

Post-Show Report

The No. **1** International
Exhibition for Plastic Industries in
the MENA Region

PLASTEX 2016

Making Real Business

plastex-online.com



Organized by:



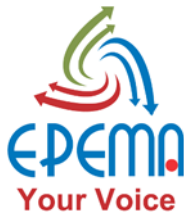
Supported by:



Chamber of Chemical Industries



Division of Plastics Industries



Egyptian Plastic Exporters & Manufacturers



Highlights

- 96% of Exhibitors stated that expectations for future sales were met or surpassed
- 72% of visitors confirmed an order whilst at the show
- Exhibitors took an average of 18 orders/exhibitor at the show

Contents of this report :

Overview	1
Show profile	1
VIP'S & supporting agencies	2
Exhibitor & visitor research	2
Visitor/Exhibitor country analysis	3
Visitors areas of interest	3
Visitor promotion	4
Exhibitors quotes	4

PLASTEX 15th Achieved Overwhelming Success

There can be no doubt that PLASTEX is the No.1 event for the plastics industries in the MENA region. Strategic contacts and business opportunities were the key factors that induced 401 exhibitors of the plastics industries, from 28 countries, participate at **PLASTEX 2016**, the 15th International African Arabian exhibition for plastics industries held from 14 – 17 January, 2016 at Cairo International Convention and Exhibition Centre.

Qualified visitors, consisting mainly of factory owners and partners, technicians and engineers, managers, salespersons, trade professionals from the Middle East and Africa, among others flooded from the early morning of day 1 of the show. This version of the show achieved overwhelming success with 50% increase in number of visitors that reached 29,653. Among the principal motives that lead these professionals to visit the event were to see the industry's new products and trends, meet the current trade partners/suppliers and maintain contact with colleagues, find new suppliers and meet international buyers.

"PLASTEX proved to be the platform for manufacturers and suppliers worldwide to reach buyers and sellers from Egypt (the largest regional industrial base) and the surrounding countries of the MENA region. The show helped to exchange market information, learn the latest innovations, gain views of experts and make direct business contacts within the plastic industries", said Ahmed Mostafa,

PLASTEX Project Manager.

The exhibition brought together major players and experts in the industrial sector and featured live demonstration and latest technology displays. According to Dr. Khaled Aboul Makarem, Chairman of the Chemical & Fertilizers Export Council: "trade and official associations are optimistic about the development of the plastics industry and its application. During **PLASTEX 2016**, the industry showed signs of recovery and development. Whether big or small, companies and factories are ready to discover solutions to enhance their competitiveness".

By a pretty volume of positive business activities and before the show was closing its gates, many exhibitors confirmed participation at the next version of the show that is going to be held at the second half of 2017.



Show profile

Number of years show has run : 23 years (15th Edition)

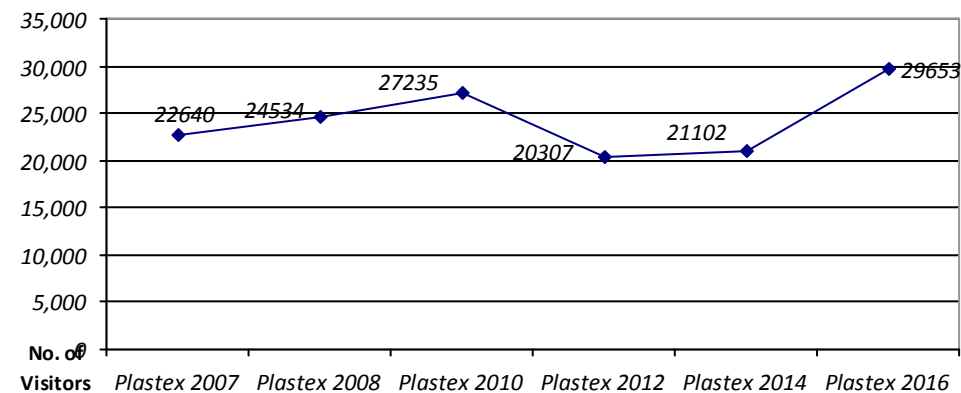
Floor space occupied : 17,000 sqm

Exhibitors

Total number of exhibitors :	307
Local exhibitors :	72
Foreign exhibitors :	235

Visitors

Total number of visitors:	29,653
Number of trade visitors:	18,612
Local trade visitors:	11,041



PLASTEX Total number of visitors last 6 versions

**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

ACG-ITF S.A.E.

Address: 41, St. No.269
New Maadi, Cairo, Egypt
Postal Code: 11435
Tel: +20-2-275 38 401
Fax: +20-2-275 38 323
E-mail: info@acg-itf.com
Website: www.acg-itf.com

Personnel

Ahmed Ghozzi
Chairman & C.E.O.

Ahmed Mostafa
Project Manager

Rabab Ahmed
International Sales Manager

Supporting Agencies / Organizations**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.

Media Partners :

- Al Alam Alyoum Newspaper
- Al Mal Newspaper
- Alam Almal Newspaper
- Al Borsa Newspaper
- Amwal Al Ghad Magazine
- Plastech Middle East & North Africa Magazine

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 2016:

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 401 companies participated at the show from 28 countries.

Exhibitors View of Exhibition**Reasons for Exhibiting**

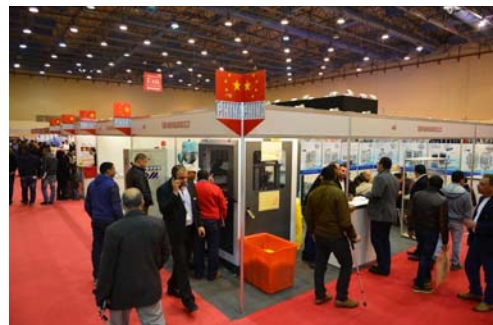
The two main reasons for exhibiting were to:

95% Establish new business contacts

61% Establish presence in a new market

Other Reasons

Look for local agent 37%

**Success of Exhibiting**

89% of the exhibitors stated that they met their overall objectives.

91% stated that they met or surpassed their objectives in terms of short & long term sales.

83% had met or surpassed their overall objectives in terms of establishing contacts for future sales.

92% of exhibitors stated that the quantity of visitors met or surpassed their expectations.

Visitors' view of the exhibition

Purchasing Power:

79% of registered visitors are directly involved in purchasing products & services displayed at the show.
66% of registered visitors claim to be prime decision makers.
80% 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	27%
Ask for quote/spec	39%
Confirm an order	40%
Take away literature	17%
Request sales visit	67%

Visitors Country Analysis

Visitors came from 24 countries. 11.2% of registered visitors came from outside Egypt, 19% had never visited PLASTEX before, 83% of foreign visitors traveled to Cairo for the sole purpose of attending PLASTEX, while 93% intend to return next

Country	Percent
Albania	0.01%
Algeria	0.04%
China	1.50%
Cyprus	0.05%
Egypt	88.80%
Ethiopia	0.10%
France	0.10%
Greece	0.02%
Iraq	0.20%
Italy	0.20%
Jordan	0.30%
Kenya	0.10%
Kuwait	0.40%
Lebanon	0.20%
Libya	0.10%
Oman	0.05%
Qatar	0.10%
Saudi Arabia	3.20%
Sudan	2.10%
Syria	0.20%
Tunisia	0.03%
Turkey	2.00%
UAE	0.10%
Uganda	0.10%

Exhibitors Country Analysis

410 Exhibitors from 28 countries, of which 85.82% were international exhibitors and 14.18% were local exhibitors. Signing agency contracts, direct selling and market monitoring were the main reasons for exhibiting at PLASTEX 2016

Country	Percent
AUSTRIA	2.55%
BELGIUM	0.36%
CANADA	0.36%
CHINA	34.91%
CYPRUS	0.36%
DENMARK	0.73%
EGYPT	14.18%
ENGLAND	0.36%
FRANCE	1.09%
GERMANY	8.73%
GREECE	0.36%
HONG KONG	1.45%
INDIA	2.55%
ITALY	11.64%
JAPAN	0.73%
KOREA	0.73%
NETHERLANDS	0.36%
RUSSIA	0.36%
SPAIN	1.82%
SWITZERLAND	1.09%
TAIWAN	8.36%
THAILAND	0.36%
TUNISIA	0.36%
TURKEY	3.27%
UAE	0.36%
U.K.	1.09%
UKRAINE	0.36%
USA	1.09%

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 1750 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 as usual proved to be a successful event for the sixth time achieving even more success. In 2016, EGYPLAST gives end product manufacturers the chance to come together with new machinery technologies presented in PLASTEX 2016.



Visitors' Profile

By Industry :

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

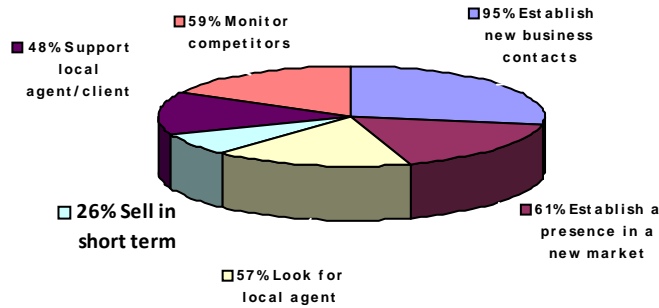
By Business Type :

- 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

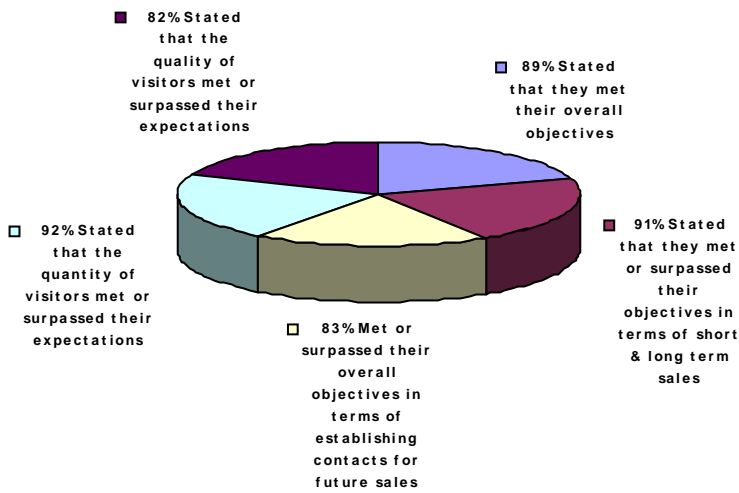
Exhibitors' Survey

Scenes from PLASTEX 2016

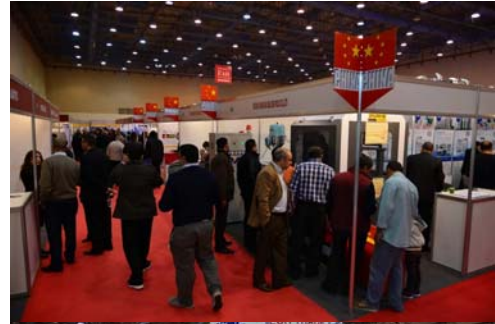
Reasons for Exhibiting *



Success of Exhibiting *

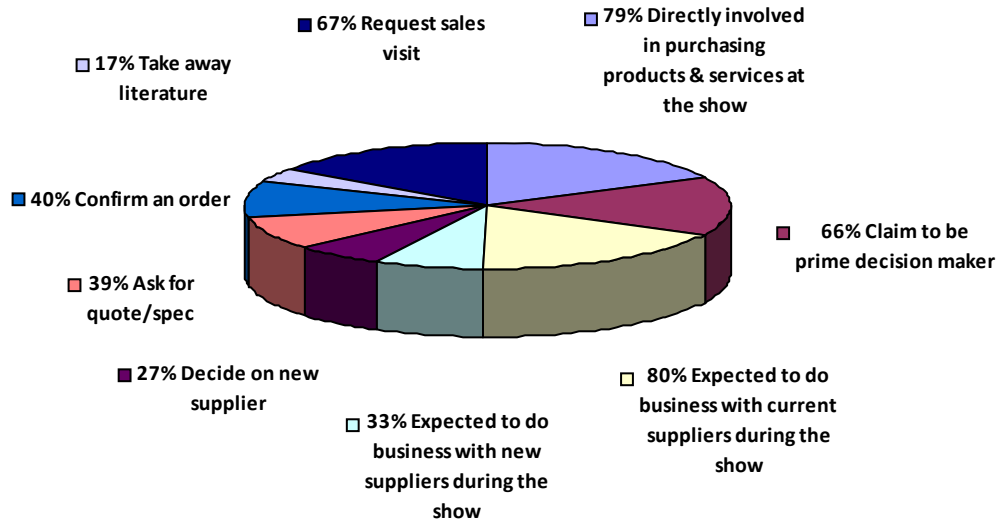


* Results are based on a multiple choice survey.

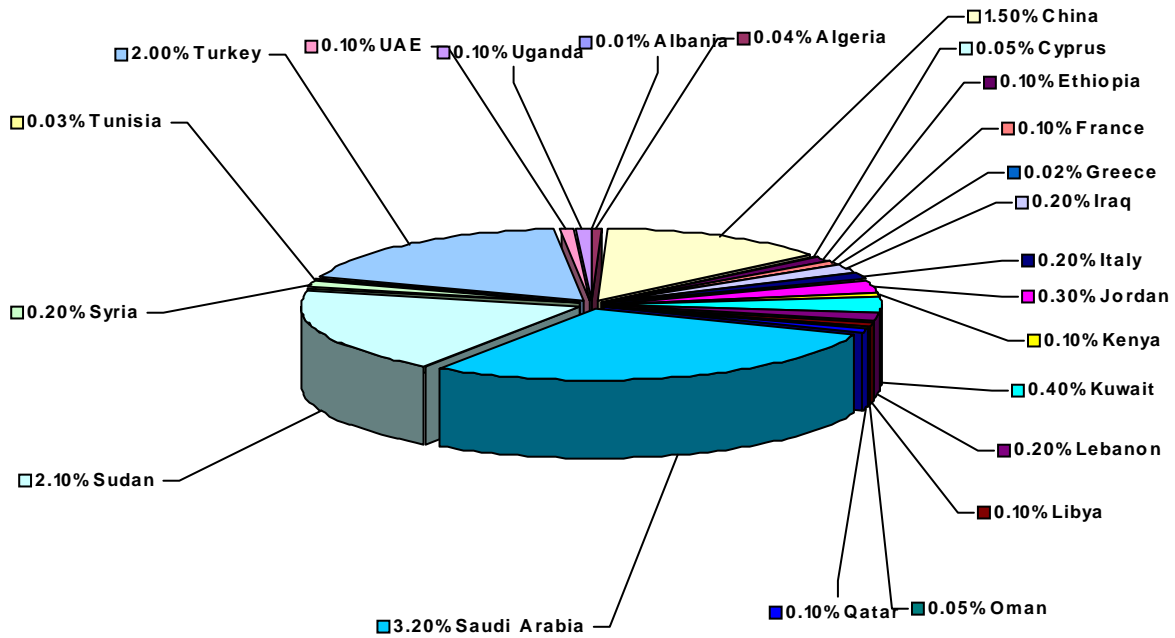


Visitors' Survey

Visitors View of the Exhibition *



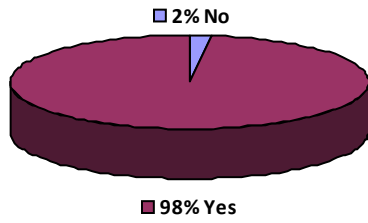
Foreign Visitors Country Analysis



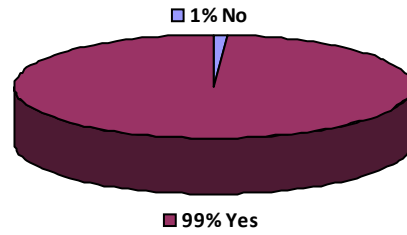
* Results are based on a multiple choice survey.

Visitors' Survey (cont.)

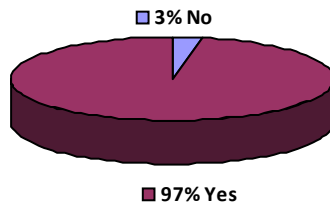
Have the exhibitors met your expectations?



Would you visit PLASTEX 2017 ?



Has the exhibition met your expectations?



See you at....

PLASTEX 2018

plastex-online.com

Organized by



41, St., No.269 - New Maadi,
Cairo, Egypt
TEL : +20-2-275 38 401
FAX: +20-2-275 38 323
info@acg-ift.com
www.acg-ift.com



شعبة صناعة البلاستيك

Supported by:

Chemical
& Fertilizers Export Council
الجلسة التصديرية للمنتجات الكيماوية والأسمدة



Official Newspaper



Media Partners



Official Compressors

