



5th International Plastics and Rubber Trade Fair for Malaysia
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Kuala Lumpur Convention Centre

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M-PLAS Returns to Malaysia Amid Strong Industrial Growth

M-PLAS, the International Plastics and Rubber Trade Fair for Malaysia, returns to Kuala Lumpur, Malaysia in November 2011 at a time when the Malaysian economy, industrial sectors and business environment are performing strongly. Malaysia's GDP growth is expected to average 5% a year in 2011 to 2015.

Home to more than 1,550 plastic product manufacturers, Malaysia is one of the most diversified and advanced plastics and rubber processing sectors among the ASEAN nations. On the account of high level technology and superior production cost efficiencies employed, the plastics and rubber processing sectors are re-establishing themselves as a strong competitive manufacturing base. These sectors will continue to move up the value added ladder even further and take advantage of a new, eager customer base in the rapidly expanding ASEAN region.

National initiatives spur industry growth

Twelve industries have been earmarked for development under Malaysia's Third Industrial Master Plan (IMP3) running through to 2020. These include electrical and electronics, medical devices, and transport equipment in the non-resource-based sector and petrochemicals, rubber, and food processing in the resource-based sector. These target industries are intrinsically linked with the plastics and rubber processing industries, and the Government's emphasis on building them auger well for future demand for advanced processing tools and solutions. The Government's target is to achieve 5.6% average annual growth in the manufacturing sector and a 28.5% contribution to GDP in 2020. This will entail total investments in the manufacturing sector of RM27.5 billion annually.

Strategic thrusts that will boost investment in the plastics and rubber industries include establishing fully equipped specialized high technology parks, encouraging MNCs to establish and expand operations in Malaysia, enhancing exports through compliance with international standards, and encouraging industries to focus on core competencies and strengths within regional and global networks.

About M-PLAS

M-PLAS 2011 is organized by Messe Düsseldorf Asia. This world-class exhibition is endorsed by 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 (MREPC), and Messe Düsseldorf / Organizer of K, International Trade Fair for Plastics + Rubber Worldwide.

M-PLAS 2011 will be **THE** point of convergence for key industry players to update themselves on the latest industry news, innovations and developments on plastics and rubber. The 4-day exhibition will bring together more than 200 leading international manufacturers and suppliers. Noteworthy is that some 25,000 visitors have visited M-PLAS since its debut in the year 2000. These visitors have benefitted from the wide array of cutting-edge machineries, global technologies and processing solutions on display.

M-PLAS 2011 is well-positioned to meet the needs of Malaysia's plastics and rubber sectors. The exhibition will bring together a multitude of new and innovative technologies, solutions, products and services – many of which will be launched in the region for the first time following their presentation at the recent K fair in Düsseldorf, Germany. The exhibition will continue to attract trade visitors, buyers and professionals who will not only gain from M-PLAS' state-of-the-art showcase on plastics and rubber but also be able to explore opportunities for better business.

More information on M-PLAS 2011 can be found at www.mplas.com or contact :

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