

**Presse**

**Press**

**2012: Plastics trade fairs in Russia and India offer excellent opportunities for export-oriented companies**

**All the signs are pointing to success for PLASTINDIA and INTERPLASTICA – great demand among exhibitors from around the world**

Right at the beginning of 2012, there are two trade fairs marked in the calendar of the international plastics and rubber industry, which are already meeting with great interest. INTERPLASTICA, which takes place from 24 to 27 January in Moscow, is regarded as the leading platform for plastic and rubber technology in Russia; PLASTINDIA, which is held between 1 and 6 February in New Delhi, is the sector's most important trade fair on the Indian subcontinent. Both events are recording a vigorous demand for exhibition space, as machine and plant manufacturers, raw material producers, and plastic and rubber processors from around the world register to present their innovations in two very promising markets.

The consumption of plastic in Russia still holds considerable potential for growth. Above all in the areas of packaging and medical technology, production capacities are being expanded and modernised across the country. The backlog demand in the construction and infrastructure sector is immense, and it is just as great in the consumer goods sector.

For many years now, export-oriented exhibitors have appreciated INTERPLASTICA as the place to meet top decision-makers from the Russian plastics and rubber industry. Specialists from every part of the Russian Federation come to Moscow to find out about the latest technologies and the high-quality product range of the international suppliers. For the 15th event on the Expocentre fairgrounds, the trade fair will be on top form: The organisers Messe Düsseldorf and its subsidiary OOO Messe Düsseldorf Moscow are recording stable registration numbers from Russia and a growing demand for exhibition

space on the part of international companies. Altogether, companies from about 30 countries will be presenting their products and services. Once again, the highest number of non-Russian participants originates in Germany and Italy, however Austria, France, Portugal and China are also well represented. The presentation by the exhibitors will be complemented by a one-day seminar for professional visitors, which deals with the current trends in the industry.

The positive synergies with UPAKOVKA, Russia's leading trade fair for the packaging industry, have been demonstrated over many years now. Altogether more than 800 exhibitors are expected to attend the trade fair duo. The two events will occupy a net exhibition space of more than 16,000 square metres.

According to the experts, India will have risen to third place in plastic consumption within a few years – it will already be at 15 million tonnes in 2015. Growth in the processing sector will be equally dynamic – while the number of machines used for plastic and rubber processing was at 69,000 in 2009, it should already be at 150,000 by 2020. The hub of this promising market is PLASTINDIA, which takes place from 1 to 6 February 2012 on the Pragati Maidan fairgrounds in New Delhi. In 2009 the trade fair was visited by 130,000 professional visitors, who saw the presentations of around 1,500 exhibitors. Together with their long-standing partner, the Plastindia Foundation, Messe Düsseldorf expects PLASTINDIA to be completely sold-out. The professional visitors from India can look forward to impressive exhibitions, with many demonstrations of running machines. The European countries with especially strong representation include Belgium, Germany, France, the UK, Italy, the Netherlands, Austria, and Switzerland. In addition, a joint presentation from Turkey will be premiered. Canada and the US are also providing many exhibitors, who are hoping to take advantage of the opportunities in the Indian market.

Further information on INTERPLASTICA 2012 is available from Messe Düsseldorf, Mr Stefan Koschke, KoschkeS@messe-duesseldorf.de, Tel. +49 (0)211/45 60-7768, and on PLASTINDIA 2012, from Ms. Gabriele Schreiber, SchreiberG@messe-duesseldorf.de, Tel. +49 (0)211/4560-7762, as well as on the Internet at [www.interplastica.de](http://www.interplastica.de) and [www.plastindia.org](http://www.plastindia.org).

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