

International Trade Fair for the
Plastics and Rubber Industries

T-PLAS



**POST SHOW
REPORT**

**18 - 21 SEP
2019
BITEC • BANGKOK**

tplas.com

MEMBER OF



**YOUR GLOBAL GATE
FOR PLASTICS AND RUBBER**

Powered by:



k-globalgate.com



Messe
Düsseldorf
Asia

DIVERSE INTERNATIONAL FOCUS AT THE REGION'S INNOVATION HUB FOR THE PLASTICS AND RUBBER INDUSTRIES

The biennial International Trade Fair for the Plastics and Rubber Industries welcomed 8,820 trade visitors from 60 countries, an increase of almost 10% compared to 2017. T-PLAS 2019 showcased a wide range of raw materials and auxiliaries, semi-finished goods, and reinforced plastics, and machine and equipment serving the plastic and rubber sectors put up by 138 exhibitors, with more than 80% coming from overseas.

"The continued success of T-PLAS from edition to edition is indicative of the market potential of the plastics and rubber industries in Thailand and the region. The strong international make up of visitors and line-up of exhibitors is both heartening and rewarding as it is testament of the fair's quality and its distinctive ability to attract some of the best from these sectors."

Mr Gernot Ringling
Managing Director
Messe Düsseldorf Asia



EXHIBITOR STATISTICS

Abundant Opportunities in the Region's Burgeoning Plastics and Rubber Industries



138 Exhibitors 15 Countries

- AUSTRIA • CHINA • GERMANY • HONG KONG • INDIA
- ITALY • JAPAN • MALAYSIA • NETHERLANDS
- SAUDI ARABIA • SINGAPORE • TAIWAN • THAILAND
- TURKEY • VIETNAM

5 National Pavilions and Country Groups

Austria • China • Germany • Singapore • Taiwan

82% of Exhibitors from overseas

90% of Exhibitors rated T-PLAS 2019 as an important trade exhibition in Southeast Asia

Top 5 Reasons for exhibiting at T-PLAS 2019

- ✓ Showcasing new products and technologies
- ✓ Networking with existing and new clients
- ✓ Acquiring new clients
- ✓ Brand Representations to local and international companies
- ✓ Opening up new markets

Statistics extracted from T-PLAS 2019 exhibitor survey

EXHIBITOR TESTIMONIALS

"T-PLAS has surpassed our expectations in terms of the quality of trade visitors that are present during the exhibition. We capitalised on this platform to organise showroom visits to the new Arburg plant here in Bangkok, and the response has been overwhelming."

Whatana Dumrongratkul
Arburg (Thailand) Co Ltd

"T-PLAS is an important exhibition for the raw materials manufacturers as we have met a lot of end-consumers here looking for new suppliers. We have already made so much contacts with customers that we have never reached out to before."

Shane Huang
Chang Horing Rubber

"Being here is a great opportunity as we can bring international technology to the local industries here, and propel them to European standards. This exhibition presents the ideal mix of visitors from the plastics, printing and packaging sectors, so it's the perfect place for us to reach out to the masses."

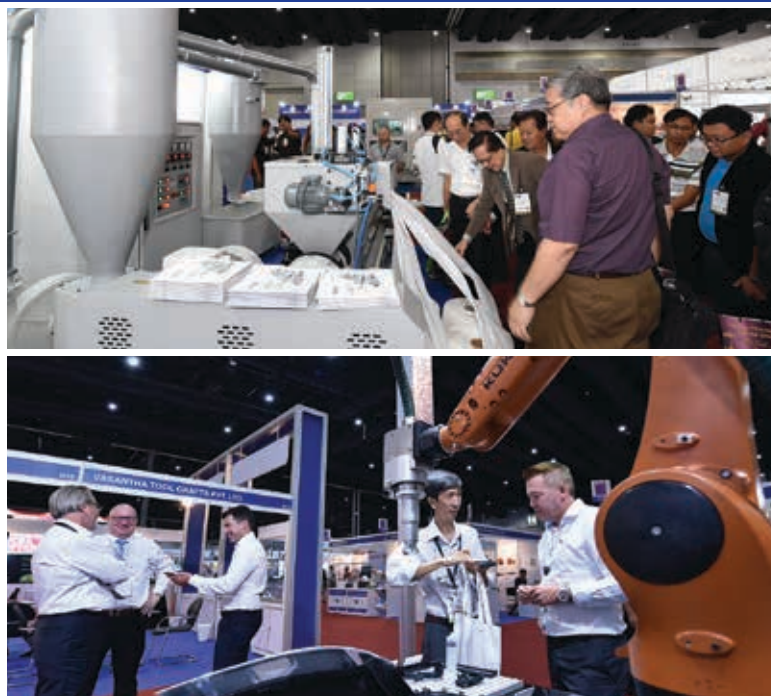
Carl Foster
Durham-Duplex

"The plastics packaging world is getting more complex, so having the chance to exhibit and conduct a seminar at T-PLAS is very important as it gives you the opportunity to interact with your customers, and learn from the local companies about the frameworks in Thailand and the region."

Juergen Rehkopf
Reifenhäuser

"There have been a lot of companies looking to explore joint ventures and partnerships with us, so it has been a very good experience for us being present at T-PLAS for the first time."

PVBP Sarma
Suba Plastics Pvt Ltd



MARKETING, ADVERTISING & PROMOTIONS

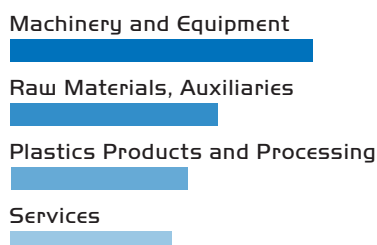
- Over **50** print and online advertisements in trade publications and newspapers from Thailand, Vietnam, Malaysia, China, Germany, Taiwan, India, Indonesia, Japan, Singapore
- 15** local and regional media partners
- More than **20** editorials in newspapers, websites, trade publications, and broadcast coverage on ETV, CH5, Nation TV (Live)
- Over **THB 8million** in PR value and media coverage garnered over a 4 month campaign period
- More than **30,000** trade professionals were reached out to via a targeted email marketing campaign

VISITOR STATISTICS

T-PLAS 2019: Connecting Regional Companies with International Technologies

- 8,820** Trade Visitors **60** Countries
- 99%** satisfied with their visit
- 80%** procured / are in talks to procure products and technologies exhibited
- 93%** of Trade Visitors will return for T-PLAS 2021
- TOP 5 REASONS FOR VISITING T-PLAS 2019**
 - ✓ New development and trends
 - ✓ Identifying new suppliers
 - ✓ Network with existing suppliers
 - ✓ Source for new products
 - ✓ Network with international exhibitors

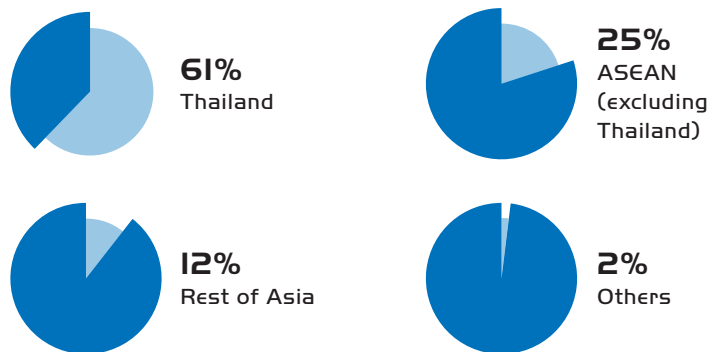
TOP PRODUCT INTEREST



NATURE OF BUSINESS



BREAKDOWN BY GEOGRAPHY



BREAKDOWN BY BUSINESS ACTIVITIES

- Plastics and Rubber 37%
- Printing and Labeling 31%
- Packaging 29%
- Chemical / Petrochemical / Refining 14%
- Food and Beverage 10%
- Electrical / Electronics 9%
- Automotive / Aerospace / Transportation 8%

OVERWHELMING RESPONSE FOR CONCURRENTLY-HELD CONFERENCES AND SEMINARS

T-PLAS 2019 featured 20 concurrently-held conferences and seminars featuring technical presentations from international exhibitors and renowned local associations and organisations, including the inaugural Medical Plastics Engineering Symposium and Specialty Plastics Conference and site-visit to Arburg Thailand's new factory and showroom. Over the 4-day trade exhibition, the concurrent events attracted close to 500 trade visitors and were well received by industry leaders and professionals.

○ MEDICAL PLASTICS ENGINEERING SYMPOSIUM

Jointly organised with Technical University of Munich (TUM), supported by academic partners, Chulalongkorn University of Thailand and National University of Singapore. The inaugural conference featured international industry experts and academia presenting topics that included scientific works to keynote lectures on sustainability and the circular economy.

"It is a great opportunity to be organising the Medical Plastics Engineering Symposium alongside T-PLAS 2019 as the synergy between the symposium and the exhibition creates a professional and inspiring environment. It is an important platform to widen our perspective and identify pressing topics of the future."

Dr Markus Eblenkamp

MedTech - Institute of Medical and Polymer Engineering,
Technical University of Munich (TUM)

"The response has been extremely good. We had a full attendance for each session. The symposium covered a number of topics which are broad enough and at the same time deep. From the questions that the attendees were asking, to the exchanging of contacts at the end of the presentation confirm to me that the session was helpful and relevant. This fits very well with the showing of T-PLAS 2019."

Prof Seeram Ramakrishna

National University of Singapore (NUS)



○ SPECIALTY PLASTICS CONFERENCE

The regional conference featured speakers from some of the plastics sector's biggest brands, including Borouge, Plantic-Kuraray, Polyplastics and PolyOne.

"The response for the Specialty Plastics Conference has been very positive. This platform is excellent in educating the different stakeholders that will proceed to become ambassadors, and in turn spread the word on sustainability to the people including the policy makers."

Ahmed Khalfan Khadim Alarri Al Mehairi

Borouge



International Trade Fair for the
Plastics and Rubber Industries

**22-25 SEP
2021**
BITEC • BANGKOK

Your Gateway to Global Innovations

www.tplas.com

Officially supported by:



THAILAND
REDEFINE
YOUR BUSINESS EVENTS



For enquiries:

Representative in Thailand:

Exposis Co., Ltd
1755/3 Cedar Park,
Soi Ladprao 94 (Town in Town 11),
Plubpla, Wangthonglang
Bangkok 10310, Thailand
Tel (66) 2559 0856 to 8 _ Fax (66) 2559 2893
info@exposis.co.th

Overseas:

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel : (65) 6332 9620 _ Fax : (65) 6337 4633
tplas@mda.com.sg

Organized by:

