



Messe Düsseldorf's team for the INTERPLASTICA 2011

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Give us a call.
We'd be delighted to help you!



INTERPLASTICA 2012

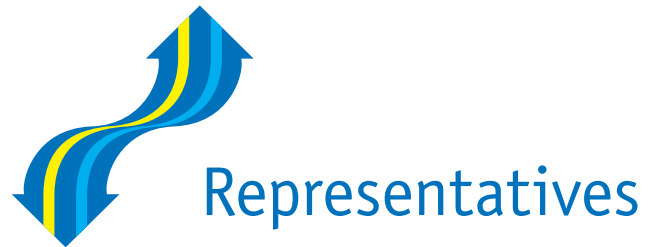
15th International Trade Fair
Plastics and Rubber
24-27 January 2012
Moscow/Russia

Exhibition centre EXPOCENTRE
at Krasnaya Presnya

www.interplastica.de

Invitation
to exhibitors

check in



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INTERPLASTICA

2012



15th International Trade Fair Plastics and Rubber

24-27 January 2012 Moscow/Russia

Exhibition centre EXPOCENTRE at Krasnaya Presnya

www.interplastica.de

Held in conjunction with:

UPAKOVKA/ UPAK ITALIA 2012



Make use of excellent opportunities to gain new customers at the 15th INTERPLASTICA in Moscow – the No. 1 address in the Russian World of Plastics & Rubber.

Benefit from the good developments that are currently speeding up the chemical, plastics and rubber industries, in particular.

24–27 January 2012 will be the time of the 15th INTERPLASTICA, the biggest event of the industry in this region.

It is a trade fair where you can intensify existing contacts and gain new, attractive customers.



The timing and the general conditions are extremely good:

- ▶ **Businesses are increasingly willing to invest in Russia:** Studies have shown that gross fixed-asset formation is set to rise by 10% in 2011.
- ▶ **Chemical industry is growing:** Growth is being driven above all by the construction sector and the automotive industry. The rise in production in the chemical industry was about 17% during the first three quarters of 2010.
- ▶ **New plants under construction or planned:** To satisfy rising demand, there is a substantial move to boost the construction of plants in plastics production.
- ▶ **Focus on nanotechnology:** Russia is creating a network of foundation centres for nano products – probably in seven locations. Government investments in development and equipment are approx. EUR 500m.
- ▶ **Imports heading for growth:** The rise in Russian imports from non-CIS countries was 42.9% during the first two months of 2011 compared with the same period last year, reaching \$28.542 billion in all. European manufacturers are among the most important exporters of plastics and rubber machinery to Russia.
- ▶ **Stimuli through international events:** Market developments are affected by strong selling events such as the Winter Olympics in Sochi (2014) and the Football World Championship (2018) which will probably be held at 13 different geographical locations in the European part of Russia.

Number one address for good business.

INTERPLASTICA is the ideal meeting point of the industry.

- ▶ 2011 saw the participation of **586 exhibitors** – 100 more than last year.
- ▶ **20,000 visitors** came to INTERPLASTICA and to the simultaneous event, UPAKOVKA/UPAK ITALIA, the international trade fair for packaging machinery, packing production machinery and packaging.
- ▶ About 80% of the exhibitors were extremely pleased with the **expertise** and **decision-making powers** of the visitors who came to the trade fair.



You've come to the right place.

▶ **INTERNATIONALISM:** INTERPLASTICA 2011 included 183 exhibitors from Russia, 140 from Germany and 73 from Italy.

There were official national stands representing China, Germany, France, Italy, Austria, Portugal and Taiwan. With a total of 586 exhibitors from 28 countries, occupying a net. floor space of 11,561 m², INTERPLASTICA was again the most important point of attraction for specialists from CIS countries (including Russia).

▶ **CONTINUITY:** In 2012 INTERPLASTICA will be held in Moscow for the 15th time – a clear sign of reliable quality for you and a regular fixture in the trade fair calendar for your existing and prospective customers.

▶ **SYNERGY EFFECTS:** As before, INTERPLASTICA 2012 will be held in parallel with UPOKOVKA/UPAK ITALIA, the trade fair for packaging machinery, packing production machinery and packaging. For many visitors both events are equally important, so that they benefit twice and many are prepared to travel to Moscow from numerous remote regions.

▶ **ACCOMPANYING PROGRAMME:** The accompanying programme of INTERPLASTICA 2012 will have a practical focus, offering a range of high-calibre events: Seminars on the most important innovations and trends in the Russian plastics and rubber industry, a job, business and press centre and many other facilities.

▶ **SERVICE:** Messe Düsseldorf is one of the world's biggest and most successful trade fair organisers in the world. We have been active in Moscow for nearly 50 years and have operated here through our own subsidiary since 2002. In other words, we know our way round Russia and its neighbours quite well by now. After all, we live here. As an exhibitor, you will benefit from our many years of good contacts, our first-hand knowledge of national specifics, our Russian and foreign staff and numerous other advantages that we can offer you as experienced partners.



Organised by



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In co-operation with



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Supported by

Ministry of Industry and Energy
of the Russian Federation



Moscow
Government

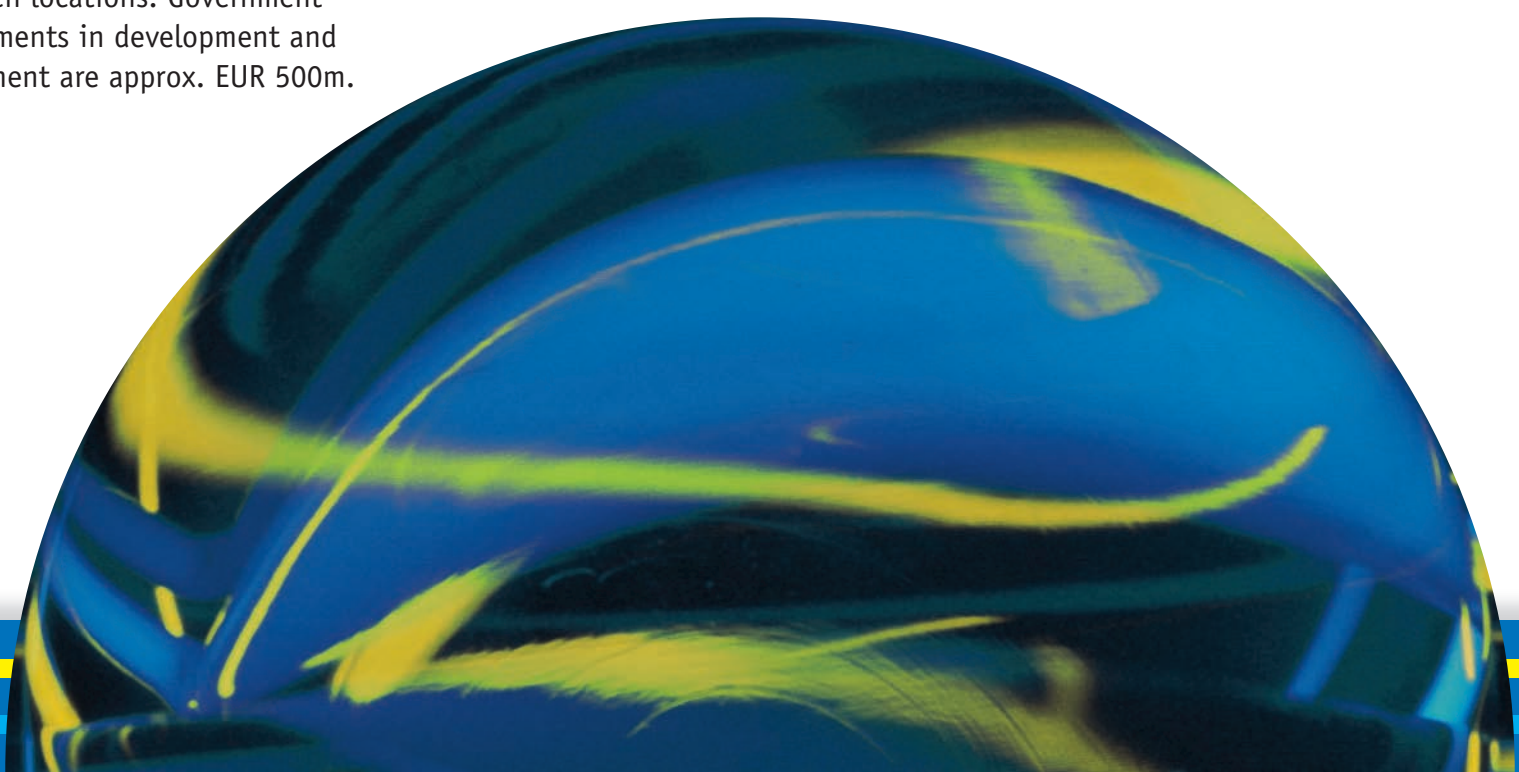
Ministry of Education and Science
of the Russian Federation

Russian Association of the
Chemical Industry
SAO "Roschimneft"

Patronage

EUROMAP

European Committee of Machinery
Manufacturers for the Plastics and
Rubber Industries





Thematic Focus

- ▶ Machines and equipment for the plastics and rubber industry
- ▶ Machines and equipment for preparation and recycling
- ▶ Machines and plants for processing
- ▶ Processing and follow-up machines
- ▶ Machines and equipment for finishing, decorating, printing and marking
- ▶ Welding machines
- ▶ Tools
- ▶ Peripheral equipment
- ▶ Equipment for measuring, controlling, regulating and testing
- ▶ Building components
- ▶ Raw materials and auxiliaries
- ▶ Plastics and rubber products
- ▶ Logistics, storage technology for the plastics and rubber industry

Visitor target groups

- ▶ Raw material producer
- ▶ Manufacturer of plastics and rubber products
- ▶ User of plastics and rubber products:
 - ▷ Chemical industry
 - ▷ Machinery construction
 - ▷ Packaging industry
 - ▷ Vehicle construction/aerospace
 - ▷ Electronics/electro technology
 - ▷ Construction/building and living
 - ▷ Medical technology/Precision engineering/Optics
 - ▷ Energy technology/photovoltaics
 - ▷ Agriculture
 - ▷ Sports/Leisure
- ▶ Trade services
- ▶ Universities, technical colleges
- ▶ Craft



Facts & Figures INTERPLASTICA 2011

► Visitor Structure

General Assessment

97 % = Satisfied

Will you visit this fair in future?

90 % = Yes

Total number of visitors

20,000 = INTERPLASTICA and UPAKOVKA/UPAK ITALIA

Purpose of visit

several answers possible

Making new business contacts	52 %
Information about new products, trends	43 %
Cultivation of existing business contacts	35 %
Information about prices, conditions	30 %
Information about products, systems, applications	29 %
Purchase negotiations	24 %
Continuation training	18 %
Concluding purchase	17 %
Monitoring the competition	16 %
Initial orientation	8 %

Interest in product ranges

several answers possible

Machinery and equipment for the plastics and rubber industry	69 %
Raw materials and auxiliaries	60 %
Semi-finished products, technical parts and reinforced plastics	19 %
Services for the plastics and rubber industry	16 %
Logistics, transport	9 %



► Exhibitor Structure

Recommendation of INTERPLASTICA

87 % = Yes

Expectations for the follow-up business

80 % = High

Total number of exhibitor

586 from 28 countries

Product range of exhibitors

Machinery and equipment for the plastics and rubber industry	66 %
Raw materials and auxiliaries	24 %
Services for the plastics and rubber industry	9 %
Semi-finished products, technical parts and reinforced plastics	7 %
Others	10 %

Satisfaction with reaching of the objective

Informing about innovations, new developments	86 %
Cultivating existing business relations	86 %
Sales-talks, negotiations	80 %
Initiating new business relations	79 %
Preparing conclusions of sale	78 %





Messe Düsseldorf

► Globally at the top in international business!

In over 50 years of our history Messe Düsseldorf GmbH has organised more than 4,000 events around the globe. This makes us the leading exhibition company in Germany. We plan and realise about 80 trade fairs and trade fair participations throughout the world per year. One particular focus of our activities is on Eastern European markets and, in particular, on the CIS.

► Your Partner for professional presentations

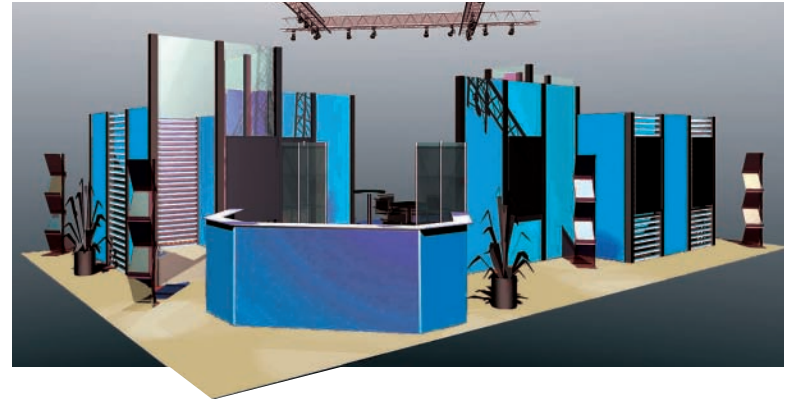
The exhibition centre EXPOCENTRE in Krasnaya Presnya in Moscow is one of the most modern and most attractive trade fair venues in the CIS. This is where INTERPLASTICA will be held again in 2012. The complex has an exhibition space of over 70,000 m², including eight halls and attractive outdoor premises. Its conference halls with a total space of 2,000 m² provide a professional ambience for an additional programme of talks, round table discussions and seminars.



Working with EXPOCENTRE, the operators of the exhibition centre, and also with other joint venture partners and with our subsidiary in Moscow, we are planning and organising a locally based industry show with a state-of-the-art infrastructure and logistics – from visitor advertising to the planning and construction of your stand.



Our Service



► Well placed – our stand construction

Our experienced service team covers a wide spectrum, ranging from fully customised planning and design to a basic, cost-optimised stand.

As an exhibitor you can therefore choose from a wide variety of options to suit your tailor-made presentation at the trade fair. Moreover, we ensure that all planning and realisation will give you the best value for money, while being right on schedule for handing over a turnkey stand to your trade fair team.

► We offer

- ▷ Comprehensive technical consulting and assistance in advance and in person on-site
- ▷ Customised stand construction tailored to your requirements and your CD specifications
- ▷ Various system stands
- ▷ Cost-effective package solutions
- ▷ Additional equipment
- ▷ Planning and realisation, incl. assembly and dismantling
- ▷ Turnkey delivery
- ▷ Rental furniture
- ▷ Signage

Our Basic Package offer

You want to present yourself at the lowest possible cost? No problem! If you book our Basic Package stand you can take part easily and invite and address existing and potentially new customers from throughout the world.



Example **Basic Package** corner stand, 4 x 3 m, with furniture

Stand erection and dismantling including all ancillary costs comprising:

- ▶ Carpet floor covering for complete stand area (grey)
- ▶ Stand dividing walls to the neighbouring stands, 250 cm high, system design (white)
- ▶ 1 lettering panel on aisle side incl. necessary frame grid, upper edge of stand, 33 cm high, white, with lettering (max. 20 letters free, without logo)
- ▶ 1 table 70 x 70 cm
- ▶ 2 chairs
- ▶ 1 spot, 150 W, per 6 m² of stand area, incl. power consumption and electrical connection
- ▶ 1 socket, 2 kW

▶ **Basic Package price** (min. 12 m²): **EUR 370/m²** incl. space rental

Surcharges for:	Corner stand:	EUR	30/m ²
	Head stand:	EUR	45/m ²
	Island stand:	EUR	60/m ²

Our Premium Package offer

With our Premium stand you not only have the opportunity to present yourself more attractively but we can also offer individual and higher class equipment and furnishings. One particular advantage is the lockable cabin; not least as a storage area for information material.



Example **Premium Package** corner stand, 4 x 6 m, with furniture

Stand erection and dismantling including all ancillary costs comprising:

- ▶ High-quality, hard-wearing carpeting in colour of your choice
- ▶ Octanorm Maxima lightweight system stand construction, including sturdy cabin, rear and side walls
- ▶ Lockable cabins
- ▶ Signet board with lettering of your choice (two signet boards on corner stands)
- ▶ Furniture comprising chairs, one table and one sideboard (equipment may vary from illustration)
- ▶ Power connection (220 V/2 kW)
- ▶ 1 HQI-spot per 3 m² stand area
- ▶ Waste paper basket

▶ **Premium Package price** (min. 18 m²): **EUR 420/m²** incl. space rental

Surcharges for:	Corner stand:	EUR	30/m ²
	Head stand:	EUR	45/m ²
	Island stand:	EUR	60/m ²



Media support

Individual stand construction

Are you planning your next trade fair participation at the INTERPLASTICA? We can plan your fair stand according to your ideas and make almost any wish come true. Simply call us to arrange a noncommittal meeting. We will be happy to take up your ideas and share our many years of experience with you. We are looking forward to hearing from you!



- ▶ Advice
- ▶ Rental/sales
- ▶ Planning
- ▶ Support
- ▶ Realisation
- ▶ Full service

▶ **Space price** (at least 12 m²): **EUR 338/m²**

Surcharges for	Corner stand:	EUR 30/m ²
	Head stand:	EUR 45/m ²
	Island stand:	EUR 60/m ²

Two-storey design +50% surcharge on the space price for the built-over part.

Registration fee: EUR 450

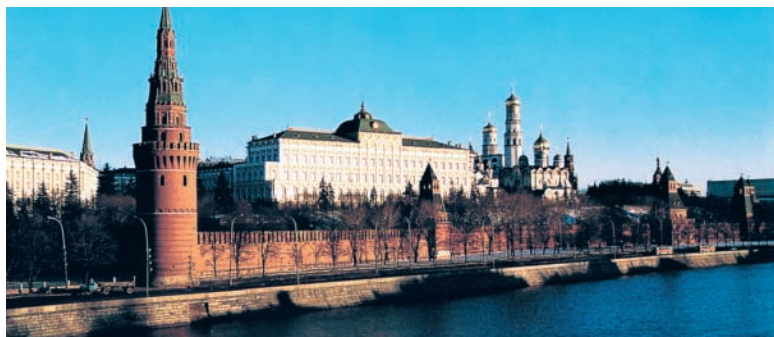


▶ **Russian media partner for INTERPLASTICA 2012**

- ▶ "Chemmarket.info", web portal, Russia
- ▶ "Expert Oborudovanoje", web portal, www.mediarama.ru, Russia
- ▶ "him-kurier.ru", trade journal und web portal, Russia
- ▶ "Hpolymer.ru", web portal, Russia
- ▶ "Mould-expo.net", web portal, Russia
- ▶ "NewChmistry.ru", web portal, Russia
- ▶ "NOT Publishing House", trade journal, www.ft-pblishing.ru, Russia
- ▶ "Plastcourier" (VM Verlag), trade journal , Deutschland
- ▶ "Plastics", web portal, www.plastics.ru, Russia
- ▶ "Plastinfo.ru", web portal, Russia
- ▶ "Poliolefins.ru", web portal, Russia
- ▶ "Polymer Materials", web portal, www.polymerbranch.com, Russia
- ▶ "Professija", web portal, www.professija.ru Russia
- ▶ "Promportal.su", web portal, Russia
- ▶ "The Chemikal journal" (RCC group), trade journal
- ▶ "rccnews.ru", web portal, Russia
- ▶ "recyclers.ru", web portal, Russia
- ▶ "trade.su", web portal, Russia
- ▶ "wasterecycling.ru", web portal, Russia



Moscow



Moscow is the capital of the Russian Federation and the largest city in Europe, with around 10.56 million inhabitants.

It is the political, economic and cultural centre of the country. Members of more than one hundred nationalities and ethnic groups live in the Russian capital today.

Moscow is characterised by a turbulent history, and traces of its past can be found everywhere. For centuries it was the city of the tsars, and then it was shaped by communism. Many interesting buildings remain from this period. These include the Saint Basil's Cathedral, the Kremlin, Red Square and the Bolshoi Theatre.

Many other places of interest, a varied cultural programme and a wide range of shopping facilities and restaurants await you in this fast-moving world metropolis.

► Useful travel information at a glance

- ▷ Hotel offers in all price ranges
 - ▷ Good traffic connections
 - ▷ Currency: rouble (import and export prohibited)
 - ▷ Local time: CET + two hours
 - ▷ Climate: continental
- Average temperatures: January: max. 0 °C/min. -29 °C
July: max. 29 °C/min. + 7 °C

► Visa processing for Russia

A visa is required for Russia. Please apply early for your visa.

You can find detailed information concerning this at

- ▷ the Russian Embassy, at the responsible Russian Consulate in your home country or
- ▷ at a travel agency of your choice with experience of travel in Russia.

Important: Please note that Messe Düsseldorf GmbH is not entitled to issue letters of invitation for visas and is not able to provide you with assistance in obtaining the visa.