



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

FIRST INDUSTRY EXHIBITION OF THE YEAR, PLASTICO BRASIL WILL HELP COMPANIES THAT ARE LOOKING TO INVEST IN THEIR MANUFACTURING FACILITIES

In an ideal environment for business-making, networking and learning, more than 600 Brazilian and global brands will showcase solutions for the entire plastics processing value chain, from raw materials to robotics.

A study conducted by [Deloitte](#) in November revealed that 97% of Brazilian manufacturing executives intend to make some type of investment in 2019. Of these, 30% want to substitute and/or acquire new machinery and equipment, and 13% intend to increase their production capacity.

The study also shows that 46% expect to increase their investments in industrial equipment and 42% expect to maintain the current level of 2018 (representatives from 826 organizations from 32 industries were interviewed in the study, and these companies have a combined revenue of USD\$ 700 billion or 43% of the GDP).

This scenario reinforces the positioning of **Plastico Brasil 2019 – International Plastics and Rubber Exhibition** (March 25-29 in Sao Paulo, Brazil at the Sao Paulo Expo Exhibition & Convention Center) as the most important business opportunity of the year for plastics processors and manufacturers that need to increase their production capacity and modernize their manufacturing facilities in order to achieve gains in competitiveness in preparation for this increased demand.

First exhibition of the year for the plastics and rubber processing industries, Plastico Brasil covers the complete value chain for the industry and will be held in the ideal moment – during the first quarter, so that executives can put their investment plans in action.

In an ideal environment for doing business, more than 600 Brazilian and global brands – from countries such as Germany, Argentina, Austria, China, USA, Hungary, India, Mexico, Portugal, Turkey, and Switzerland – will present to the Brazilian market the latest technologies and solutions in machinery, equipment and accessories, resins and raw material, molds and dies, automation and robotics, peripheral equipment, among other products, services and solutions.

Industries

Key plastic and rubber application industries have been showing positive signs of growth and are very aligned with the expectations demonstrated in the results of the Deloitte study.



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The case of the automotive industry is the most noteworthy. The 45% growth in automobile production from 2018 – 2022, projected by ANFAVEA this year, will most likely be adjusted due to the recent signing of the new federal government incentive program for the automotive industry, Rota 2030 (Route 2030).

Among other benefits that increased the confidence of the industry in order to make additional investments and generate jobs, the Rota 2030 creates fiscal incentives up to USD\$ 580 million per year for the car manufacturers that invest in technology and new product development in Brazil. Also, IPI tax can be reduced by 3% for Flex automobiles and 2% on all other cars if the automobiles reach the efficiency improvement target of 11%. Car makers must invest USD\$ 1.5 billion per year in research and development, per the new incentive program, which was signed in November.

Other key industries are headed in the same positive direction: electronics and durables expect to increase production by 7% this year (source: Abinee); cosmetics projects growth of 7.5% in 2018 (source: Abihpec); pharmaceuticals expect 6.9%-9.3% growth this year (source: Sindusfarma), and food and beverage approximately 3% growth (source: Abia).

“We are confident that these optimistic projections will come to fruition in 2019, and we understand the need that the manufacturing sector has new to prepare itself for this new cycle of economic development. We are organizing Plastico Brasil so that the exhibition can provide good answers and options for this need at points throughout the plastics processing value chain, from raw material to robotics, with the leading products offered by the best Brazilian suppliers and the best suppliers around the world,” reinforces Liliane Bortoluci, Director at Informa Exhibitions.

For this edition, 45,000 industry professionals from Brazil and over 30 countries are expected to visit the exhibition.

In addition to business-making, knowledge & learning, and relationship-building, sustainability is one of the main cornerstones of Plastico 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.

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.



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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.

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



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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:

(<https://www.plasticobrasil.com.br/en/registration.html>)

Social media: facebook.com/plasticobr

Press relations contact:

Primeira Página Assessoria de Comunicação e Eventos

www.ppagina.com

Jota Silvestre

redacao.jota@ppagina.com

Luiz Carlos Franco

ppagina@ppagina.com

+55 (11) 5908-8214

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