

**Welcome Speech by
Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia**

**at the opening ceremony of M-PLAS 2011
5th International Plastics and Rubber Trade Fair for Malaysia**

**on Wednesday, 9 November 2011 at 10.00am
Kuala Lumpur Convention Centre, Malaysia**

Good morning

- Yang Berhormat Dato' Jacob Dungau Sagan
Deputy Minister of International Trade and Industry
 - Mr. Lim Kok Boon
President
Malaysian Plastics Manufacturers Association
 - Mr. Callum Chen
Honorary President
Malaysian Plastics Manufacturers Association
 - Mr. Kong Ping Yee
Executive Director
Malaysian Rubber Products Manufacturers' Association
 - Ms. Low Yoke Kiew
Director of Marketing & Development Division
Malaysian Rubber Export Promotion Council
 - Tan Sri-Tan Sri, Dato'-Dato', distinguished partners and guests
1. A very warm welcome to the opening of M-PLAS 2011. It is indeed a pleasure for me to be here in Kuala Lumpur and to see so many of you present here today.
 2. Thank you for taking time off your busy schedule to join us for this occasion. I would especially like to extend my sincere appreciation to our guest of honour, Yang Berhormat Dato' Jacob Dungau Sagan, Deputy Minister of International Trade and Industry, for gracing the opening of this 5th edition of M-PLAS.
 3. With the theme "*shaping your business*", M-PLAS 2011 promises to do exactly that, by providing an international platform for enhanced business opportunities. M-PLAS 2011 showcases new technologies, innovations, processing solutions that increase productivity; enhance value and quality, from some of the best plastic and rubber companies in the world. As an exhibition that has established itself as a trusted and proven forum for networking and transacting business, M-PLAS 2011 will once again be a key meeting place for the industry.
 4. The plastics and rubber industries in Malaysia and the region are playing significant roles in driving the regional manufacturing sector, and the outlook is very bright considering Asia is the largest processor of plastics and rubber, generating 43% of total global production. Due

to relatively low operating cost, and improved industrial, technological, and knowledge-driven capabilities, Asia has emerged as a key manufacturing powerhouse with global production hubs. On the regional front, ASEAN is a noteworthy market of over 570 million consumers with a combined GDP of over US\$1 trillion.

5. As the balance of economic power shifts decidedly from west to east, the plastics and rubber industries therefore need to be cognizant of the new opportunities and challenges that are emerging, and decide where and how they want to fit in.
6. With the increasing worldwide concern for the environment and recyclability of goods, the plastics processing sectors recognise more than ever that, plastics sustainability is the way of the future. In fact, the bioplastics market is expected to increase between 25 and 30 percent by 2020 and predicted to be valued at US\$10 billion.
7. On the rubber industry front, diversity will be key for Malaysia, with emphasis on high value-added and high technology rubber products such as products for engineering, construction and marine applications as well as biochemical products made from latex using biotechnology.
8. Against this exciting and evolving industry backdrop, I am pleased to share that M-PLAS 2011 has attracted some 200 international and local companies from about 20 countries, with an internationality that is further enhanced by the participation of national pavilions and groups from Austria, China, Italy and Singapore. As M-PLAS returns to Kuala Lumpur for the fifth time, it is well-timed to serve the needs of a dynamic industry, signaling the plastic and rubber industries' confidence in the Malaysian market.
9. More than 5,000 trade visitors are expected to visit the exhibition, where they will discover the latest innovations, technologies and global trends on plastic and rubber machinery, equipment, products and services.
10. Over the next four days, the exhibition floor will come alive with activities and numerous product and equipment demonstrations. Alongside the exhibition are also several value-add industry seminars and conferences organised by our partner associations and exhibiting companies including:
 - A full day seminar on plastics technology by MPMA, the Malaysian Plastics Manufacturers Association.
 - Malaysian-Italian Plastics Technology Conference by MPMA in collaboration with ASSOCOMAPLAST, the Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association; and
 - Various technical seminars and presentations by exhibiting companies.

I would like to take this opportunity to thank these organisations for putting together these industry activities to coincide with M-PLAS 2011.

11. M-PLAS' success throughout the years is attributed to:

- The strong co-operation and working collaboration with MPMA, Malaysian Rubber Export Promotion Council (MREPC), and Malaysian Rubber Products Manufacturers' Association (MRPMA).
- The endorsement from Malaysia External Trade Development Corporation (MATRADE).
- The support we have received from all exhibiting companies and co-ordinators of the country groups and pavilions.

12. Thank you for making M-PLAS 2011 the definitive platform for the plastics and rubber industries in Malaysia and the region. I wish you success and a rewarding experience over the next four days.

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