



International **Plastic** and **Rubber** Exhibition

WITH OVER 50 NEW EXHIBITORS, PLÁSTICO BRASIL 2019 GROWS 20% COMPARED TO THE 2017 EDITION

On March 25-29, the exhibition will showcase first-hand the latest technologies and new product launches of more than 600 Brazilian and international brands in the plastics and rubber processing industry

With still six months remaining until the exhibition, to be held on March 25-29, **Plástico Brasil 2019 – International Plastics and Rubber Exhibition**, has already increased its exhibition area by 20% compared to its first edition in 2017 and has already confirmed the presence of 53 new exhibitors from Brazil and nine other countries – Germany, Argentina, Austria, China, United States, Hungary, Mexico, Portugal, and Switzerland – a number which promises to grow in the upcoming months.

An initiative of ABIMAQ – Brazilian Machinery Builders’ Association, ABIQUIM – Brazilian Association of the Chemical Industry, and Informa Exhibitions, the trade show will bring together over 600 leading Brazilian and international brands from diverse product segments, such as machinery, equipment and accessories, resins and raw materials, mold making and hot runner systems, industrial automation and robotics, peripheral equipment, among other technologies, services and solutions.

According to Liliane Bortoluci, Director at Informa Exhibitions, the returned growth of the Brazilian economy, although less accelerated than previously expected, has forced manufacturing companies to invest in new technologies and expand their production facilities in search of increased productivity and competitiveness.

“Since its first edition, Plástico Brasil has proven to be an efficient and cost-effective platform for a market-entry strategy in a country with high-growth potential, since in a short period of time, it brings together under one roof all the latest technologies from the leading industry suppliers from Brazil and from around the world.

More than 45,000 industry professionals are expected to visit the exhibition, including plastic processors and buyers from the packaging, automotive, food & beverage, construction, electronics, beauty & hygiene, among other plastics application industries.

The following companies are the 53 new exhibitors which have already confirmed their participation at Plástico Brasil 2019: AE3D, Albag, Altax7, Ampco Metal, Aoki Brasil, Apex Latin America, Auting, Cavity Eye (Hungary), Cilinflex, CMS, Cristofolini, Diferro, Estatec, Eurostec, Fastparts, Flexopress, FMConvert, G3 Automation, Gefran, Global Moldes, Hongtuo Machinery (China), IMC Sopradoras, IMD (Switzerland), Implastic, Interwatt, JCV, Jonwai, KCEN, Lindner, Macroplast, Maquinarium, Metalprint, Minematsu, MP Hot Runner, Nemoto (Portugal), Neo-Sonics, Nova Câmara Quente, Packsys Global (Switzerland), Repe Maquinas, Roll-O-Matic, Roll-Tec, Rud Correntes, Shini, Simco, SKA,



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Tecno Paint, Tecnoservice, Três-S, Valmaster B, Vedois, Viso Quadros, VR Maq, Wintec e Yanco Mould (China).

International Strategy

With the goal of generating new business opportunities in other countries for its exhibitors, Plástico Brasil 2019 implemented an aggressive global promotional strategy to attract buyers from at least 30 countries.

Since the launch of the 2019 edition, the Brazilian plastics processing exhibition has been actively promoted in the main industry trade shows around the world, such as: NPE – The Plastics Show (United States), Plast Milano (Italy), Expo Plásticos (Mexico), Expo Plast (Peru), Argenplás (Argentina), Colombiaplast (Colombia), ENAFER – National Tool & Die Congress (Brazil) and Interplast (Brazil). With special promotional activities during Chinaplas (China) in April, Plástico Brasil received significant exposure during a B2B Meeting with approximately 300 companies, organized by CMEC, the exhibition division of the China Plastics Machinery Industry Association (CPMIA).

In addition to new business opportunities, knowledge and relationship-building, Sustainability will be one of the main themes of Plástico Brasil 2019. The exhibition will highlight a series of projects that will not only contribute to the preservation of the environment but also inspire suppliers, processors and other industry professionals to implement the right environmentally-friendly technologies in their businesses.

ECONOMIC GROWTH PERSPECTIVES FOR BRAZIL

Brazil continues to demonstrate positive signs of sustainable economic growth over the next few years, especially in key plastics application industries. For example, automobile production in Brazil should increase by 5% in 2019, reaching 3.15 million vehicles, according to Sindipeças (National Syndicate of Manufacturing Companies for Components for Automobiles). This will be the third consecutive year of positive growth for the automobile industry in Brazil.

Abihpec (Brazilian Association of Manufacturers of Hygiene, Perfume and Cosmetics) has predicted 12.5% growth in the personal hygiene, perfume and cosmetics industry from 2016-2020 in Brazil, increasing its sales volume to over USD\$ 30 billion.

ORGANIZATION

ABIMAQ - Brazilian Machinery Builders' Association represents approximately 7,500 companies from the most diverse segments of capital goods manufacturers, whose



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performance has a direct impact on other national sectors and is nationally structured with headquarters in São Paulo, nine regional offices and a political office in Brasília.

Beyond the institutional representation of the sector, ABIMAQ has a professional management and its activities are aimed at generating business opportunities for its members, performing actions with political and economic authorities, stimulating trade and international cooperation and contributing to improve their performance in terms of technology, training of human resources and management modernization.

ABIQUIM – Brazilian Association for the Chemical Industry, a non-profit organization founded on June 16, 1964, which brings together chemical products manufacturers of large, medium and small sizes, as well as service providers of the industry in the areas of logistics, transportation, waste management and emergency response. The Association carries out statistical tracking of the industry, promotes specific studies on the activities and products of chemical manufacturers, monitors the changes in legislation and advises the associated companies in economic, foreign trade and technical issues. The entity represents the industry in the negotiations of international agreements relating to chemicals.

Informa Exhibitions creates communities and connects people and brands around the world, and by aligning its exhibitions with its new digital strategy, Informa Exhibitions generates opportunities and relationship-building 365 days per year. With offices in São Paulo (South America HQ) and Curitiba and approximately 230 professionals in Brazil, the company has a country portfolio of leading exhibition brands, such as Agrishow, Fispal Tecnologia, Fispal Food Service, ForMóBILE, Futurecom, ABF Franchising Expo, Serigrafia SIGN FutureTEXTIL, Feimec, Expomafe, Plástico Brasil, High Design Home & Office Expo, among others, totaling 21 industry events. Throughout the world, the company has 150 offices in 57 countries and is a leader in business intelligence, academic publications, knowledge and events. Over the last four years, the company has invested approximately BRL 400,000,000 in Brazil through acquisitions of events and brands. It is a public-traded company on the London Stock Exchange.

For more information visit: www.informaexhibitions.com.br.

PLÁSTICO BRASIL - International Plastics and Rubber Exhibition

Date: 25 a 29 de março de 2019

Hours: 10 a.m. - 7 p.m.

Venue: São Paulo Expo Exhibition & Convention Center (Rodovia dos Imigrantes, km 1.5 – São Paulo – SP)

Initiative: ABIMAQ – The Brazilian Machinery Builders' Association and ABIQUIM – Brazilian Association of the Chemical Industry.

Promotion and organization: Informa Exhibitions



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Exhibitors: 600+ Brazilian and International brands

Sectors: machinery, equipment and accessories, resins and raw materials, mold making and hot runner systems, industrial automation and robotics, peripheral equipment, among other technologies, services and solutions.

Attendees: approximately 45,000 visitors/purchasers

Entrance: industry professionals with online registration (www.plasticobrasil.com.br)

Social media: facebook.com/plasticobr

Press relations contact:

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October/2018