



2<sup>nd</sup> Thai International Plastics and Rubber Exhibition  
23 – 26 September 2009  
Bangkok International Trade & Exhibition Centre (BITEC)  
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## FINAL PRESS REPORT

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### Accolades for TIPREX 2009 from All Concerned

- Dual Local/Regional Nature of Show Gets Thumbs Up
- High Visitor Quality Verified
- Attendance Leads to Strong Sales Potential

**TIPREX 2009**, the 2<sup>nd</sup> Thai International Plastics and Rubber Exhibition, concluded on September 26 at Bangkok's BITEC on a strong note, having exceeded all expectations in attracting a solid turnout of some 8,000 highly qualified trade visitors. Similarly, the event proved an unqualified success in bringing 211 exhibitors from 20 countries together at a single forum that was both local and regional in character. TIPREX hosted national pavilions and groups from Austria, India, Italy, Singapore, Taiwan and Vietnam. The concurrent **PACK PRINT INTERNATIONAL** show, the International Packaging and Printing Exhibition for Asia, was also a major success, attracting a total trade visitorship of close to 13,000 high quality local and international trade visitors. Between them, the two events also generated significant synergies for show attendees.

TIPREX 2009 was officially opened by Mr. Witoon Simachokdee, Director-General of the Industrial Works Department and Incoming Permanent Secretary of the Ministry of Industry, who commented that the show would provide an excellent networking forum among international and Thai companies and this would assist in jointly creating and enhancing Thailand's manufacturing standards and practices. He added, "The plastics industry remains as one of the five core industries of Thailand, representing about 5.8% of Thailand's GDP, and is projected to grow by about 7% annually for the next few years." The status and prospects of Thailand's plastics industry thus highlighted the relevance of TIPREX 2009.

Mr. Witoon also commended the concept of co-locating TIPREX with PACK PRINT INTERNATIONAL. "The synergistic approach in having these two exhibitions side by side complements each industry sector. This harmonized approach will further strengthen Thailand as a core manufacturing centre for ASEAN as well as making Thailand more attractive as a location for regional headquarters," he commented.

## Highly satisfied exhibitors

The majority of exhibitors professed their satisfaction with the organization of TIPREX as well as their concrete returns from the event. Michael Fischer, Managing Director Asia Pacific at **Windmüller & Hölscher**, commented, "We really saw a good customer turnout here but what surprised us was new potential customers that we didn't expect. We even saw visitors from India and the Middle East. 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."

Joachim Lim, General Director of **Conair Pacific** said, "We have had very serious enquiries from buyers who say they have plans for expansions or even new factories. This is our second TIPREX but we still continue to see new faces at the show. We're always attracting new customers at TIPREX."

Erich Ziegler, Director of **Advanced Plastic Intertrade Co.** was pleased with the promotional efforts of the organizers, commenting, "We are very pleased with the outcome of the show. Fantastic is the word."

Vorapoj Wattanasatiensin from **Tharnsith Intertrade Co.** said his company sold four Hengli woven bag lines at TIPREX. "This itself was unexpected but furthermore, we have great potential for more success with buyers from Vietnam and Myanmar after the show." Wattanasatiensin said that the fact they had a machine running at the show helped attract visitors to their stand. "Next time, we will bring a bigger machine!" Wattanasatiensin said his company had many shows to choose from when it came to exhibiting in Thailand, but he chose TIPREX on account of the reputation of the organizer and the support enjoyed from the Thai Plastic Industries Association, where many of its customers are members.

Local Thai exhibitor **A.F. Supercell** was also impressed by the international nature of TIPREX, in terms of both attendance and organizational standard. Spokesperson Sirikanda Jeenwong said, "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."

First time exhibitor from Italy, **VISMEC** was also duly impressed by the show. Operation Manager Carlo Bonaventura commented, "TIPREX generated several very interesting contacts and we will have to return to Thailand very soon to follow up on these leads. As far as we are concerned, everything is positive about this show."

**SPL Machinery's** Pichet Supwarodom reported major interest in the Cosmo Machinery blown film lines from its Taiwanese principal operating at his company's stand. "We expect to generate many sales from TIPREX. Our 10 staff were kept busy answering enquiries for most of the show, and most of these visitors were our target customers." He added, "We were also impressed by the attendance of visitors from as far away as Dubai, and we will definitely be back next time."

## **Next event**

**TIPREX 2011** is scheduled to return to Thailand two years from now, taking place 14 to 17 Sept 2011. As in 2009, the event will take place at BITEC. For more information, please contact:

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