



2nd Thai International Plastics and Rubber Exhibition
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Bangkok International Trade & Exhibition Centre (BITEC)
www.tiprex.com

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TIPREX Leads Charge for Global Competitiveness Amid Impending Economic Recovery

Industry Views Show as Key Event to Showcase Technology for Future Growth

TIPREX 2009, the Thai International Plastics and Rubber Exhibition, will open in Bangkok, Thailand on September 23, 2009 at an opportune time when the global economy is showing signs of recovery. The first signs that the global economy is on the mend are emerging from the U.S., while wide-ranging restructuring of the global manufacturing industry prompted by the recent economic turmoil is expected to increasingly emphasize cost-effective production in countries like Thailand. With the world set to emerge from the doldrums towards the end of this year, TIPREX 2009 is shaping up to be a must-attend for all participants in the plastics and rubber sector as they gear up for the upturn.

Appetite for technology

What's clear in the plastics and rubber industry in Thailand is that plastics processors view advanced technologies as paramount in their competing successfully in the global marketplace. According to the Plastics Industry Club of the Thai Federation of Industries (FTI), the processed food product sector remains healthy in Thailand despite the tough economic times, and consumption of plastics in this segment remains buoyant. While the industry continues to grow, convertors are facing more technical challenges in terms of increasingly complex designs and selection of appropriate raw materials. Fabricators are thus looking to adopt increasingly sophisticated processing tools. In particular, they are looking for flexible production solutions that are capable of fabricating packaging products to global standards.

Restructuring in the global automotive sector, meanwhile, is expected to concentrate more vehicle production in Thailand while less-efficient manufacturing bases in other countries are deemphasized. This will benefit the nation's well established based of SMEs that supply plastic products and components to the sector.

Industry initiatives

According to the Thai Plastics Industry Association (TPIA), the plastics industry needs to be at the top of its game in order to compete with other countries and continually exceed the expectations of its customers. To this end, high-tech solutions will once again be in high demand. To assist processors in gaining a competitive advantage, the FTI's Plastic Industry Club, and TPIA are in the process of setting up the Thai Plastic Institute, with its key objectives including human resource development, product design and development, establishing codes of practice, fostering a plastic industry with environmental responsibilities, developing resins and plastic compounds, reducing import reliance, and enlarging production in the domestic market. These initiatives will also combine to boost requirements for advanced, energy efficient processing machinery featuring high levels of productivity.

Benefits of exhibiting at TIPREX

Both the Plastics Industry Club and TPIA are in agreement regarding the benefits of exhibiting at TIPREX 2009. With a total of 2,600 processing operations nationwide, Thailand represents a significant market for plastics processing solutions. Strong government support, coupled with buoyant demand for packaging and consumer products in the domestic market and Thailand's role as an exporter to neighbouring countries in Indochina means exhibitors can be sure of accessing key decision makers and concrete business opportunities at TIPREX 2009. They view TIPREX as already being the most successful and important plastics and rubber exhibition in Thailand.

Show co-location synergies

Co-location of **TIPREX 2009** with **PACK PRINT INTERNATIONAL 2009** brings even more incentive for attendance by plastics and rubber processing sector participants given the complementary natures of the two events. **PACK PRINT INTERNATIONAL 2009** 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 evaluate and source the latest technologies, products and solutions presented by 285 exhibiting companies hailing from a total of 25 countries.

Added value activities

Exhibitors at **TIPREX 2009** are encouraged to maximize the use of TIPREX's Business Matching Service. Simply put, exhibitors submit their target customer profiles to the organiser prior to the show, and these profiles are matched with the list of pre-registered TIPREX 2009 visitors to arrange for one-on-one meetings at the exhibition. Show visitors, meanwhile, can take advantage of seminars organized by TPIA and PIC, a conference on "Material Trends and Innovations" organized by the Asian Plastics News and a plastics industry training course organised by The Chatsworth Group of Singapore.

OPENING HOURS

TIPREX 2009 is open to trade visitors only from 23 to 26 September between 10.30am and 6.00pm. Some 200 exhibiting companies from 20 countries including country groups from Austria, China, Germany, India, Italy, Singapore, Taiwan, Thailand and Vietnam are expected to showcase and introduce the latest cutting edge processing solutions, technologies and state-of-the-art machinery and equipment. Visitors can now pre-register their visit online at www.tiprex.com

For more information on **TIPREX 2009**, please contact:

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