

No. 1 in Asia and no. 2 worldwide in plastics and rubber shows

# Chinaplas 2011 with record breaking results

The 25<sup>th</sup> Chinaplas closed its doors on the 20<sup>th</sup> May at the China Import & Export Fair Pazhou Complex in Guangzhou with record breaking results. The show's scale, exhibitor and visitor numbers have increased remarkably in comparison to 2010 making Chinaplas 2011 the world's no. 2 plastics and rubber show, following K fair in Germany and further consolidating its no. 1 position in Asia. The organisers, Adsale Exhibition Services Ltd., pointed out that the improving economy, government policy, together with the continuous support from various parties, including overseas and local associations, exhibitors, visitors, and media have contributed to this success.

## Business opportunities for Chinese and international visitors and exhibitors

This year, a 15.5 % growth in visitor number was recorded when compared with Chinaplas 2010. 94,084 visitors came to Guangzhou, of which 20.27 % (19,069) came from 138 overseas countries and regions, the majority from Asia excluding Hong Kong, Macau, and Taiwan, accounting for 47 %. Hong Kong, Macau, and Taiwan provided 20.7 % of visitors, followed by Middle East (10.8 %), Europe (8.5 %), America (6.7 %), Africa (4.7 %), and Oceania (1.6 %). It was recorded that Hong Kong, India, Taiwan, Japan, Korea, Indonesia, Iran, Malaysia, Thailand, and Russia were the ten top origins of visitors.

The show saw strong presence of overseas delegation groups organised by the



Stanley Chu, Chairman of Adsale

Malaysian Plastics Manufacturers Association, the All India Plastics Manufacturers Association, the Vietnam Plastics Association, etc. and business groups from Iran, Indonesia, India, Brazil, Korea, Turkey, Thailand, and Vietnam, amongst others.

As for local visitors, 60 groups were formed by associations and leading enterprises, such as BYD, Changhong, Dongguan Wire & Cable Association, Foxconn, Gree, Guangdong Automobile Industry Association, Medical Plastic Professional Committee of China Plastic Processing Industrial Association Council, Midea, Shenzhen Electronics Industries Association, Shenzhen Toys Industry Association, Southern Packaging and Shunde Home Appliance Chamber of Commerce, etc.

"The strong growth of visitor number demonstrates the sign of economic recovery. Many enterprises are aware of the needs to upgrade their production line in order to enhance their competitiveness and capture the growing market after the financial crisis. Other enterprises spare no effort to align with the green policies highlighted in the 12<sup>th</sup> five-year plan, such as energy saving, low carbon emissions," said **Ada Leung**, Adsale Assistant General Manager.

2,441 exhibitors from 34 countries and regions with 11 pavilions from Austria, Canada, China, France, Germany, Italy, Japan, Taiwan, Turkey, UK, and USA have occupied an exhibition area of 180,000 m<sup>2</sup>. Turkey made its debut with a country pavilion at Chinaplas and it has expressed interest in expanding the pavilion area in 2012.

## Prestigious international status

Adsale had invited prestigious guests to inaugurate the opening of the fair, includ-

Inauguration of Chinaplas 2011 with ribbon cutting ceremony



ing **Chen Shi Neng**, Honorary President of China National Light Industry Council, **Wang Rui Xiang**, President of China Machinery Industry Federation and **Bu Zheng Fa**, President of China National Light Industry Council, etc.

**Stanley Chu**, Chairman of Adsale said: "Chinaplas has its double meaning this year. In addition to the 25<sup>th</sup> edition, we will finish a record-breaking event not only to mark the continuity of last year's theme 'Green Plastics. Our Goal. Our Future', but also let overseas and Chinese market players witness the important role of green plastics and low carbon solutions played in the industry and raise their awareness on the green concepts."

Comparison of plastic fairs worldwide: K, Chinaplas, and NPE

	K 2010	Chinaplas 2010	Chinaplas 2011	NPE 2009	NPE 2012 (expectations)
Visitors	222,000	81,435	94,084	45,000	55,000
Exhibitors	3,102	2,144	2,441	1,851	1,800
Exhibition space	164,125 m <sup>2</sup>	150,000 m <sup>2</sup>	180,000 m <sup>2</sup>	88,000 m <sup>2</sup>	76,600 m <sup>2</sup>

Numbers according to the show organisers Messe Düsseldorf, Adsale, and SPI

The recycled bottles of the "Alive Bottles Tree" are connected to form a tree trunk and branches. Water and nutrient is poured into some of the bottles at the treetop, and vegetation is then put inside the bottles, like leaves growing from the recycled bottles.



## The rubber machinery & equipment zone

The rubber industry will accelerate its transformation and upgrade according to China's 12<sup>th</sup> five-year plan's policies. It is expected at the end of 12th five-year plan's schedule, the production value of the whole Chinese industry will reach CNY 1.2 trillion, with an average annual growth of 19 %. To cope with the increasing demand for rubber machines and equipment in the future, a Rubber Machinery & Equipment Zone has been established in hall 3.1. Together with the related suppliers in other exhibition halls, there have been more than 180 rubber materials and machines suppliers at Chinaplas 2011.

## "Green plastics"

To highlight the "Green Plastics" theme, a series of events was organised. The "Alive Bottles Tree" made of 3,528 recycled plastic bottles was displayed to arouse the awareness towards the concepts of recycling and reuse. Creative director of the object was **Lee Chi Wing**, a product designer from Hong Kong. Furthermore, there was the "Eco-friendly Plastics Conference" held on 18–19 May with focus on the three major topics: bioplastics and degradable plastics, plastics recycling technology, and energy saving plastic technology. In addition, a Bio-Plastics & Degradable Plastics Zone was introduced in 2011.

## German pavilion

The German pavilion in hall 5.1 hosted more than 100 German manufacturers of plastics and rubber machines and complete lines, moulds and dies as well as auxiliary and peripheral equipment on 2,700 m<sup>2</sup>. Among them were Arburg, Azo, Brabender, Gneuss, KraussMaffei, Maag, Nabaltec, Plasmatreat, Rampf, Reifenhäuser, SKZ, Wickert, Zwick, etc.

## Chinaplas 2012

Many of the exhibitors, visitors, and media already have expressed their continued support for next year's Chinaplas. It will be held at Shanghai New International Expo Center from 18–21 April 2012. Adsale said that it is confident that the 2012 edition will further expand to an exhibition area of 200,000 m<sup>2</sup> and attract over 2,600 exhibitors.

First introduced in 1983, Chinaplas is China's only plastics and rubber trade show approved by UFI (Global Association of the Exhibition Industry).

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