



5th International Plastics and Rubber Trade Fair for Malaysia
9 – 12 November 2011
Kuala Lumpur Convention Centre

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PRESS RELEASE

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Positive plastics and rubber market development marks lead up to M-PLAS 2011

10 October 2011 – At M-PLAS 2011 held in Kuala Lumpur from 9 to 12 November, more than 200 exhibitors across all sectors in the plastics and rubber industry will present their latest innovations. Building on its international reputation for showcasing technological solutions for Malaysia's plastics and rubber sectors, M-PLAS has attracted companies from some 20 countries that have already registered to exhibit.

With some 60 percent of the exhibition space occupied by companies based outside Malaysia, these include strongly represented national pavilions and groups from Austria, China, Italy, Malaysia and Singapore. Manufacturers of machinery and equipment are the largest group of exhibitors at M-PLAS 2011, followed by an international display in the following categories: raw materials, auxiliaries, semi-finished products, technical parts and reinforced plastics, and services for the plastics and rubber industries.

Suppliers from Germany, Switzerland, USA as well as Asian manufacturers from China, Japan, and Taiwan, will also feature strongly at this fifth edition of the exhibition. Among them are global market leaders and a range of exciting newcomers. The impressive diversity of exhibiting companies at M-PLAS 2011, showcasing everything from robots and automation equipment to odourless reclaimed rubber, includes component and machine manufacturers such as **BSW Machinery Handels GmbH, Kiefel GmbH, Kreyenborg GmbH, Maguire Products Asia, Wittmann Battenfeld GmbH**, and raw materials producers and processors of plastics and rubber such as **Asia International Enterprise (Hong Kong), GT Instruments Sdn Bhd, and Pura Rubber**.

M-PLAS Project Manager, Lee Ai Ling, said: "We are delighted to have on board some of the best names from the plastics and rubber industry, which will provide even more for visitors to see. This highlights the effectiveness of M-PLAS as a leading business platform for the latest plastics and rubber applications and technical innovations, benefiting visitors from the major user segments, ranging from automotive, packaging, electrical engineering, electronics and communications, construction, and medical technology industries."

Malaysia – a competitive manufacturing and export base

For suppliers of plastic and rubber machinery, raw materials and semi-finished products, Malaysia and its neighbours are a highly attractive and productive market. Consumer-driven sectors, in particular, such as food and cosmetics, construction and automotive engineering are spurring brisk demand.

According to Gernot Ringling, Managing Director, Messe Düsseldorf Asia, Malaysia's market-oriented economy, supportive government policies and large business community that is ready to do business with international companies have made Malaysia "a highly competitive manufacturing and export base."

In 2010, rubber products accounted for two percent of Malaysia's total exports, valued at RM12.96 billion, whilst its natural rubber production amounted to almost one million tonnes. Coupled with the rapid growth of the industry, this has enabled Malaysia to become the world's largest manufacturer of natural rubber latex.

"M-PLAS 2011 is therefore a timely and relevant trade fair, particularly for the plastics and rubber industries in Malaysia looking to sustain their competitiveness and to forge international networks. The rubber industry will need to diversify, emphasizing on high technology rubber products, such as those for engineering and construction."

He added that product development and innovation particularly for biochemical products will ensure continuous improvements in product quality and maintain competitiveness in the export market. "Whilst for the plastics industry, improved technologies, enhanced skills and penetrating new markets in developed and developing economies will be key."

Malaysia's plastics industry has been rated as among the most competitive in Asia, with a total export of plastic products amounting to RM16.1 billion in 2010.

"It is critical to note that investments in industrial modernization is essential to improve operational efficiencies, move up the value chain and to ensure that quality remains high and consistent in order to stay relevant and survive global competition," commented Lim Kok Boon, President, Malaysian Plastics Manufacturers Association.

As demand will be focused particularly on high-performance machinery and equipment, cutting-edge technology in moulds and tools, innovative materials, process optimization for shorter throughput times, faster delivery and lower costs, said Ringling, with the integration of the ASEAN Economic Community into a single market by 2015, companies interested in Malaysia and the region will benefit from a liberalization of almost all industries thus having greater access to a much larger ASEAN market base.

"For suppliers of these products and technology, from standard to high-priced items, Malaysia and its neighbouring countries will be a highly compelling and attractive market," added Ringling.

Seminar & conference line-up

On 10 November at the Malaysian-Italian Plastics Technology Conference 2011 organized by Malaysian Plastics Manufacturers Association in collaboration with the Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association (ASSOCOMAPLAST), ten renowned international speakers will place the spotlight on the practical use of new technologies in the plastics and rubber industry that reduce cost and improve productivity and quality.

Also running on 10 November is a conference on plastics in automotive applications organised by Asian Plastic News. A series of seminars on productivity in plastics manufacturing, plasma coating, and thickness gauge in the plastic film market will also take place concurrently with the exhibition.

Held at the Kuala Lumpur Convention Centre, M-PLAS 2011 will open its doors on Wednesday, 9 November (10am to 6pm) to Saturday, 12 November (10 am to 5pm).

For more information on M-PLAS 2011, please visit www.mplas.com.

About M-PLAS

This four-day exhibition is organized 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.

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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