



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

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## **PRESS RELEASE # 2**

For immediate release

### **M-PLAS Coincides With Renewed Industry Awareness and Interest in High Tech Solutions**

#### **Global Slowdown Highlights Need for Innovation**

In the lead-in to M-PLAS, scheduled for 4 – 7 November 2009 at the Kuala Lumpur Convention Centre, the local and regional plastics processing sectors recognize more than ever that the key to survival and success in an increasingly competitive global playing field is Malaysia's important role as a supply hub for high tech industries headed by electrical & electronics.

As most economies and manufacturing sectors are preparing for the impending economic upturn, vendors of high-end processing machinery and materials will very soon see the day when their products will be in strong demand. This underlies the importance of a prominent presence at M-PLAS 2009, which has established itself as a trusted and proven forum for networking and transacting business with the local industry.

In this respect M-PLAS will once again prove to be a key forum 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.

#### **Meeting growing technological demands**

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.

### **Support to exhibitors**

Malaysian SMIs that meet the conditions set by MATRADE can participate at M-PLAS 2009 at a very affordable cost by applying for the Market Development Grant — a grant that provides financial assistance of up to 50% of the cost of participation at M-PLAS 2009. The Malaysian Rubber Export Promotion Council (MREPC), meanwhile, has also introduced very attractive incentives in 2009 to help manufacturers of rubber products exhibit at international exhibitions in Malaysia. Companies can claim up to 50% of booth cost up to a maximum of RM 5,000 per exhibition.

Recognizing that M-PLAS provides an effective platform to its members to source for new technology and purchase machineries, the Malaysian Plastics Manufacturers Association (MPMA) is introducing a new initiative to encourage pre-exhibition machine sales.

Companies who are exhibiting with machines at M-PLAS 2009 are invited to provide specifications and exhibition prices for them. The MPMA's Pre-Exhibition Sales Initiative will match and encourage its member to pre-purchase these machines prior to the exhibition.

### **Trade fair of relevance**

M-PLAS 2009 is a timely and relevant event as it corresponds with Malaysia's goals to raise the bar in manufacturing excellence, which will further endorse the country's positioning as a global trading hub.

To meet the changing needs and growing demand for new and improved technology as well as machinery for finished and semi-finished products, some 200 exhibiting companies from 20 countries including national groups and pavilions from Austria, China, Germany, India, Italy and Singapore are expected to showcase their latest innovations and state-of-the-art machinery, equipment and solutions for plastics and rubber. These exhibits, along with expert technical know-how, will help processors overcome new business challenges and at the same time be kept abreast of the latest developments on cost effective production and processing for higher valued added products.

Commented Mr. Gernot Ringling, "M-PLAS 2009 is an excellent venue for companies who are interested in accessing the Malaysian markets which presents tremendous opportunities for development especially so now when the industry moves up the technology ladder to provide higher value products."

Added Mr. Ringling, "Original design & equipment manufacturers (ODMs, OEMs), contract manufacturers, mould, tool & die manufacturers, moulders, extruders and converting processors

from Malaysia and its neighbouring countries will find M-PLAS a must visit trade fair. It is here that they will learn about new technological developments, source their company's buying needs and to meet their peers from the industry."

### **Rubber industry targets climbing technology tree**

The Malaysian rubber products industry is made up of more than 510 manufacturers producing latex products; tyres and tyre-related products; and industrial and general rubber products. The industry employed more than 68,700 workers and contributed RM10.58 billion (USD3 billion) to the country's export earnings in 2007. The major natural rubber consuming industries for 2007 were rubber gloves 63.8%, rubber thread 13.0% and tyres and tubes 11.8%. Malaysia is in fact the world's largest supplier of latex rubber products.

The rubber products industry will need to diversify further, emphasising on high value-added and high technology rubber products, such as products for engineering, construction and marine applications. As outlined in the Third Industrial Masterplan (IMP3), more R&D efforts need to be undertaken in product development and downstream activities. These trends will drive demand for advanced rubber processing solutions.

### **About M-PLAS**

M-PLAS 2009 will be held from 4 to 7 November 2009 at the Kuala Lumpur Convention Centre, Malaysia. The trade fair is organized by Messe Düsseldorf Asia, 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. The 2009 trade fair is expected to attract some 8,000 trade visitors.

M-PLAS was last staged in Malaysia from 29 March to 1 April 2007. This world-class trade fair welcomed 6,729 trade visitors from 60 countries with 90 percent of the visitors from Malaysia. Trade visitors at M-PLAS 2007 were well satisfied with the latest developments, innovations and solutions in plastics and rubber machinery, equipment, products and services presented by the 158 exhibiting companies from 18 countries, including national groups from Austria, Italy and Singapore.

More information on M-PLAS 2009 can be found at [www.mplas.com](http://www.mplas.com) or please contact:

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