



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

### **PLASTICO BRASIL 2019 SEES AN INCREASE OF 57% IN ONLINE REGISTRATIONS**

Professionals from the plastics processing industry's value chain recognize the exhibition as the best opportunity of the year to see first-hand the most important new product launches, innovations and new technologies that will be showcased by more than 600 leading Brazilian and global brands.

With two months to go until the first day of **PLASTICO BRASIL – International Plastics and Rubber Exhibition**, to be held on March 25-29, the exhibition has received an increase of 57% in the number of online registrations in comparison to the same period at the last edition of the exhibition.

**For free online registration, [click here.](#)**

The tremendous interest in the exhibition that the plastic and rubber processing industries have shown can easily be justified. In its second edition, Plastico Brasil has already established itself as the largest plastics processing exhibition in Latin America, with 20% more exhibition space and 84 new exhibitors in 2019.

Out of the 600 brands present in the exhibition, a significant part is represented by 13 foreign countries: Argentina, Austria, China, Germany, Hungary, Italy, India, Mexico, Portugal, Switzerland, Taiwan, Turkey and the United States – with four countries participating with official country pavilions (Austria, China, Germany and Italy). The exhibition also boasts having gained the support from over 60 trade associations and industry institutions that are active in promoting the plastics and rubber industries in Brazil and abroad.

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, pharmaceutical, beauty & hygiene, among other plastics application industries that are looking for the best technologies and opportunities to increase productivity.

An initiative of ABIMAQ – Brazilian Machinery Builders' Association, ABIQUIM – Brazilian Association of the Chemical Industry, and Informa Exhibitions, Plastico Brasil will be the best opportunity of the year for the industry to see first-hand the latest product launches and innovations in machinery, equipment, accessories, raw materials e resins, molds and mold-making technologies, industrial automation and robotics, peripheral equipment, and other products, services and solutions.

The other main topic of interest indicated by the industry professionals that have already completed the online registration is the comprehensive technical and educational content at the exhibition, which includes approximately 80 hours of seminars, presentations and workshops, a majority of which are free to attend, like the

Ideas Park project, VDI Road Show, ABINFER BUSINESS CENTER, PETtalk conference and the live SMED Demonstration (Single-Minute Exchange of Die), which for the first time in Latin America, will be completely automated, without any human interaction.

In addition to new business opportunities, knowledge and relationship-building, Sustainability will be one of the main themes of Plastico 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.

## **ORGANIZATION**

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

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, Plastico 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](http://www.informaexhibitions.com.br).

**PLASTICO BRASIL - International Plastics and Rubber Exhibition**

**Date:** March 25-29, 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

**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](http://www.plasticobrasil.com.br))

**Social media:** facebook.com/plasticobr

**Press relations contact:**

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