



**International Plastics and Rubber Trade Fair  
for Malaysia**

**29 March – 1 April 2007**

**Kuala Lumpur Convention Centre, Malaysia**

**[www.mplas.com](http://www.mplas.com)**

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**4 April 2007**

## **FINAL REPORT**

### **A good visitor turnout at M-PLAS 2007**

M-PLAS 2007 welcomed 6,687 trade visitors from 35 countries. About 90 percent of the visitors were from Malaysia. There were also a significant number of visitors from neighbouring ASEAN countries such as Singapore, Thailand and Indonesia.

Malaysia's Deputy Minister for International Trade and Industry, YB Mr Ng Lip Yong, opened the exhibition on 29 March 2007. The opening ceremony was attended by some 200 delegates and guests. Mr Ng stated in his opening address that the "Malaysian Government recognizes the valuable contribution of the plastics industry to the economy" and that it "will continue to adopt a pro-business policy in supporting its development."

Organizer Messe Duesseldorf Asia's Managing Director, Gernot Ringling commented that "We are happy to provide M-PLAS as a platform for manufacturers, producers and processors to interact with one another" and that M-PLAS came "at an opportune time considering the strength of the Malaysian economy forecasting a GDP growth of 6% in 2007. The 9th Malaysia Five Year Plan (2006–2010) will also boost demand for advanced plastics processing technologies."

Trade visitors at M-PLAS were able to see some of the latest developments, innovations and solutions on plastic and rubber machinery, equipment, products and services presented by the 158 exhibiting companies from 18 countries, including national groups from Austria, Italy and Singapore. These visitors were also exposed to newer technologies and cost effective processes.

Many exhibiting companies were pleased with the turnout and the quality of the visitors at the exhibition.

Benefiting particularly from the renewed strength in the Malaysian plastics processing sector was Wittmann Automation Pte Ltd General Manager Jimmy Teo reported that the company sold two mould temperature controllers, two driers, and a robot on site at M-PLAS. "It's rare to actually sell so much equipment at a show so we are very pleased with the result," said Teo, who also lauded the quality of show visitors as genuine buyers.

David Chan, Managing Director, ASEAN Region, Arburg Pte Ltd, said “we were very satisfied with the show, with many visitors from Vietnam, Singapore, Thailand and the Philippines. This was a very regional show for us. We found it very worthwhile attending and received a lot of enquiries. We are very happy and would come back. We exhibited in Malaysia for the first time in six years. It’s a confidence thing for customers. Perfect timing for us to come back.”

Titan Petchem (M) Sdn Bhd, Cheong Peng Khuan, VP, Marketing reported, “We saw visitors from the Middle East and South Asia. We received a lot of leads from potential buyers from South Asia.”

Rajoo Engineers Limited, Mukesh Chopra, Assistant Manager, Sales and Service commented, “The visitors are all serious buyers, not just window shoppers. We have got a very good response. We expect results soon. We saw a lot of visitors from India, Vietnam and even Spain.”

Motan Pte Ltd, David Lun, Assistant General Manager said, “The standard of this show continues to rise. Those visitors that come here are customers with high potential. It’s an opportunity to meet up with new customers that we haven’t met with before. They have genuine buying interest. MDA has a good brand image in the industry and this attracts visitors.”

C K Wan, Manager of Thong Guan Plastic & Paper Industries Sdn Bhd reported “A lot of enquiries from local and ASEAN visitors. This is a well-organized show and it is also well balanced, with machinery, materials, auxiliaries and processors all here.”

Brad Rinderknecht, Polyethylene Market Development Manager, ExxonMobil Chemical Asia Pacific remarked, “The show is well organized. We’d come back. We mainly met with local customers. Co-hosting with APF and AFPI is also a major draw card. It’s important to be associated with other events such as these.”

Visitors to M-PLAS were also satisfied with the exhibition. Feedback from trade visitors interviewed randomly over the first two days of the show revealed that 93 percent were pleased with the range of products and services on display at M-PLAS. Close to 90 percent were likely to purchase some of the products/services on display. In terms of anticipated time frame for making the purchase, almost 60 percent indicated that they were likely to place their orders within one year.

The next plastics and rubber exhibition organized by Messe Duesseldorf Asia will be ASEANPLAS in Singapore. The exhibition is a project of the ASEAN Federation of Plastic Industries will be held from 26 to 29 May 2008 at the Singapore Expo.

For more information on M-PLAS 2007 and ASEANPLAS 2008, please contact

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