



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

HELD IN BRAZIL, THE PLASTIC AND RUBBER EXHIBITION IS THE BEST OPPORTUNITY TO ACCESS A NEW GROWING MARKET

From March 27 - 29, 2019, in São Paulo, Brazil, PLÁSTICO BRASIL will bring together 600 leading national and international brands and is expecting to receive over 45,000 professionals seeking new technologies and new solutions in order to better prepare for the return of economic growth in the industry.

The eighth largest economy of the world, with a Gross Domestic Product of over US\$ 3 trillion in 2017, Brazil is in the process of economic recovery and of retaking its role as a dynamic and strategic market for companies looking to invest in the country.

For this year, the GDP growth forecast is 1.53% and for 2019, 2.5% according to the Brazilian Central Bank. The improvement of the economic environment and the return of consuming spending tend to positively impact the industrial GDP, with growth foreseen from 2.1% and 3% in 2018 and 2019, respectively.

The upturn in the economy generates the need for investments in new technology, machinery and equipment and even in the expansion of industrial plants with the goal of gaining productivity and increased competitiveness, in order to meet the new consumer demands.

Machines and Equipment

ABIMAQ, an entity representing the Brazilian industry of mechanical capital goods, highlights that there was an increase of 4.2% in the Total Net Revenue of the sector in the accumulated total of the first half of 2018, in comparison with the same period of the previous year. With this result, the association has maintained its growth estimations of approximately 7% for this year.

According to the association, in the first six months of 2018, there was an increase of 8.3% in the Apparent Consumption of machines and equipment with regards to the same period in the previous year. In June, the investment in machines and equipment grew 9.6% over May's results and 20.4% in comparison with the same month in 2017. Although in lower levels than in the pre-crisis period, the investments in capital goods have maintained a steady growth throughout 2018 and have reached BRL 9.2 billion.

PLÁSTICO BRASIL 2019

Industrial exhibitions are a cost-effective and efficient way to enter and develop new business the Brazilian market, since the exhibitions serve as a meeting point for the leading buyers, distributors and suppliers in the industry, providing valuable face-to-face interaction over the course of a few days.

An initiative of ABIMAQ, Abiquim and Informa Exhibitions, **Plástico Brasil 2019 – International Plastic and Rubber Exhibition** will be held on March 25-29, at the São Paulo Expo Exhibition & Convention Center in São Paulo, Brazil. In its second edition, the exhibition has already established itself as the industry's main event in Latin America

for the generation of new business, product launches, education, networking and relationship-building.

In five days of intense business-making and networking, PLÁSTICO BRASIL will gather more than 600 national and international brands from the sectors of machines, equipment, and accessories, raw materials and resins, molds and molds base, industrial automation and robotics, peripherals, among other products, services, and solutions.

The organizers expect to receive more than 45,000 plastics processors, buyers and other professionals of the packaging, construction, food and beverage, automobile and auto parts, rubber, perfume, hygiene and cleaning industry, among other, who look to PLÁSTICO BRASIL for finding the best opportunities to learn about new technologies, best practices and new solutions, as well as for identifying ideas to be able to compete in a market that promises good growth numbers again after two years of retraction.

The success of the first edition in 2017 drew the attention of the market in such a way that more than seven months before the 2019 edition of PLÁSTICO BRASIL, 74% of its exhibition area has already been sold, leading to the organizer's growth projection of at least 20% in global exhibition space – which should surpass 40,000 sqm.

PLÁSTICO BRASIL was present this year in the in the leading events and exhibitions throughout Brazil and around the world for the plastics processing industry, such as NPE, PLAST, Expo Plásticos, Expo Plast, Argenplás, Interplast, ENAFER, as it has been promoting a series of activities targeting both international exhibitors and buyers in more than 30 countries.

Sustainability

In addition to business-making, knowledge & learning, and relationship-building, sustainability is one of the main cornerstones of PLÁSTICO BRASIL 2019. The exhibition will highlight a series of projects collaborating not only with environmental preservation, but they will also inspire the suppliers, plastics processors, and other industry professionals to replicate the right environmental-friendly actions in their businesses.

In the first edition of the exhibition in 2017, Project Recicla Plástico Brasil, in partnership with ABIMAQ, Abiquim, Plastivida, the Brazilian Institute of PVC and machine manufacturers, showed the live operation of a full production line with machinery for plastic recycling and, as result, it recycled 7,500 kilograms of plastic products produced during the exhibition.

The goal of the exhibition is to showcase new technologies aimed at obtaining productivity increases, while highlighting how these solutions can be implemented in an environmentally-friendly manner.

INITIATIVE AND REALIZATION

Abimaq - The Brazilian Machinery and Equipment Builders' Association represents around 7,800 companies from every mechanical capital goods segment, whose performance directly impacts other Brazilian production sectors and is structured nationally with headquarters in São Paulo, nine regions and a Policy Office in Brasília. Far beyond organizational representation for the industry, ABIMAQ is professionally managed and its activities are focused on the creation of business opportunities for its members, holding activities alongside of political and economic bodies, stimulating commerce and international cooperation as well as contributing to improve performance surrounding technology, human resource training and management modernization.

Abiquim – The Brazilian Chemical Industry Association is a not-for-profit organization founded on June 16, 1964, which organizes small, medium and large chemical industry businesses, as well as service providers from the chemical industry in the areas of transport, logistics, waste management and emergency services. The association monitors the industry statistically, promotes specific research on chemical industry campaigns and products, monitors legislative change and represents member companies on economic, technical and international trade issues. The organization also represents the industry for negotiation of international agreements related to chemical products.

Informa Exhibitions creates communities and connects people and brands all over the world, combining its trade show event presentation with a new digital strategy, creating opportunities and relationships 365 days per year. With offices in São Paulo (main office) and Curitiba, and around 200 employees, the company is host to a portfolio of 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, to name a few, totaling 21 complete industry events. Worldwide, Informa operates 150 offices in 57 countries and is a leader in business intelligence, as well as academic, knowledge and event publications. The company is publicly traded on the London Stock Exchange.

SERVICE

PLÁSTICO BRASIL – Feira Internacional do Plástico e da Borracha (International Plastic and Rubber Exhibition)

Date: March 25 – 29, 2019

Venue: São Paulo Expo Exhibition & Convention Center

Sponsorship: ROMI

Information: www.plasticobrasil.com.br