



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

PLÁSTICO BRASIL 2019 EXHIBITS AT COLOMBIAPLAST IN BOGOTÁ

The exhibition in Colombia is one more event in Plástico Brasil's intense international promotional strategy that included a presence at trade shows this year in the United States, Italy, Mexico, Peru and Argentina.

One of the leading exhibitions in Latin America for the plastics, rubber, petrochemical and packaging value chains, Colombiaplast takes place on September 24-28 at the CORFERIAS International Exhibition Center in Bogotá, Colombia. The exhibition is known for its innovation, technological contribution, new product launches, and for presenting new ideas for the production chain of the diverse industries that it represents.

As another step in its intense promotional campaign in important industry events in Brazil and abroad, **Plástico Brasil 2019 – The International Plastics and Rubber Exhibition** (March 25-29, 2019 at the São Paulo Expo Exhibition & Convention Center), will exhibit at Colombiaplast in a partnership with ABIMAQ – Brazilian Machinery Builders' Association.

This participation at Colombiaplast reinforces Plástico Brasil's positioning strategy within Latin America and is an integral part of its global branding strategy which has the goal of bringing industry buyers to the exhibition from at least 30 different countries. Since its launch, Plástico Brasil 2019 has participated in leading plastics industry events around the world, such as NPE – The Plastics Show (USA), Plast Milan (Italy), Expo Plásticos (Mexico), Expo Plast (Peru), Argenplás (Argentina), Enafer (Brazil) e Interplast (Brazil).

Plástico Brasil and Colombiaplast enjoy great synergies, as they share the following 24 exhibiting companies: Conair, Zahoransky, Wittmann Battenfeld, On Time, Moretto, Gneuss, Engel, Krauss Maffei, Brnqs Automação, Mega Steel, Laserflex, Mecalor, Carton Access, Seibt, Boy Service, Pronatec, Multi Pack Plas, Carnevalli, Feva, Rulli Standard, Eletro-Forming, Reinaflex, Eletrothermo, Viscoflex.

Plástico Brasil

In only its second edition, Plástico Brasil 2019 has already established itself as the largest exhibition in Latin America for the plastics processing industry. 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.

The exhibition expects to receive over 45,000 visitors, among these are plastics processors, buyers and professionals from the rubber, construction, food & beverage, automobile and auto parts, beauty & hygiene, among other plastics application industries.

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 several machinery 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.

SERVICE

Plástico Brasil 2019 at Colombiaplast 2018

September 24-28, 2018

CORFERIAS – Bogotá, Colombia

Exhibit Hall 6 – Booth #546

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

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:

Primeira Página Assessoria de Comunicação e Eventos

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