

PRESS ANNOUNCEMENT

Singapore | 7 February 2019

For immediate release

Messe Düsseldorf Asia expands trade fair portfolio to the Philippines

- **PACK PRINT PLAS Philippines is the latest addition as the synergistic sectors of packaging, printing and plastics continue to see strong growth potential in the country**

Messe Düsseldorf Asia and Global Link have announced their collaboration with the joint organisation of the annually held trade fair - PACK PRINT PLAS in Manila, Philippines, which will take place from 10 to 12 October. With the new partnership, this will further advance the development, expansion and globalisation of the 27th edition of PACK PRINT PLAS onto the world stage.

The Philippines is expected to remain one of Asia's top growth markets according to the World Bank, with key industries such as manufacturing, construction, transportation etc. driving growth in the country over the next decade. Messe Düsseldorf Asia's expansion into the Philippine market is indeed a well-timed strategic move particularly against the backdrop of the Philippine Development Plan (PDP)¹.

Priority areas identified under this new plan include expanding economic opportunities through diversification of export products and markets, increasing competitiveness and innovation, and enhancing business services. As an export-oriented market, together with a dynamic plastics market expected to grow at a CAGR of 6% through to 2023, the plastics packaging sector accounts for the highest market share with more than 48% in 2017 particularly in the application sectors of automotive, electronics and construction². On the printing front, labelling and packaging will continue to dominate the market, generating high demand in the country for the latest processing and packaging automation and technology.

Recognising the potential of the synergistic Philippines printing, packaging and plastics sectors, together with the economic dynamism that is rooted in strong consumer demand, Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, said: "The ASEAN region holds a demographic premium with its young and tech savvy population living in highly urbanised regions. And for countries like the Philippines, where the economy is expected to grow at a faster rate in 2019, at about 6.7%³, it is an exciting time to do business due to positive developments in the economy."

"We are proud to announce our further expansion in Southeast Asia, offering customers and partners even more opportunities to widen and strengthen their footprint in the Philippines and in the region," he added.

PACK PRINT PLAS Philippines will be part of the global portfolio of drupa, the No.1 trade fair for printing technologies, and benefit from the international network of the world's largest trade fair for the industry. Backed by the global expertise of German-based trade fair organiser, the Messe Düsseldorf Group and the regional know-how of subsidiary office, Messe Düsseldorf Asia, PACK

¹ Philippine Development Plan 2017-2022 – National Economic Development Authority

² Philippines Plastics Market Growth Trends (2018-2023) - Mordor Intelligence

³ Asian Development Bank – Economic Indicators for the Philippines, 2019.

10 – 12 OCT 2019**SMX Convention Center Manila,
Mall of Asia Complex,
Pasay City**www.globallinkmp.com/pppSupported by:
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Messe Düsseldorf Asia is a member of



PRINT PLAS 2019 is set to be the platform of choice on the Philippines trade fair circuit.

The trade fair for the industry by the industry, PACK PRINT PLAS Philippines is also supported by leading industry associations that include the Packaging Institute of the Philippines (PIP), Philippine Center for Print Excellence Foundation (PCPEF), and the Philippine Plastics Industries Association (PPIA).

With the exhibition some nine months away, the show floor has already seen a 50% increase in international participation, with companies coming from China, Japan and Taiwan. The annual exhibition will also see the return of repeat exhibitors and industry stalwarts such as Arburg, Caledonian International Corp., Epson, Haitian Int'l, Norde International / HP Indigo, Ricoh and Woojin.

The three-day trade fair brings together the entire value chain from the plastics, packaging and printing industries. The extensive range of products and solutions across the synergistic sectors include new and improved technologies, industry-specific services, as well as packaging and processing machineries, raw materials, extruders and extrusion lines, injection and blow moulding machines, 3D printers and digital and traditional press solutions. The trade fair will also include a series of on-site activities such as technical workshops, seminars, new product demonstrations and expert-led conferences that aim to discuss and inspire solutions for the packaging, printing and plastics industries in the region.

The exhibition is also supported by the following local government offices and industry associations:

- Department of Trade and Industry (DTI)
- Philippine Chamber of Commerce and Industry (PCCI)
- Philippine Paper Manufacturers Association Inc. (PPMAI)
- Association of Paper Traders of the Philippines (APTP)
- Federation of Philippine Industries (FPI)
- Federation of Filipino-Chinese Chambers of Commerce and Industry, Inc. (FFCCCII)
- Chinese Filipino Business Club (CFBC)
- Outdoor Advertising Association of the Philippines (OAAP)
- Philippine Amalgamated Supermarkets Association, Inc. (PAGASA)
- Philippine Printing Technical Foundation (PPTF)
- Chamber of Furniture Industries of the Philippines (CFIP)

About the Organisers

Messe Düsseldorf GmbH is one of the world's most successful exhibition organizers, responsible for organizing more than 20 of the world's number one exhibitions in various industries including plastics, printing and packaging -- namely, the globally acclaimed K Fair, drupa and interpack held in Düsseldorf, Germany. Its subsidiary office - Messe Düsseldorf Asia, with extensive expertise in organising trade fairs in Southeast Asia, has developed a portfolio of numerous trade fairs in the region since 1995. Its trade fairs for the plastics and rubber, and printing sectors include: T-PLAS and PACK PRINT INTERNATIONAL (Thailand), Plastics & Rubber Vietnam (Hanoi and Ho Chi Minh City, Vietnam), INDOPLAS, INDOPACK and INDOPRINT (Indonesia), and have met with resounding successes and are today benchmark events serving the regional markets of Southeast Asia and beyond.

Global-Link MP is an events organising and management company in the Philippines that has been in operations since the early 1990s. With a comprehensive service line, they are considered a one-stop-shop for their clients' needs. They have an average of 25 annual trade event titles in their portfolio and have won the coveted award for

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Messe Düsseldorf Asia is a member of



Best in Exhibition Management from Pico Global two years in a row. In 2015, the Pico Far East Board of Directors recognized the company as a top performer in the global group of organisers and was given the Award for Excellence.

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