



3rd International Trade Fair
Plastics and Rubber
6 – 8 September 2017
Kazan, Russia

interplastica

interplastica Kazan is a comprehensive approach to solving the industry tasks

From 6th to 8th September 2017 the Kazanskaya Yarmarka (Kazan Fair) exhibition centre hosted the Tatarstan Oil, Gas and Petrochemicals Forum with the support of the President of the Republic of Tatarstan. This year the event was arranged to coincide with the 50th anniversary of PJSC Nizhnekamskneftekhim.

interplastica Kazan 2017, 3rd International Trade Fair, was held as part of the Forum. For the first time ever the fair took place in separate pavilion No 3 in the Kazanskaya Yarmarka exhibition centre grounds. The exposition area amounted to **550 sq. m.**

According to tradition, the event was the centre of attraction for representatives of line ministries, government departments, regional administrations, industry-specific public associations, specialists of major production enterprises, representatives of small and medium-sized businesses, associations, research institutes, institutions of higher education, as well as mass media.

221 companies from 45 cities of Russia and 7 countries of the world (Austria, Belarus, Germany, China, Poland, Taiwan, and South Korea) presented their products. **The event was attended by 8,467 specialists.** State-of-the-art innovation technologies and equipment, recent developments of Russian and overseas companies were represented at one venue.

An eventful business programme had been prepared for the participants and visitors. Thus, pavilion 3 hosted the international workshop named 'Additive technologies: equipment, materials, applications', and the 'Tatarstan's Plastics: Science, Innovations, Production' workshop.

According to the feedback received from participants, interplastica Kazan was much more effective than expected. The fair stood out for its exhibitors' unfailingly serious approach to the Russian market, abundance of innovations and timeliness of selected topics.

Thus, JSW (Japan Steel Works) Japanese electric die casting machine capable of turning petroleum derivatives/polymers into a light-emitting-diode lamp lens in 1.5 minutes for the first time ever was demonstrated in operation at interplastica in Kazan.

'For the third year running **OLDENG** has participated with its own stand at interplastica in Kazan. The participation was reasonably successful for us. At our stand we demonstrated the following technologies: plastics injection moulding by a die-casting machine and PET casting and blowing on one machine. Besides, we introduced an injection moulding machine with a locking force of 120 tonnes. Within the scope of the event the equipment was sold and delivered to a company in Cheboksary. In my opinion, the company specialists have done colossal work at the fair maintaining



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existing and looking for new business contacts’, stated Anastasiya Yampolskaya, Technical Engineering Manager, OLDENG.

‘**Albis Plastic** participates in interplastica Kazan with a stand for the third year. Our main objective was to meet clients from Tatarstan and the entire Volga Region.

To my mind, our participation was a success. We managed to conduct negotiations with our customers. We were able to discuss current issues, technical problems, and new projects. The fair took place at a good time. All have returned from holidays, therefore this was a great opportunity to solve pressing issues and next time meet at interplastica Moscow in January. Specialists who for whatever reason cannot make it to interplastica in Moscow come to Kazan. Hence, the fair in Kazan somewhat complements the Moscow interplastica. As for the fair results, we have already received first order from new customers’, stated Yuri Serzhantov, Managing Director, Albis Plastic.

‘**Gabriel-Chemie Russia** takes part in interplastica Kazan for the second time. The main purpose of participation is to attract new potential customers and is also another opportunity to meet long-standing partners both in the Republic of Tatarstan and beyond its borders. Moreover, at interplastica Kazan we have an annual unique opportunity to be the first out of our nine subdivisions in Europe to present innovative solutions in the field of colour – customarily this is Colour Vision, our annually updated catalogue, which is made by experts for experts from year to year.

To my mind, participation in the fair was fruitful for Gabriel-Chemie Russia. We have acquired many new and interesting projects, managed to discuss and solve running tasks with our long-standing partners. I suppose, for us the main component of successful participation is getting acquainted and holding meetings with leading specialists in plastics processing both in Russia, and overseas’, stated Victoria Tsvetkova, Internal Sales Manager, Gabriel-Chemie Russia.

This year, apart from regular exhibitors, there were new market players participating in the fair work, who represented machinery and equipment for producing and processing synthetic materials and rubber, articles made of polymer materials, and additive manufacturing.

Thus, for the first time ever **3D Vision Company Limited** had a stand at interplastica Kazan. ‘In 2017 a special project, 3D fab + print Russia, was unveiled as part of interplastica dedicated to 3D-printing additive technologies in industry. 3D Vision Company Limited in collaboration with Solver took part therein. The decision to have a stand in Kazan was made spontaneously. Our main objective is to demonstrate the company's capabilities to the participants and visitors of the fair.

At the fair we demonstrated work results in various additive manufacturing technologies, gave everyone interested details of use, areas of application, consulted on purchasing 3d equipment and selected the optimum alternative for whichever area of activities or task.

Thus far it is rather difficult to estimate efficiency, but we can say that we have been approached by a great number of companies and private individuals. The majority of those interested made telephone



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or e-mail enquiries. Over the duration of the fair we have recorded a nearly twofold increase in requests for rendering services in the field of additive technologies. Moreover, the number of queries related to purchasing 3D equipment has increased by 40%', commented Ilya Vinogradov, head of services department, 3D Vision Company Limited.

In 2017 **Europolymer-Trading** took part in interplastica Kazan for the first time. The basic motive for us was the possibility of expansion into new regions. Kazan is a strategically important direction for the company's development.

At the fair Europolymer-Trading presented own produced chalk compounds (Ramoy trademark), as well as peripheral equipment (chillers) made by Daylong and Topstar.

Over the three days of the fair we have had about fifty business meetings at our stand. Particularly I would like to point out that the event has not only been attended by representatives from Kazan, but also residents of Naberezhnye Chelny, Perm, and Central Russia.

An obvious positive side was introduction of Expodat, a new electronic visitor recording system, which put in a strong performance and gave the opportunity to receive a full database of visitors to the stand', said Valeria Zenkina, marketing specialist, Europolymer-Trading.

Cybertech took part in interplastica Kazan for the first time. For us the main objective of participation in the fair is looking for new contacts in the Republic of Tatarstan and, of course, product advertising. In my opinion, participation in interplastica Kazan was a success for Cybertech and now we have a good database to be thoroughly worked on', commented Yevgenia Leontyeva, regional representative, Cybertech LTD.

The next interplastica Kazan will take place in 2018. For more detailed information on the fair call us on + 7 (495) 9559199 or see website: interplastica.ru

Best wishes,
interplastica Kazan fair project team