



5th International Plastics and Rubber Trade Fair for Malaysia

**9 – 12 November 2011
Kuala Lumpur Convention Centre**

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PRESS RELEASE

For immediate release

M-PLAS 2011 opens its doors today

- Deputy Minister of International Trade and Industry urges Malaysia's plastics and rubber industries to seize opportunities and innovative solutions

9 November 2011 – “The exhibition is well-timed and well-positioned as it provides industry insights into the latest innovations, technologies and the global trends currently available on plastic and rubber machinery, equipment, products and services,” says YB Dato’ Jacob Dungau Sagan, Malaysia’s Deputy Minister of International Trade and Industry in his opening speech at the official opening of M-PLAS 2011, the 5th International Plastics and Rubber Trade Fair for Malaysia.

According to YB Dato’ Dungau, the exhibition underlines the importance of Malaysia as a key plastics and rubber manufacturing destination and as a global player for the plastics and rubber sectors in the region, particularly against the backdrop of an export industry of rubber products which accounted for 2 percent of Malaysia’s total exports in 2010. “As economic power gradually shifts from west to east and with the continuing rise of China and India, the plastics and rubber industries will have to gear themselves to look for innovative solutions and seize opportunities whenever they present themselves in the new global economic order,” YB Dato’ Jacob Dungau Sagan says.

With the theme ‘*Shaping your business*’, M-PLAS 2011 is positioned to be the ideal showcase offering a range of innovative solutions for the plastics and rubber industries from the 200 exhibitors including global market leaders and exciting newcomers who will feature everything from robots and automation equipment to odourless reclaimed rubber.

Organised by Messe Düsseldorf Asia, this is the fifth edition in the biennially held M-PLAS, with this year attracting an internationality of exhibitors from some 20 countries as they present the latest processing technologies and solutions, and the newest developments in raw materials for the plastics and rubber industries in Malaysia. “The expertise and technical know-how will help processors overcome new business challenges and explore new business opportunities as they are kept up-to-date of the latest developments on cost effective production and processing,” says Gernot Ringling, Messe Düsseldorf Asia’s Managing Director.

“As an internationally recognised trade fair, more than 5,000 visitors are expected at the exhibition from across the automotive, building and construction, chemical and petrochemical, electrical and electronics engineering, information communications, medical and pharmaceutical, mould and die, packaging, and recycling and semiconductor sectors,” he adds.

The Malaysian rubber products industry contributed RM12.8 billion to the country's export earnings in 2010, while the plastics and plastic products industry has become one of the most dynamic growth sectors in Malaysia’s manufacturing industry. Ringling comments that the Malaysian market, in particular the development of plastic and rubber product manufacturing capabilities, represents a significant business opportunity and “visitors will greatly benefit from the latest products, state-of-the-art machinery, equipment and solutions on display.”

Taking place at the Kuala Lumpur Convention Centre from today to 12 November, some 60 percent of the exhibition space will be occupied by companies based outside Malaysia, including an international line-up of national pavilions and country groups from Austria, China, Italy and Singapore. In addition, suppliers

from Germany, Switzerland, USA as well as Asian manufacturers from China, Japan, and Taiwan will feature strongly at this fifth edition of the exhibition. Among them are global market leaders and a range of exciting newcomers, showcasing everything from robots and automation equipment to odourless reclaimed rubber.

On show is also an impressive line-up of both local and Malaysian-based companies including plastics processors, manufacturers, and material suppliers. The strong international and local presence is testament to the significance and role of M-PLAS as a trusted and proven forum for networking, procurement, transacting business and knowledge exchange in the world of plastics and rubber, especially against the positive backdrop of Malaysia's growing plastics and rubber industries.

At this four-day exhibition, besides the showcase of technological innovations and solutions, visitors can look forward to a series of industry seminars and conferences organised by various exhibitors such as GF Technology, Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association (ASSOCOMAPLAST), Malaysian Plastics Manufacturers Association (MPMA), MPDV Asia, SCANTECH and TEM Engineering with topics ranging from energy saving solutions for the plastics industry to plasma coatings.

For more information on M-PLAS 2011, please refer to the enclosed press kit, or contact the press department for interview arrangements.

About M-PLAS

Held at the Kuala Lumpur Convention Centre, M-PLAS 2011 is organised by Messe Düsseldorf Asia. It is endorsed by the Malaysia 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 (MRPEC), and Messe Düsseldorf GmbH, the organizer of K, the world's No. 1 international trade fair for plastics + rubber. M-PLAS 2011 will open from Wednesday, 9 November (10am to 6pm) to Saturday, 12 November (10 am to 5pm).

Last staged in Malaysia on 4 to 7 November 2009, M-PLAS 2009 welcomed 4,419 trade visitors from 47 countries with 87% of the visitors from Malaysia. The trade visitors at M-PLAS 2009 were well satisfied with the latest developments, innovations and solutions in plastics and rubber machinery, equipment, products and services presented by the 174 exhibiting companies from 19 countries, including national and group pavilions from Austria, China, India, Italy, Malaysia and Singapore.

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organizers, responsible for organizing more than 20 global No. 1 exhibitions in various industries including plastics, printing and packaging - specifically K, drupa and interpack held in Düsseldorf, Germany. Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in Southeast Asia since 1995. Its trade fairs for the plastics and rubber sectors in Malaysia (M-PLAS), Thailand (TIPREX) and Vietnam (Plastics & Rubber Vietnam) and the printing and packaging sector in Thailand (PACK PRINT INTERNATIONAL), and the medical and health care industries in Thailand and Singapore (MEDICAL FAIR THAILAND, MEDICAL FAIR ASIA, and Occupational Safety and Health Asia) are successful events serving the regional markets of Southeast Asia and beyond. In 2012, Messe Düsseldorf Asia will feature its Indonesian portfolio with INDOPACK, INDOPRINT, and INDOPLAS.

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