

With a large volume of business deals and leading technologies, Plastico Brasil 2019 confirms its position as the largest exhibition in Latin America for the plastics processing industry

Diverse and comprehensive solutions for the entire plastics value chain contributed to investments in machinery and new technologies, as well as to gains in productivity during an important moment marking the return to positive growth for the Brazilian economy.

Crowded aisles, innumerable business deals, technology and knowledge transfer characterized the second edition of **Plastico Brasil 2019 – International Plastics and Rubber Exhibition**, which ended this Friday, March 29th at the Sao Paulo Exhibition & Convention Center in Sao Paulo, Brazil.

Launched by ABIMAQ – The Brazilian Machinery Builders' Association and ABIQUIM – Brazilian Association of the Chemical Industry and Informa Exhibitions, the exhibition has firmly established itself as the largest trade show in Latin America for the plastics processing industry, with the addition of over 100 new exhibitors in 2019, an increase of 20% in exhibition space, and 45,000 qualified attendees from Brazil and Latin America.

Plastico Brasil 2019 showcased over 800 Brazilian and international brands from 13 different foreign countries: Argentina, Austria, China, Italy, Germany, Hungary, India, Mexico, Portugal, Switzerland, Taiwan, Turkey, and the USA.

For José Velloso, Executive-President of ABIMAQ, there is a simple explanation for achieving this regional leadership position in such a short timeframe: technology. “When we launched Plastico Brasil years ago, we wanted to transform the exhibitions for the plastics industry and present not only a trade show for doing business but also for showcasing technology,” recalls Velloso.

In the executive's opinion, the economic situation over the past several years has stalled investments; in the current scenario, the recovery of confidence levels and economic growth has led to the plastics processors visiting the exhibition with a “healthy appetite.” “Plastico Brasil presented the latest and leading technologies in machinery and equipment for the plastics processing industry. The attendees were able to have up-close contact with these technologies, learn best practices and see the best solutions for improving their productivity KPIs.”

During the fourth day of the exhibition (March 28th), Velloso was joined by the Secretary-Executive of the Government of the President of the Republic, Mauro Biancamano Guimarães, as they visited various exhibitors of Plastico Brasil 2019, in order to demonstrate the high level of technological development of the Brazilian machine builders for the plastics processing industry.

The ABIQUIM President, Fernando Figueiredo, reinforces that the exhibition is being held at a very opportune moment, one of optimism and renewed confidence in return of economic growth in Brazil, as business owners are planning their future investments. “When factories modernize with machinery using next-generation technology, they gain significant increases in productivity, and consequently the producers of thermoplastic resins benefit from the increased demand in raw materials.”

For Figueiredo, the participation of the association as co-founder of Plástico Brasil is very aligned with the global tendency of collaborative solutions and promotes the integration of the entire plastics value chain, of which the role of the producers of thermoplastics resins is critical.

Gino Paulucci Jr., President of the Chamber for Machinery and Accessories for the Plastics Processing Industry at ABIMAQ and President of the Plástico Brasil Organizing Committee, states that the response he has received from the exhibitors is that they are very satisfied. Additionally, he has heard great feedback from the trade show's attendees, who complimented the favorable environment for doing business, in terms of the best-in-class infrastructure of the exhibition center and the booth construction projects, as well as the high-quality technology being showcased by the exhibitors. "The industry came to the exhibition looking to make investments. They know that the Brazilian factories, in general, need to modernize and invest in the latest technologies, with urgency, if they want to gain competitive advantages in the global marketplace," remembers Paulucci. "And Plástico Brasil offered exactly this."

With regard to his own company, Polimáquinas, the executive guarantees that its participation in Plástico Brasil exceeded all expectations. "We noticed that many more manufacturers came to the exhibition looking to invest in the modernization of their factories instead of simply increasing their production capacity. Interestingly, some companies are working with a two-year planning cycle, which demonstrates the increased confidence in the economy and enhances the potential business opportunities for all the exhibitors," explains Paulucci.

Educational Content

The presentation of relevant, high-quality technical content was another highlight of Plástico Brasil 2019. In total, there were more than 80 hours of seminars, presentations and workshops, such as the Ideas Park, VDI Road Show, 1st ABINFER BUSINESS CENTER – ABC 2019, PETtalk 2019, SEBRAE Móvel, Industry 4.0 Mobile School from SENAI-SP, and the SMED (Single Minute Exchange of Die), a live demonstration of 100% automated fast mold changing, which had never been presented in any exhibition in Latin America.

With a focus on high productivity and reduced setup time, the SMED project showcased ROMI's EM 170 injection molding machine equipped with a modern, fast mold-changing system, composed of a robot, magnetic plates and a system of fast couplings. Together with mold-changing tables with a magnetism system from Stäubli, the system is perfect for frequent mold changes in injection molding machines of all sizes. The fast exchange of molds during the exhibition took an average of 1'55".

Responsible for the 1st ABINFER BUSINESS CENTER – ABC 2019, Christian Dihlmann, President of ABINFER (Brazilian Association of Tooling & Mold-Making) reinforced the success of the partnership between Plástico Brasil and the association. "It well exceeded expectations, for both ABINFER and the tooling companies that participated." Some of the participating associate companies were even able to achieve a positive ROI on the exhibition in just the first day of the trade show.

"For us, the project has been extremely positive," highlighted the President, further commenting that this initiative had the additional benefit of presenting companies of

different sizes in the same space: “The attendees could negotiate with large companies and smaller ones, within the scope of what they were searching.

Marco Basso, President of Informa Exhibitions, recalls that in addition to being the world’s largest exhibition promotor, the company has considerable expertise in offering high-quality content that contributes significantly to the professional, technical and economical development of the industries in which it works, as is the case with Plastico Brasil 2019. “Plastico Brasil accomplished its mission to offer not only technology in the booths of over 800 brands, but also knowledge transfer and education content within the comprehensive technical program of over 80 hours of activities,” reiterated the executive.

Sustainability

The exhibition space of the trade show reflected how serious the plastics industry treats the issue of Sustainability and the constant investment in research and development made by the machinery suppliers of plastic waste processing. Furthermore, the exhibition counted on a technical program in the Ideas Park project of rich educational content developed by industry thought leaders, such as **Plastivida**, a social and environmental institute for the plastics industry; **TicCiclos**, a company focused on the engineering and application of the of the circular economy; and **Braskem**, the largest thermoplastic resins producer in the Americas.

From the build up to the break down of Plastico Brasil 2019, the waste generated by the exhibitors and attendees was collected and separated by workers from the social project, **Cooperativa Prioridade Ambiental**. The cooperative will transport the waste material to their facility, where they will place it in the environmentally-correct destination and convert the material into revenue for the cooperative members.

In addition, in partnership with Plastivida and the company Plastimil – Fortymil, Plastico Brasil 2019 organized once again the recycling project **Tampinha Legal** (“Cool Caps”), which promoted the environmentally-correct educational efforts via the collection of plastic bottle caps from the food and beverages consumed in the trade show’s Food Court and produced by exhibitors during the exhibition as part of showcasing the machinery in their booths.

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, FuturePrint, 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.

PLASTICO BRASIL - International Plastics and Rubber Exhibition

Date: March 25-29, 2019

Venue: São Paulo Expo Exhibition & Convention Center

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

Promotion and organization: Informa Exhibitions

Exhibitors: 800+ 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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