



2nd Thai International Plastics and Rubber Exhibition for the Indochina Region

23 – 26 September 2009

Bangkok International Trade & Exhibition Centre (BITEC)

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March 2009

PRESS RELEASE # 2

For immediate release

TIPREX to Coincide with Impending Economic Recovery in Thailand A strategic base of 30,000 visitors to provide a consistent pipeline of buying opportunities

While ramifications are being made by various economies to ride the challenging economic climate, the pressure is on all organizations to adapt and learn. Where Thailand is concerned, the consensus is that a recovery will arrive as soon as late this year, with a positive economic growth of 3% forecast for 2010. **TIPREX 2009**, the Thai International Plastics and Rubber Exhibition for the Indochina Region, will open in Bangkok, Thailand in September 23, 2009 at what could prove to be the cusp of a resurgence in manufacturing and investment in the Kingdom. TIPREX 2009 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 K, the World's No. 1 International Trade Fair for Plastics + Rubber and the Thailand Convention & Exhibition Bureau.

More than 200 exhibiting companies including national groups from Austria, China, Germany, India, Italy, Singapore and Taiwan are expected to enhance and enforce their positioning in Southeast Asia at TIPREX 2009. Commented, Mr Gernot Ringling, managing director of joint organizer Messe Düsseldorf Asia, "Despite the economic downturn, leading suppliers of solutions to the plastics and rubber processing industries still see vast potential for Thailand's industry and have committed a strong showing at TIPREX 2009. With the official backing of the Thai Plastic Industries Association (TPIA) and the Plastic Industry Club of the Federation of Thai Industries (PIC), **TIPREX 2009** is viewed as a **MUST ATTEND** event on the industry's calendar."

Thailand's new government is already working positively to enhance the nation's attractiveness as an investment destination. Industry Minister Charnchai Chairungrueng's top priority, for example, is to focus on cooperating with the private sector to improve the country's investment climate. The new Cabinet's first order of business, meanwhile, was to informally approve a spending boost of up to 180 billion Baht (US\$5.5 billion) at its first meeting. The government is also considering waiving of import duties on raw materials used for the manufacture of export-bound goods, while various investment incentives are also current in place including a waiver on import duties for machinery and extended tax holidays.

Economic conditions aside, Thailand has consistently proven itself as a leading regional destination for foreign investment in manufacturing, with particular strengths including plastics-intensive automotive, appliances, and electronics. Thailand is now ASEAN's leading producer of electrical appliances, ranking as the world's fourth largest producer of air conditioning units as well as a major producer of refrigerators and televisions. The Kingdom also ranks as the world's top manufacturer of hard disk drives (HDD) and components. Combined appliance and electronics exports, valued at US\$45 billion in 2008, account for one-third of Thailand's overall exports. In order to foster greater productivity and efficiency amongst appliance and electronics companies, the government is also encouraging the development of electronics clusters.

Thailand also possesses a strong and growing food processing industry that is heavily reliant on high-grade plastics packaging solutions. Under Thai National Food Institute projects such as Thai Kitchen to the World (2004–2008) and Thailand Food Forward (starting in 2009), the country has been promoting itself globally as a reliable source of safe and quality processed food products. Thailand is already the world's largest exporter of processed chicken, frozen seafood, rice, and frozen and processed shrimp, and faced with increased competition in lower added value products from China and Vietnam, the country is moving up the value chain to higher end products that demand the latest in flexible and rigid packaging technologies. Overall, the food industry plays a key role in the country's exports, generating an income of about US\$ 22 billion (800 billion baht) in 2008. The US\$55 million Thailand Food Forward project will specifically promote food safety and high quality packaging will play a key role.

Show co-location synergies

It makes even more sense for players in the plastics and rubber processing sectors to attend **TIPREX 2009** given its co-location with a second show of relevance to the industry - **PACK PRINT INTERNATIONAL 2009**. This event brings together exhibitors and attendees from the printing and packaging sectors, including many that employ rigid and flexible plastic packaging machinery and plastic substrate printing solutions in their day-to-day business. PACK PRINT INTERNATIONAL 2007 attracted 18,000 visitors from 60 countries, who were there to sample the latest technologies, products and solutions presented by 285 exhibiting companies hailing from a total of 25 countries. The show was also attended by several large delegations from Vietnam, the Philippines and India.

All in all, some 30,000 trade visitors are expected to visit the co-located events. This strategic base of visitors will provide a consistent pipeline of buying opportunities for exhibiting companies. Visitors on the other hand will discover tools and information that are required to survive and flourish in today's economy.

More information on TIPREX 2009 can be found at www.tiprex.com or please contact:

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