



2nd Thai International Plastics and Rubber Exhibition
23 – 26 September 2009
Bangkok International Trade & Exhibition Centre (BITEC)
www.tiprex.com

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For immediate release

TIPREX 2009 Shows Relevance Amid New Industry Paradigm

- **Largest trade fair for the plastics and rubber industries in Southeast Asia**
- **Strong presence from leading technology providers**
- **Show daily to highlight show floor developments**
- **Regional delegations look to source latest solution**

A press conference held prior to the official opening of TIPREX 2009 has emphasized the relevance and importance of the event at a time that is shaping up to be a transitional phase for the plastics and rubber industries in Thailand. The stated aim of Thailand's processor sector is to become a leading player for high-end plastics in Asia. To realize this ambition, the country will rely heavily on the latest processing technologies and solutions, as well as the newest developments in materials. Many of these will in fact be showcased at TIPREX 2009, Southeast Asia's largest exhibition for the plastics and rubber industries.

TIPREX 2009 is hosting some 200 exhibitors from 20 countries including national pavilions and exhibiting groups from Austria, China, India, Italy, Singapore, Taiwan, and Vietnam. The show expects to attract some 10,000 buyers over its four-day duration.

Look out for show daily

One additional highlight of TIPREX 2009 will be the live publishing of a show daily newspaper on site. Utilizing the resources of the co-located PACK PRINT INTERNATIONAL 2009, the show daily will be printed at the stand of digital printing

equipment supplier Canon (P-H01). Show visitors will be able to catch up with the latest developments on the show floor by consulting the show daily, while also availing themselves of the various events such as conferences and training courses taking place alongside the show. The show daily will be published and distributed on days one, two and three of the show.

Need for high-tech

Thailand's plastics processors view advanced technologies as paramount for them to be able to compete successfully in the global marketplace. They are increasingly being called on by end user industries to furnish global standard solutions that enable the country to compete on the world stage. They will find leading global technology providers who are ready to serve them at TIPREX 2009.

Automotive and auto parts, processed foods, electronics & electrical appliances, and plastics are among the core manufacturing industries earmarked to become Thailand's leading export champions by 2012.

Automobile production, for example, is set to rise to 1.8 million units by 2012 (55% for export and 45% for domestic market), representing average annual growth of 11.3% between 2008 and 2012. The Board of Investment (BOI) is offering incentives for global manufacturers to invest in eco-car production. The BOI has already approved several eco-car projects, namely those of Mitsubishi, Toyota and Tata, worth US\$ 678 million in investment. Such high-tech vehicles require advanced plastics and rubber solutions. Thailand also aims to produce internationally-recognized and standardized replacement equipment manufacturing (REM) parts. Once again, the plastics and rubber industries will be called on to execute key facilitating roles, and the need for corresponding high-end solutions will be amplified.

For its part, Thailand's processed food product sector has continued to average impressive growth of 11% per annum over the past six years, and it has set a target of becoming one of the three largest exporters. By 2012, exports of processed foods are projected to reach a value of US\$16.7 billion. In this market segment, converters will face more technical challenges in terms of increasingly complex designs and selection of appropriate raw materials. Fabricators are looking to adopt increasingly sophisticated processing tools and flexible production solutions capable of fabricating packaging products to global standards, and they will find them in abundance at TIPREX 2009.

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.

About TIPREX

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

- Department of Industrial Promotion, Ministry of Industry
- MTEC (National Metal and Materials Technology Center, Thailand)
- Office of Small and Medium Enterprises Promotion
Research and Development Institute of Industrial Production Technology (RdiPT)
- Thai Tool & Die Industry Association
- Thai Composites Association
- Thai German Institute
- Thailand Convention & Exhibition Bureau
- Vietnam Plastics Association
- K – International Trade Fair, No.1 for Plastics and Rubber Worldwide

TIPREX 2009 is open to trade visitors only from 23 to 26 September between 10.30am and 6.00pm. For more information on **TIPREX 2009**, please visit www.tiprex.com or contact:

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