in 2007, with the electrical and electronics sector 9.4% more productive. The World Economic Forum's Global Competitiveness Report 2007/2008 ranks Malaysia 3rd in Asia in terms of productivity, after Singapore and Hong Kong, but ahead of Japan, South Korea and Taiwan. These are positive signs for continued investment in the plastics and rubber sectors in Malaysia.

About M-PLAS

M-PLAS 2009, organized by Messe Düsseldorf Asia, is endorsed by the Malaysian External Trade Development Corporation, and supported by the Malaysian Plastics Manufacturers Association, Malaysian Rubber Products Manufacturers' Association and K, the World's No. 1 International Trade Fair for Plastics + Rubber. In 2007, **M-PLAS** welcomed 6,729 trade visitors from 60 countries who witnessed some of the latest developments, innovations and solutions on plastic and rubber machinery, equipment, products and services presented by the 158 exhibiting companies from 18 countries. Close to 90 percent of the visitors were from Malaysia with a significant number from neighbouring ASEAN countries such as Singapore, Thailand and Indonesia.

More information on **M-PLAS 2009** can be found at www.mplas.com or please contact:

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