



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

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

August 2009

### **PRESS RELEASE # 3**

For immediate release

## **M-PLAS: Offering Numerous Growth Opportunities to the Plastics and Rubber Industries**

### **Bonus Highlights: A Wealth of Conferences and Courses**

The countdown to M-PLAS continues. The landmark four-day event for the country's plastics and rubber industries is set to kick off on 4 November 2009, with all indicators pointing to the economy well and truly being on a solid recovery trend by then. Further boosting options for growth in Malaysia's plastics and rubber sector is the recent establishment of a Special Economic Zone (SEZ) in the East Coast Economic Region (ECER) of peninsular Malaysia. Investors here will enjoy 10-year tax-free status among other incentives, and this will help attract foreign and local investors into the region, assisting the Malaysian government to create 200,000 jobs and bring in investments worth 90 billion Ringgit (US\$25.71 billion) by 2020. Numerous investments will likely rely on plastics and rubber processing technology.

#### **Buying mission planned**

Besides an increasingly positive economic outlook and the wealth of technology and processing solutions set to be demonstrated and highlighted, there are still more reasons to attend M-PLAS. For the very first time at the show, MATRADE will be organising an Incoming Buyers Mission (IBM) that will invite buyers from around the region to meet Malaysian manufacturers of plastic and rubber products exhibiting at M-PLAS. MATRADE plans to bring in about 40 to 50 foreign buyers for the IBM. M-PLAS will thereby function as a forum to promote trade between Malaysia and its regional partners without Malaysian Plastic Manufacturers Association (MPMA) members having to travel offshore.

#### **Added value through co-located events**

M-PLAS is much more than what unfolds on the show floor. Once again, the organisers have ensured that industry participants visiting the show will be able to maximize the value of their time there through coordination with bodies such as the MPMA to co-locate a series of conferences and training courses.

Heading up the list of events is the 3rd Malaysian-German Plastics Technology Conference presented by MPMA, which will take place on 5 and 6 November 2009 at the Impiana KLCC Hotel, Kuala Lumpur. The Conference is a collaboration of MPMA and the German Plastics and Rubber Machinery Association within VDMA (the German Engineering Federation), The one-and-

a-half-day conference will feature 16 presentations covering the latest plastics processing technologies, compounding, material handling and other secondary processes. For more information, please contact Mr. SC Chan of the MPMA at +60-3-7876 3027 or via email at [scchan@mpma.org.my](mailto:scchan@mpma.org.my)

### **Environmental focus**

Recognising the importance of life cycle assessment (LCA) in today's competitive business environment, MPMA together with the Standards and Industrial Research Institute of Malaysia (SIRIM) is organising the LCA Training Forum for the Petrochemical and Plastics Industry to coincide with M-PLAS. Supported by Petronas, the forum will provide an overview of the techniques and applications of LCA, a method developed to calculate the environmental burden of a product. The Forum will also feature presentations on global trends of LCA from the legislative and industry perspectives, as well as case studies of Life Cycle Inventory Assessment at plastics manufacturing companies. The Forum will be held on 4 November at the Kuala Lumpur City Centre Convention Centre. For more information, please contact Ms Dorene Devadas of MPMA at +60-3-7876 3027 or via email at [dorene@mpma.org.my](mailto:dorene@mpma.org.my)

Also not to be missed is a series of training courses presented by Chatsworth Hall and Enys International. A Comprehensive Training Course on Rubber Technology will take place on 2-3 November, followed by Plastics Technology – An Intensive Training Course on 5-6 November, and The Theory and Practice of Injection Molding on 7 November.

### **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:

#### **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 9620  
Fax: (65) 6337 4633 / 6332 9655  
Email: [mplas@mda.com.sg](mailto:mplas@mda.com.sg)

#### **Press Information**

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