



## Three strong trade fairs for the plastics industry

### Messe Düsseldorf steps up activities in interesting growth markets: interplastica Kazan, T-Plas and IRAN PLAST

In September 2017, export-oriented companies from the global plastics and rubber industry will be able to explore some interesting markets: **interplastica Kazan** in Tartastan, **T-Plas** in Bangkok and **IRAN PLAST** in Tehran will offer machine manufacturers, raw material producers and processors excellent opportunities for acquiring a new circle of customers. Messe Düsseldorf, organiser of the **K**, the global flagship fair for the plastics and rubber industry, will accompany its customers these trade fairs, which are part of the **Global Gate** product portfolio.

Based on the interplastica Moscow, which has emerged as the industry's leading trade show in Russia, the **interplastica Kazan** – International Trade Fair Plastics and Rubber in conjunction with Tatarstan Oil, Gas & Petrochemical Forum – was launched in the economic region of Kazan/Tatarstan in 2015. The autonomous Republic of Tartastan is one of the most widely industrialised and fastest growing regions of Russia. Thanks to the region's extensive oil and natural gas deposits, the government is currently able to invest substantial amounts in related industrial segments. The **interplastica Kazan** will take place from 6 until 8 September 2017; more than 200 exhibitors are expected.

Thailand's plastics processing industry is considered an important pillar of the country's economic development – a development that has been characterised by a steady increase of domestic demand for plastic products at an average annual growth rate of 3.3 %. Rated Thailand's top event for the industry, the **T-Plas** in Bangkok has a regional focus on the prosperous industrial region of Southeast Asia and as such has become a magnet not only for the processing industry but also for relevant consumer industries. According to the national industrial concept of "Thailand 4.0", the upcoming **T-Plas**,



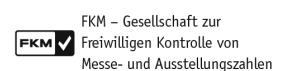
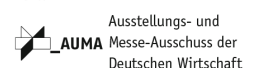
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which will take place from 20 until 23 September, will focus on six application segments that have been earmarked as areas with major potential for the future and therefore qualify for government funding: automotive, biopolymers, lifestyle, medicine and health care, E+E. About 300 exhibitors from 20 nations will present their products and solutions at **T-Plas**. Official exhibition partnerships registered come from China, Germany, Malaysia, Austria, Singapore and Taiwan. More than 8,000 visitors from the industry are expected at the Bangkok International Trade & Exhibition Centre (BITEC).

PACK PRINT INTERNATIONAL, 6th International Packaging and Printing Exhibition for Asia, will be hosted at the same time. In combination, these events offer exhibitors and visitors interesting synergies and a comprehensive overview of the dynamic and closely connected growth industries.

Only a short while later, Iran will shift into the focus of the international plastics and rubber industry. Iran, a country with a population of 75 million, has a solid oil and gas industry that accounts for more than 50% of the country's exports. There is a significant backlog demand in the investment goods sector, particularly for machines and lines. **IRAN PLAST**, hosted for the 11<sup>th</sup> time this year, has emerged as the most important specialist trade show in Iran. Established in 2015, the extensive partnership between the host, Iranian National Petrochemical Company NPC, and Messe Düsseldorf is still going strong.

The previous **IRAN PLAST**, which took place in April 2016, welcomed 920 exhibitors. This year's event, taking place from 24 until 27 September 2017 at Tehran's expo centre, will most likely experience a similar attendance. Interest from international exhibitors in this trade show has increased significantly, which is also evident in the fact that those exhibitors who work with Messe Düsseldorf alone come from 21 different countries and have booked a net exhibition space of over 2,800 square metres – almost 40% more than on the previous trade fair. The largest contingent, consisting of about 60 companies, comes from Germany, closely followed by Italy, Austria, France, Switzerland and Korea. Official national participants are Germany, Finland, France, Austria and Switzerland.



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With **Global Gate**, Messe Düsseldorf has pooled its global activities for the plastics and rubber industry in one brand name. The corresponding product portfolio benefits from the extensive expertise and experience Messe Düsseldorf gained as the organiser of the K flagship fair in Düsseldorf and many successful regional events. Operating from Düsseldorf, our international team is responsible for all trade shows included in the portfolio, and will be supported by subsidiaries and local agencies as well as regional partner associations and organisations. All ten trade shows of the **Global Gate** brand are professional communication platforms and perfect facilitators for moving into highly promising growth markets such as central and eastern Europe, the Middle East, North Africa, China, India and Southeast Asia. For more information, please visit [www.k-globalgate.com](http://www.k-globalgate.com)

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