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TIPREX 2011 returns as Thai industry continues leap to high-tech manufacturing

- **Long-term growth prospects assured**
- **Industry upgrading set to drive demand for high-tech solutions**

TIPREX 2011, the 3rd Thai International Plastics and Rubber Exhibition, is slated for its return to BITEC in Bangkok, Thailand next year at a time when strong economic growth of 5.8%/year is forecast for the nation and when plastics and rubber processors are shifting to increasingly higher added value sectors. Free of the vestiges of past global economic turmoil and with a stronger will than ever to invest in advanced solutions and technologies, 2011 indeed looks as if it will herald a new era of sustained growth. In other words, the timing of **TIPREX 2011** could not be more appropriate.

Thailand: A diversified manufacturing base with global capabilities

Potential exhibitors considering a presence at **TIPREX 2011** might want to avail themselves of the various factors that place Thailand at the virtual center of plastics and rubber-dependent manufacturing activity in ASEAN

- The plastics processing industry has been earmarked as a key component of Thailand's National Strategic Plan for Materials Technology (2007-2016) that is tasked with developing materials technologies for the automobile, electrical appliances and electronics, machinery, and parts industries, agricultural and food industries, medical and health sector, and alternative energies.
- Despite recent and widely reported issues that Thailand has faced particularly in a political sense, the Kingdom still came in 26th out of the 58 leading nations ranked in the renowned World Competitiveness Scoreboard 2010 published by Swiss business school IMD, ahead of countries such as Japan, Indonesia, India and Italy. Thailand ranks particularly highly for economic performance and government efficiency.

- Reflecting long-term confidence in Thailand as an investment destination, record applications were received by the Board of Investment (BOI) in 2009 valued at around US\$22.4bn. Among the beneficiaries were high-tech businesses engaged in the manufacture of automotive, appliances and electronics, including automotive electronics.
- Proactive government policies will continue to promote investment. For example, the BOI recently prioritized the local manufacture of large plastic pipes (>1,200 mm diameter)
- In many aspects, Thailand is transforming itself into a second industrial hub for multinational companies that do not want to place all their eggs in the singular basket of China. Production costs in Thailand are also on a par or in some cases even lower than those commonly found in China.
- Free trade agreements with countries such as Japan, China, South Korea, Australia, New Zealand and India, and the prospect of rising exports to ASEAN member nations are also boosting industry confidence.
- Thailand's petrochemical industry expects capacity to grow by 70% between 2009 and 2014. This will result in even wider availability of raw material resins and even more incentive to process plastics within Thailand.
- Automobile production in Thailand is forecast to swell by an incredible 175% between 2009 and 2014, reaching 2.5 million vehicles. Unlike some countries, Thailand has a well-developed parts supply sector. About 85% of parts used in pickup truck assembly, and as much as 70% of those for passenger cars are sourced locally. There is still scope for further investment in plastic and rubber part production, however, because a) many high-tech parts have yet to be localised and b) Thailand is also emerging as a global source of auto parts, already exporting US\$5bn-worth annually.
- The Federation of Thai Industries Electrical, Electronics and Allied Industries Club expects electrical and electronic exports to vault past US\$50bn in 2010.
- Thailand's growing exports of plastic products—US\$2.1bn in 2009—are forecast for continued growth.

Regional growth remains upbeat

Beyond Thailand, its neighbours are also expecting their plastics and rubber processing industries to grow strongly. Consumption of various commodity plastics in Vietnam, for example, is forecast to grow at annual rates of up to 9 per cent. New availability of raw materials is also expected to drive growth in the processing sector, while Vietnam's increasing attractiveness as an investment destination, especially its low cost structure, looks likely to draw in new investments in areas such as electrical, electronics, and food processing, which are dependent on plastic and rubber inputs.

Previous show proves TIPREX is well worth attending

Co-located with **PACK PRINT INTERNATIONAL 2009**, which will also be the case for the 2011 event, exhibitors at **TIPREX 2011** concurred that it was the premier show in its category once again. The 2009 show surpassed all expectations and attracted a solid turnout of some 8,000 highly qualified trade visitors from 42 countries. The presence of more than 200 exhibiting companies from 20 countries including national pavilions and groups from Austria, India, Italy, Singapore, Taiwan and Vietnam solidifies TIPREX as being THE unrivalled platform for the plastic and rubber industries in Southeast Asia.

According to Michael Fischer, Managing Director, Asia Pacific, at Windmoeller & Hoelscher, "There's nothing better than a local event like **TIPREX** but the bonus with this show is that you get a strong attendance from overseas visitors. Noted Sirikanda Jeenwong of Thai company A.F. Supercell, "The quality and organization of this show is superior to some 'international' shows we have exhibited at. We were also happy to see that 30% of our visitors were from overseas." Commented Ms Low Lee Yong, Executive Director, Singapore Plastic Industry Association, "This highly interactive networking platform has created an opportune avenue for everyone in the industry to achieve growth and excellence and to move the industry forward in a positive and upbeat direction."

About TIPREX

TIPREX 2011 is jointly organized by The Thai Plastic Industries Association, The Federation of Thai Industries – Plastic Industry Club and Messe Düsseldorf Asia. It is supported by Thailand Convention & Exhibition Bureau as well as Messe Düsseldorf GmbH, the organizer of K, the World's No. 1 International Trade Fair for Plastics + Rubber. Participating details on TIPREX 2011 is now available. Please visit www.tiprex.com or contact:

Exhibition Information

Shirley Lim, General Manager
Lee Ai Ling, Project Manager
Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place,
#09-02 HarbourFront Tower Two
Singapore 099254
Tel: 65 6332 9644
Fax: (65) 6337 4633 / 6332 9655
Email: tiprex@mda.com.sg

Press Information

Rita Biswas, Snr Marcom Manager
Cheryl Chin, Marcom Executive
Messe Düsseldorf Asia Pte Ltd
Tel: (65) 6332 9645 / 6332 9641
Fax: (65) 6337 4633 / 6332 9655
Email: mda_press@mda.com.sg