



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

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For immediate release

M-PLAS 2009 opens its doors today

- **Timely and relevant staging of M-PLAS 2009**
- **Largest trade fair for plastics and rubber industries in Malaysia**

M-PLAS 2009, the 4th International Plastics and Rubber Trade Fair for Malaysia opens its doors today. The trade fair will be officially opened by Malaysia's Deputy Minister of International Trade and Industry, YB Dato' Jacob Dungau Sagan. Some 200 exhibiting companies from 20 countries and economies including country groups and pavilions from Austria, India, Italy, Malaysia and Singapore will showcase the latest and the very best in processing technologies and solutions as well as the newest developments in materials for the plastic and rubber industries. The international presence as well as Malaysian companies validates M-PLAS as the most important plastics and rubber event for processors from across Malaysia.

Some 8,000 trade visitors and buyers are expected to visit the four-day trade fair. Visitors will have ample opportunities to network with both the national and international exhibiting companies and see the latest innovations, new product launches and breakthrough technologies. Whether visitors are from the automotive, building & construction, electrical and electronics, infocomm, medical, packaging, mould & die or semiconductor industries, they will be able to find a product, process or simply a piece of information that will help them gain an advantage over the competition. Trade visitors will also be able to catch up with the latest developments on the show floor by referring to the information-packed show daily produced by Asian Plastic News.

PROGRESSIVE MALAYSIA

Spurred on by high technology, knowledge-based and capital intensive industries, Malaysia has become an export-driven economy. Malaysia is today one of the most cost competitive locations and most technologically driven countries amongst the industrialized nations in ASEAN. Its 15-year Industrial Master Plan 3 (IMP3) which runs through to 2020, targets development of several industries in the manufacturing sector that are major plastics and rubber users and this includes burgeoning industries such as electrical and electronic (E&E), medical devices, petrochemicals, food processing and rubber processing.

GLOBAL ECONOMY ON THE MEND

ADVANCED TECHNOLOGY – KEY TO REMAINING COMPETITIVE

The plastic products industry has become one of the most dynamic industries in Malaysia's manufacturing sector. Plastics processors increasingly view advanced technologies as paramount in competing successfully in the global marketplace. Moreover, more and more industries are turning to plastic products substituting other more expensive materials such as metal. Based on past trends, the plastic products sector invests an average US\$270 million every year in capital equipment and assets. Hence, 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.

At a recent press conference on M-PLAS 2009, Lim Kok Boon, President of the Malaysian Plastics Manufacturers Association indicated that "the demand of plastic products will pick up by end 2009 or early 2010 with the recovery of the world economies." He also mentioned that, "there are signs of improvements, with fresh orders coming from both local and overseas markets, especially from China, Europe and the US."

At the same press conference, organizer Messe Duesseldorf Asia's Managing Director, Gernot Ringling informed, "M-PLAS is today a world-recognized trade fair and it strategically fits into Messe Duesseldorf's calendar of plastics and rubber trade fairs organized worldwide." He added that visitors to M-PLAS 2009 will greatly benefit not just from the latest products, state-of-the-art machinery, equipment and solutions on show but also from "the expert technical know-how that will help processors overcome new business challenges and be kept well informed of the latest developments on cost effective production and processing."

RUBBER INDUSTRY – STRONG GROWTH POTENTIALS

In the areas of rubber, Malaysia is the largest global consumer of natural latex and fifth in terms of natural rubber usage. Malaysia is also among the top five rubber products exporter. According to available statistics, the total sales of rubber products in 2008 was valued at RM 12.1 billion or 2.4% above 2007. The total export of rubber products in the same year was valued at RM 11.2 billion or 7.3% above 2007. This in itself is testament to the growth potentials of the rubber industry in Malaysia.

MATRADE PAVILION

The participation of 18 Malaysian companies with the MATRADE Pavilion at M-PLAS 2009 demonstrates MATRADE's continuous effort to support the plastics and rubber industries. These 18 companies will showcase various products such as components assembly for the automotive industries, rubber compounding, suspension bushing, rubber bush, automotive carpet mat, weather strips, shape hoses, side mirror covers, spring bumpers, tyres and moulding windshield.

MALAYSIAN PRODUCTS SHOWCASE / STRONG PRESENCE OF MALAYSIAN COMPANIES

In addition to the MATRADE pavilion, the Malaysian Products Showcase will highlight the capabilities and innovations of Malaysia's plastic processors. Exhibiting companies include Prestige Dynamics Industries (a leader in precision plastic injection molding and mold making) and Polyparts (with particular strength in molding of engineering plastics).

Leading local material suppliers Peter Greven Asia (oleochemicals), Petronas (polyolefins), and Color Pigment (masterbatches) will also be in attendance at M-PLAS. Color Pigment specializes in color, white, and technical grade of calcium carbonate especially for breathable films and non-woven products, and performance additives for cling agents, antistatic agents and polymer processing aids. Manufacturers of various types of stretch films such as BP Plastics and Great Wall Plastic Industries will also be present at M-PLAS.

COMPREHENSIVE VALUE PACKED ACTIVITIES AT M-PLAS 2009

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 abroad 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 overseas partners. According to MATRADE, 14 foreign buyers from 5 countries namely from the Columbia, Egypt, South Africa and Singapore will be visiting M-PLAS 2009 for their sourcing needs.

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
- Plastic Technical Seminar on 2 November organized by the Italian Trade Commission, ASSOCOMAPLAST and the Selangor Human Resource Development Centre (SHRDC)
- 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)
- Seminars and product demonstrations by the exhibiting companies

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 (MATRADE), and supported by the Malaysian Plastics Manufacturers Association (MPMA), Malaysian Rubber Products Manufacturers' Association (MRPMA), Malaysian Rubber Export Promotion Council (MREPC) and K, the world's No. 1 international trade fair for plastics + rubber.

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.

OPENING HOURS

M-PLAS 2009 will open from 10.00am to 6.00pm 4 to 6 November and 10.00am to 5.00pm on 7 November.

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

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