

# Post Show Report

## May 2010

# PLASTEX 2010

The 12<sup>th</sup> International African - Arabian Exhibition for Plastic Industries

## PLASTEX 2010

### Sustained Success in Attendance, Exhibits and Business Deals

Organized by:



ACG-ITF, organizers of **PLASTEX** exhibition announced that **598** industry professionals attended the tradeshow's four-day run in Cairo International Fair Ground, May 13-16 .

For the 12<sup>th</sup> version, **PLASTEX 2010**, the No.1 event in the Middle East and North Africa (MENA) region was overflowing with new machinery & technologies and successfully attracted top executives, retail buyers, factory owners, venture capitalists, engineers, government officials and media from all over the MENA region," said Ahmed Mostafa, Project Manager of **PLASTEX 2010**. "PLASTEX 2010 is also a must-attend regional event as evidenced by our more than **27,235** attendees."



achinery purchases and partnerships within their organizations.

Supported by:



غرفة الصناعات الكيماوية

Chamber of Chemical Industries



شعبة صناعة البلاستيك

Federation of Egyptian Industries



Egyptian Plastic Exporters & Manufacturers Association

598 global companies unveiled new technology & machinery across **25,000** square meter of exhibit space. In addition **27235** attendees from **31** regional countries helped increase regional attendance at **PLASTEX 2010** by about **10%** percent over last version. The top ten countries represented at **PLASTEX 2010** are Italy, India, Germany, United Kingdom, China, Qatar, Taiwan, Korea, Turkey, Saudi Arabia & Pakistan.

**EGYPLAST**, the sub-event for Egyptian plastic products exporters and manufacturers continued for the third successful version to conclude multi-million USD exporting deals and proved to be one of the most important activities added to **PLASTEX** recently.

**PLASTEX 2011** is scheduled to run November 24-27 at the new venue Cairo International Convention & Exhibition Centre at Nasr City, Cairo, Egypt.

Senior-level executives and business decision makers succeeded to conduct business at **PLASTEX 2010**. More than one third of all attendees are the final decision makers when it comes to new ma-

## Show profile

Number of years show has run : 17 years (12<sup>th</sup> Edition)

Floor space occupied : 26,500 sqm

### Highlights

- 84% of Exhibitors stated that expectations for future sales were met or surpassed
- 51%of visitors confirmed an order whilst at the show
- Exhibitors took an average of 9 orders/exhibitor at the show

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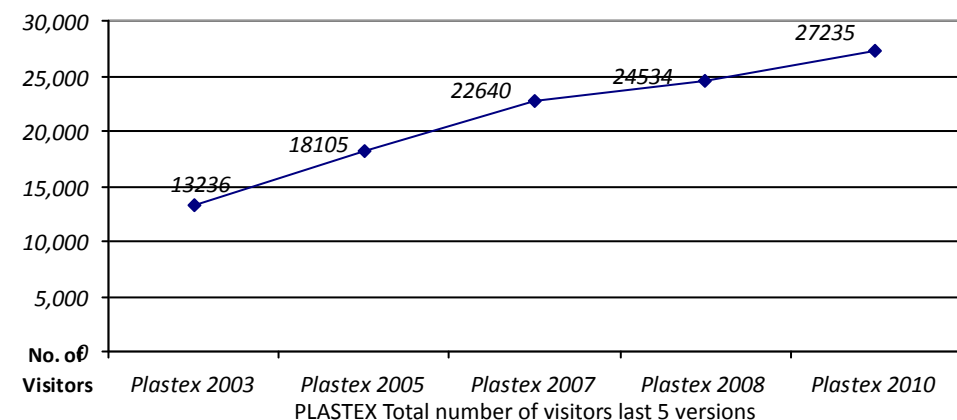
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### Exhibitors

|                              |     |
|------------------------------|-----|
| Total number of exhibitors : | 598 |
| Local exhibitors :           | 177 |
| Foreign exhibitors :         | 421 |

### Visitors

|                           |        |
|---------------------------|--------|
| Total number of visitors: | 27,235 |
| Number of trade visitors: | 23,271 |
| Local trade visitors:     | 20,819 |



**ORGANIZERS:**

ACG-ITF ...Direct Global Interaction

Since 1986, ACG-ITF entered the market with a clear vision, "The Power of Trade Fairs"

Since the foundation, ACG-ITF has skillfully taken exhibitions to a new level by increasing service solutions, introducing trends and maximizing on the regions opportunities. Now capturing 47% of the international exhibitors market share in Egypt, ACG-ITF is a corporate force setting the foundation and optimizing the regions economically driven resources through direct global interaction. ACG-ITF operates through a vast network of offices and agents worldwide covering 5 major industry sectors. ACG-ITF offers service lines from travel services to branding, sponsorship, imaging, structure designs & construction, mailing & data services.

As Cairo becomes more and more a hot spot for large exhibitions and trade fairs, ACG-ITF has seen great changes in quality & numbers of trade visitors.

The strength lies in the experience gained since 1986, while studying market behavior and building the foundation for what is now, a powerful & extensive database of the core clients in industries ranging from Automotive, Plastics, Petrochemicals, Medical, Textiles, Gold & Jewelry, Printing, Packaging, Real Estate, Furniture, etc...

While Egypt is optimizing the entire exhibitions industry through facilities & services to meet the growing demand for specialized trade shows, the economically driven industry is paving way for a full scale growth. ACG-ITF has been moving ahead of the industry drive, drawing thousands of international exhibitors and millions of regional trade visitors, the foundation of trade is solid. ACG-ITF : The number 1 trade fair organizers in Egypt & North Africa

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**Ahmed Ghozzi**  
Chairman & C.E.O.

**Ahmed Mostafa**  
Project Manager

**Rabab Ahmed**  
International Sales Manager

**VIP's and Supporting Agencies / Organizations****Inaugurated by:**

**Dr. Ahmed Gowaily,**

Secretary General of the Council of Arab Economic Union.

**Mr. Waleed Helal,**

Chairman of the Chemicals & Fertilizers Export Council.

**Mr. Hamed Mousa,**

President of the Division of Plastics, Federation of Egyptian Industries (FEI).

**Under the Auspices of:**

- Ministry of Trade & Industry
- Council of Arab Economic Union
- Chamber of Chemical Industries.
- Federation of Egyptian Industries- Division of Plastic Industries.
- Egyptian Plastic Exporters and Manufactures Association (EPEMA)
- Chemicals & Fertilizers Export Council.

**Official Carrier :**

- Lufthanza

**Exhibit Profile****1-Machinery & equipment for the plastics industries**

- Machines & equipment for processing and recycling
- Machinery and plant for processing
- Post processing machines
- Machinery and plant finishing, decorating, printing and marking.
- Welding machines
- Moulds and dies
- Ancillary equipment
- Measuring, closed loop control and test equipment
- Parts and components

**2-Raw materials, auxiliaries**

- Thermoplastics
- Thermoplastics elastomers
- Coating compounds
- Foams and intermediaries
- Synthetic fibers, bristles, tapes
- Adhesives and glues
- Paint resins
- Additives
- Fillers
- Reinforcing fibers, - materials
- Starting materials, intermediate, polymerization auxiliaries

**3-Semi- finished products****4-Technical parts****5-Reinforced plastics****6-Services for the plastics industries**

- Computer software services
- Professional literature
- Trade associations
- Leasing
- Subcontracting
- Science and consulting

**About PLASTEX 2010:**

PLASTEX is the Middle East and North Africa's premier exhibition for Plastics, Chemicals Machinery & Products. Running for its eleventh version, the show has been significantly growing in strength since its launch in 1993. Leading multinational companies with products ranging from chemicals, raw material, and resins to moulds and shaping machinery are provided access to the enormous market of the region. More than 489 companies participated at the show from 31 countries.

**Exhibitors View of Exhibition****Reasons for Exhibiting**

The two main reasons for exhibiting were to:

71% Establish new business contacts

55% Establish presence in a new market

**Other Reasons**

|                            |     |
|----------------------------|-----|
| Look for local agent       | 53% |
| Sell in short term         | 21% |
| Support local agent/client | 64% |
| Monitor competitors        | 56% |

**Success of Exhibiting**

**86%** of the exhibitors stated that they met their overall objectives.

**73%** stated that they met or surpassed their objectives in terms of short & long term sales.

**72%** had met or surpassed their overall objectives in terms of establishing contacts for future sales.

**88%** of exhibitors stated that the quantity of visitors met or surpassed their expectations.

## Visitors view of the exhibition

### Purchasing Power:

**78%** of registered visitors are directly involved in purchasing products & services displayed at the show.

**61%** of registered visitors claim to be prime decision makers.

**79%** of visitors expected to do business with current suppliers during the show.

**33%** of visitors expected to do business with new suppliers during the show.

### Other Actions Taken:

|                        |     |
|------------------------|-----|
| Decide on new supplier | 25% |
| Ask for quote/spec     | 30% |
| Confirm an order       | 33% |
| Take away literature   | 18% |
| Request sales visit    | 62% |

**85%** of visitors stated that they would keep and use the show catalogue

## Marketing

The MENA region is a promising platform for many key industries over which the plastics industry is crowned. One of the most important advantages of PLASTEX is that it will be held in Egypt, the gateway to the MENA region. The geographical location of Egypt is strategic for trade, as Egypt is the hub between the Middle East, North Africa and Mediterranean Europe. In Egypt, there are 1276 factories with total market volume of US \$ 4.5 billions and total investments reaching about US \$ 6 billions. Egypt consumed plastic materials and resins worth nearly US \$1.7 billion. Demand is expected to grow at 10% annually for the next three years.

### PLASTEX, the Platform of Regional Plastic Industry:

PLASTEX, held every 18 months, is considered the platform for decision makers working in the field of plastics industries, PLASTEX has become the gateway to the Middle East and African markets.

### EGYPLAST Co-Located with PLASTEX:

EGYPLAST was first launched in 2007 and due to its overwhelming success the organizers decided to hold the show again. EGYPLAST again proved to be a successful event for the second time achieving even more success. In 2010, EGYPLAST gives end product manufactures the chance to come together with new machinery technologies presented in PLASTEX 2010.

## Visitors Country Analysis

*Visitors came from 15 countries. 12% of registered visitors came from outside Egypt, 21% had never visited PLASTEX before, 79% traveled to Cairo for the sole purpose of attending PLASTEX, while 88% intend to return next year.*

| Country      | Percent |
|--------------|---------|
| Bahrain      | 0.1 %   |
| Egypt        | 88.2%   |
| Italy        | 0.2%    |
| Jordan       | 0.5%    |
| Kuwait       | 0.4 %   |
| Lebanon      | 0.3%    |
| Libya        | 3.2 %   |
| Morocco      | 1.1 %   |
| Qatar        | 1.0 %   |
| Saudi Arabia | 1.5 %   |
| Sudan        | 2.4%    |
| Syria        | 0.4 %   |
| Tunisia      | 0.2 %   |
| UAE          | 0.4 %   |
| Yemen        | 0.1 %   |

## Exhibitors Country Analysis

*598 Exhibitors from 31 countries, of which 86.1% were international exhibitors and 13.9% were local exhibitors. Signing agency contracts, direct selling and market monitoring were the main reasons for exhibiting at PLASTEX 2010*

| Country      | Percent |
|--------------|---------|
| AUSTRALIA    | 0.2%    |
| AUSTRIA      | 1.0%    |
| BELGIUM      | 0.2%    |
| BRAZIL       | 1.2%    |
| CANADA       | 0.2%    |
| CHINA        | 26.8%   |
| DENMARK      | 1.0%    |
| EGYPT        | 14.9%   |
| FRANCE       | 0.8%    |
| GERMANY      | 6.7%    |
| GREECE       | 0.2%    |
| HUNGARY      | 0.2%    |
| INDIA        | 3.9%    |
| ITALY        | 12.1%   |
| JAPAN        | 0.2%    |
| KOREA        | 1.2%    |
| NETHERLANDS  | 0.8%    |
| PAKISTAN     | 0.2%    |
| QATAR        | 0.2%    |
| SAUDI ARABIA | 0.6%    |
| SINGAPORE    | 0.4%    |
| SPAIN        | 0.2%    |
| SWEDEN       | 0.2%    |
| SWITZERLAND  | 1.0%    |
| TAIWAN       | 18.6%   |
| THAILAND     | 0.2%    |
| TURKEY       | 2.9%    |
| U.K.         | 1.2%    |
| UAE          | 0.4%    |
| USA          | 2.0%    |



## Visitors' Profile

### By Industry :

- Mechanical Engineering
- Electrical & Electronics Engineering
- Telecommunications
- Building & Construction
- Food
- Textiles & Fabrics
- Medical & Healthcare
- Household
- Furniture
- Leisure Goods
- Chemicals
- Plastic

### By Business Type :

- Producers/Manufacturers
- Retailers
- Wholesalers
- Designers
- Traders/Importers/Distributors
- Exporters
- Equipment Suppliers
- Raw Material Suppliers
- Consultants
- Engineers
- Research & Development
- Packaging & Labeling
- Software Developers
- Government & Embassy Officials
- Institutes/Universities/Associations
- Media/Advertising



### PLASTEX 2010 visitor promotion:

An integrated visitor promotion campaign was launched in the MENA region with focus on the local market to ensure the overwhelming success of the PLASTEX 2010. The massive promotional campaign targeted both regional and local trade visitors. It included outdoor mega banners, radio & TV spots, newspaper & magazine, PR campaigns and many other promotional activities all over the MENA region.

#### A ) Outdoors:

- From May 2<sup>nd</sup> till May 16<sup>th</sup>, 2010 Mega Billboards at the leading highways in Cairo:

- Mehwar Bridge
- 6<sup>th</sup> of October Bridge
- Moneeb Bridge, Ring Road

#### B ) Radio Spots:

All day round comprehensive ad spots targeting prime times at the most-listened and popular radio station **Nogom FM** during exhibition week.

#### C ) TV Spots:

Spot ads at the most popular TV satellite channels during the most viewed public programs during the exhibition week.

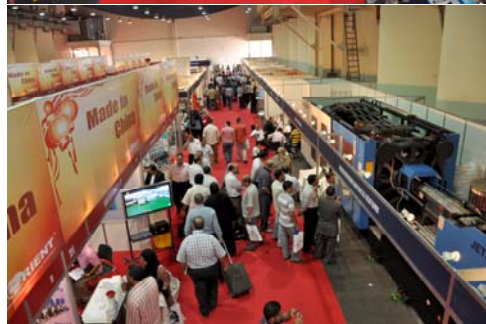
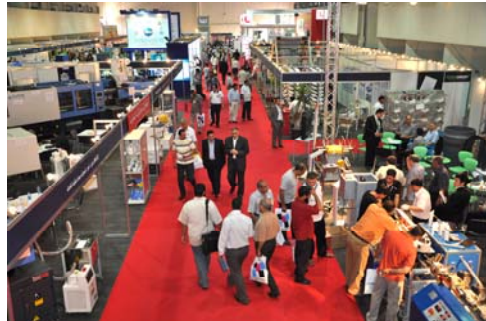
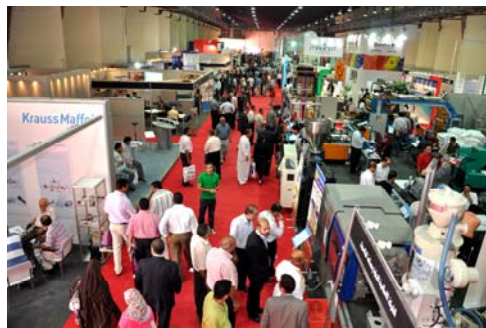
#### D) Publications Campaign:

Continuous campaigns to trade publications and newspapers was launched through the following Pan-ME media channels:

- Ads, press releases and news spots at the following regional & international trade Magazines:
  - Plastech International, **ME Trade Magazine**
  - Alroya Aleqtissadiya , **UAE**
  - AP Plastics Magazine, **International**
  - Machinery 007, **International**
  - Middle Eastern Plastics, **ME Trade Magazine**
  - Textil Dunyasi, **Turkey**
  - Macplas International, **International**
  - EPPM, **International**
  - CPRJ, **International**
  - Int'l Plastics News-ME, **ME Trade Magazine**
- Ads, press releases and news spots at the following regional & international newspapers:
  - Akhbar El Yom, **Pan-ME**
  - Al Ahram, **Pan-ME**
  - Al Alam El Yom, **Pan-ME**
  - Al Watan, Qatar
  - Al Wasat, **Kuwait**
  - Al Gomhouria, **Egypt**
  - Al Wahda, **UAE**
  - Al Masry El Yom, Egypt
  - Al Qabas, **Kuwait**
  - Al Souk Al Arabia, Egypt
  - Alam Al Mal, Egypt
  - Gulf Press, **Pan-Gulf**
  - Al Youm, KSA
- Press Releases at the following ONLINE porters & news websites:
 

|               |                       |
|---------------|-----------------------|
| AME Info      | MENA Financial News   |
| Arab Wide Web | Media Eye Middle East |
| UAE Connector | Zawya                 |
| Eye of Dubai  | UAE Today             |
| Gulf Press    | Middle East Events    |
| Trade Arabia  | Al Bawaba             |
| Maktoob News  | Ziomal                |

### Scenes from PLASTEX 2010



See You in  
**PLASTEX 2011**