

Press Release

For Immediate Release

PLASTICS & RUBBER VIETNAM 2022 closed on an optimistic note with over 6,000 trade visitors

- **The 9th edition held in Ho Chi Minh City included over 50 participating companies from 12 countries and regions, and 4 group pavilions**
- **Held biennially, next edition will be in Hanoi from 25-27 July 2023 at the International Centre for Exhibition**

Singapore, 30 September 2022 - The dedicated trade fair for Vietnam's plastics and rubber industries closed on a positive note with 6,250 trade visitors mainly from Vietnam and from the neighbouring region. Held in Ho Chi Minh City from 6-8 July 2022, Plastics & Rubber Vietnam – The 9th International Plastics & Rubber Technologies and Materials Exhibition for Vietnam, was the first in-person edition since 2019 and continues to be the must-attend platform for the plastics and rubber sectors keen to access the vibrant markets of the CMLV (Cambodia, Myanmar, Laos PDR, Vietnam) economies. International exhibitor participation was encouraging, with country group participation coming from Austria, China, Germany, and Singapore, with international exhibitors also from countries such as India, Japan, Italy, and Switzerland, among others.

For **Dietmar Schwank, Commercial Counsellor - Austrian Commercial Council**, and organiser of the Austrian pavilion, they were very satisfied with their participation and to be back in-person to conduct business in Vietnam. As a regular exhibitor at Plastics & Rubber Vietnam, this year saw the best of Austrian innovations featuring recycling and injection moulding technologies alongside other plastic processing technologies. "We are happy to be back since the last edition in 2019. Vietnam is a perfect market for us," he added.

On a similar note, for local distributor for high technology machinery for the plastics sector, **HTL Tech Co., Ltd's General Manager, Nguyễn Bảo Trung**, said: "We see the opportunity and potential to introduce new products at Plastics & Rubber Vietnam 2022 to more customers and hope to bring new technologies to help manufacturers improve processes, quality and reduce human resources in the production process."

Commenting on the conclusion of Plastics & Rubber Vietnam 2022, **Gernot Ringling, Managing Director, Messe Düsseldorf Asia** – joint organiser of the trade fair, said: "Exhibitor participation this year was more modest, coming off the back of the pandemic with international travel borders still very uncertain for many countries, making any advanced planning for a number of companies very challenging. However, we are certainly encouraged by the participation, particularly from overseas exhibitors, which demonstrates the growing interest of the international business community to do business in Vietnam. More heartening was the impressive showing of visitors which ran close to double that of the last in-person edition. Moving forward, we are optimistic about a stronger overall performance in Hanoi next year."

Held biennially and alternating between two of Vietnam's powerhouse cities - Ho Chi Minh City and Hanoi, Plastics & Rubber Vietnam is jointly organised by Informa Markets and Messe Düsseldorf Asia.

With a visitor base to Plastics & Rubber Vietnam that came largely from within Vietnam, many trade visitors represented manufacturers, agents and distributors, as well as importers, exporters, and OEM sub-contractors, coming from application industries such as electronic equipment, consumer electronics, construction and industrial plastics products, automotive, and building and construction. On the visitor front, **Bùi Anh Kiệt, Direct Procurement Supervisor at Colgate-Palmolive Vietnam**, said: “Coming to this year’s exhibition, I feel it is well organized. I have met many brands; many large-scale international companies so that I could learn more updated information to see if it meets with the current needs of Palmolive Vietnam.”

According to **Mr BT Tee, General Manager, Informa Markets, Vietnam** – and joint organiser of Plastics & Rubber Vietnam, the first in-person edition post pandemic was a most encouraging start and “we are very heartened by the participation and response from the plastics and rubber sectors, particularly seeing that more than half of the companies are repeat exhibitors, which demonstrates the relevancy of the exhibition. For the 30% new companies that joined us, satisfaction rates with the quality leads and visitor footfall was very positive.”

Thought leadership and knowledge-sharing was also high on the agenda at the exhibition, where the comprehensive concurrent programme line-up included a seminar on applying regulations and use of plastic materials jointly organized by Resource and Environment Events and Service Center (under the Center for Communication of Resources and Environment – MONRE), Vietnam Plastics Association (VPA), Messe Düsseldorf Asia and Informa Markets Vietnam. More than 150 delegates participated in this full-day seminar which included a line-up of distinguished speakers representing the Ministry of Natural Resources & Environment and the Vietnam National University among others.

While on the theme of Circular Economy, two seminars were conducted and very well-received by attendees due to the relevancy and topical discussions; *Circular Partnerships for Sustainable Packaging in Vietnam* organized by Reifenhäuser Vietnam and Informa Markets, and *Plastic Product Development in the Era of Circular Economy* organized by Meslab and Informa Markets Vietnam. According to one attendee, Cao Hoàng Trường An, Sales Assistant at Duy Khanh Engineering Co., Ltd, the co-located seminars are very useful and also offer the opportunity to arrange meetings for easier access to “connect directly with customers and partners”.

The last edition of Plastics & Rubber Vietnam was held in 2019 where 80 exhibitors from 14 countries, including six national pavilions and country groups, attracted more than 3,300 trade visitors. Vietnam is home to a rapidly expanding plastics market which offers an attractive proposition to producers and manufacturers of innovative technologies. According to Mordor Intelligence, Vietnam’s annual plastics market is projected to register a CAGR of more than 10% through to 2026. This promising prospect puts Vietnam’s plastics industry among the fastest growing in Southeast Asia. While the impact of COVID-19 saw work stoppages and slowdown in manufacturing activities in the early part of 2020, Vietnam has largely been resilient with production in some sectors having resumed under the new normal. Currently, there are more than 2,000 plastic companies in Vietnam mainly located in Ho Chi Minh City.

For more information regarding exhibitor participation at **Plastics & Rubber Vietnam, Hanoi from 25-27 July 2023** and to download the full Post Show Report for the 2022 edition, visit www.plasticsvietnam.com.

About the Organizers:

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH, one of the world's most successful exhibition organisers, responsible for organising more than 20 of the world's number one exhibitions in various industries including plastics, packaging and printing – namely, the globally acclaimed K Fair, interpack and drupa held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995. For more information, please visit www.mda.messe-dusseldorf.com

Informa Markets creates platforms for industries and specialist markets to trade innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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