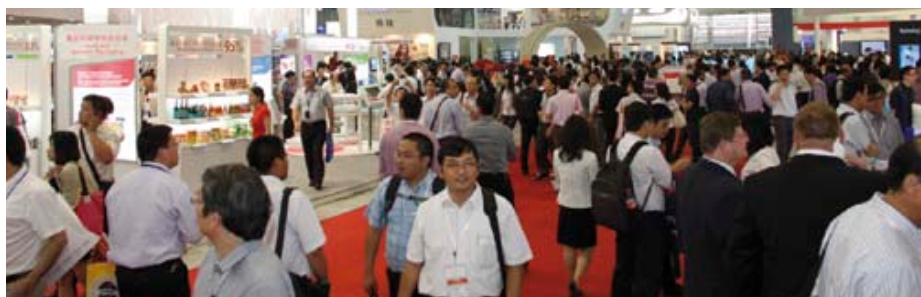


World's no. 2 and Asia's no. 1 plastics and rubber trade fair returns to Shanghai

Chinaplas 2012 with Rubber Machinery & Equipment Zone and ten other theme zones

Chinaplas 2012, the 26th International Exhibition on Plastics and Rubber Industries, will be held at Shanghai New International Expo Centre on 18–21 April 2012.



More than 100,000 visitors from all over the world are expected to attend Chinaplas 2012.

Ada Leung, Assistant General Manager of Chinaplas organisers **Adsale Exhibition Services Ltd.**, stated that soon after the start of exhibitor recruitment, many companies applied for their booth space, and according to her, the growth of show scale was surprisingly high. In addition to all 17 exhibition halls in the east, west, and north wings of the fair-ground, Adsale announced that it will also set up exhibition halls at the central square to expand the exhibition areas. With such expansion, Adsale expects the total exhibition area to hit a new record high of 200,000 m², which means an increase of 33.3 % over the last edition held in Shanghai in 2010.

The four day exhibition is expected to attract over 100,000 trade visitors from 140 countries. The organiser anticipates that over 2,600 exhibitors from 35 countries and regions plus 13 country/region pavilions from Austria, Canada, France, Germany, Italy, Japan, Korea, China, Taiwan, Thailand, Turkey, UK, and USA will gather in Shanghai to showcase their diversified chemicals and raw materials and over 2,500 sets of machines.

Special Rubber Machinery & Equipment Zone

As the re-launch of the Rubber Machinery & Equipment Zone at Chinaplas 2011 in Guangzhou received very good response,

Adsale decided to continue it in 2012. The area is expected to be twice as big as in 2011. Numerous exhibitors already have confirmed their participation, such as Tung Yu, Desma, Yang Ming, Double Elephant, Hengwei, Ningbo Chap, Shanghai Deren, and Yuyao Huacheng. Exhibits at the rubber zone will include rubber machinery and processing equipment, testing equipment, dies and moulds for rubber products, etc. A "Rubber Suppliers Guide" brochure, published by Adsale and Dr. Gupta Verlag will be tailor-made for visitors to facilitate their search.

Other theme zones are:

- Extrusion Machinery Zone
- Injection Moulding Machinery Zone
- Chemicals & Raw Materials Zone
- Plastic Packaging & Blow Moulding Machinery Zone
- Die & Mould Zone
- Auxiliary & Testing Equipment Zone
- Other Processing Machinery Zone
- Bioplastics Zone



- Semi-finished Products Zone
- Chinese Export Machinery & Materials Hall

The Future Zone

The so-called "Future Zone" will showcase innovative products combining advanced plastics and rubber technologies with forward-looking design insights. It comprises two parts: The "Nurturing Our Future" programme combines plastics and rubber applications, technology, and innovation that leads to the design of a "Future Car". The second part, the "Premium Design Gallery", will showcase a series of new designs of various plastic end products.

Several conferences will flank the show, among them the "4th International Seminar on Bioplastics Applications" from 18–19 April and "China Plastics in Automotive" on 17 April.

About Chinaplas

Chinaplas 2012 is organised by Adsale Exhibition Services Ltd. and co-organised by the China National Light Industry Council - China Plastics Processing Industry Association, China Plastics Machinery Industry Association, Messe Düsseldorf China Ltd., Shanghai Society of Plastics Industry and Beijing Yazhan Exhibition Services Ltd. The event is also supported by various plastics and rubber associations in China and abroad.

First introduced in 1983, the fair is China's only plastics and rubber trade show approved by UFI (The Global Association of the Exhibition Industry). Chinaplas has been exclusively sponsored by the European Association for Plastics and Rubber Machinery Manufacturers (EUROMAP) in China for the 23rd time. It is currently Asia's no. 1 and the world's no. 2 plastics and rubber trade fair.