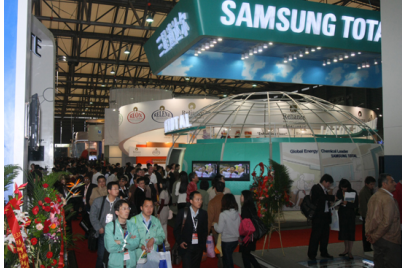


Chinaplas 2011 with new theme zone for the rubber industry

Chinaplas 2011, the 25th international exhibition on plastics and rubber industries, will be held from 17 – 20 May 2011 in the largest exhibition hall in Asia, the China Import and Export Fair Pazhou Complex in Guangzhou, China. The event is the largest plastics and rubber exhibition in Asia and one of the most influential exhibitions of its kind in the world, according to organiser Adsale Exhibition Services Ltd.



At this year's show, Chinaplas will set up for the first time the "Rubber Machinery and Equipment Zone". The new theme zone is intended to attract not only rubber machinery manufacturers, rubber product manufacturers and other supporting equipment suppliers around the world, but also buyers from different application sectors to visit, source and network.

Chinaplas continues to expand in 2011 and will reach an exhibition area of over 160,000 m², covering 20 exhibition halls in Pazhou Complex. The event is expected to attract more than 2,200 exhibitors from 35 countries and regions, including 11 country/region pavilions hosted by Austria, Canada, France, Germany, India, Italy, Japan, UK, USA, China, and Taiwan to showcase over 1,900 rubber and plastics machines as well as chemicals and raw materials. Furthermore, the organisers expect to attract 80,000 visitors, 18 % of whom are overseas visitors from more than 130 countries and regions.

Last year's event was attended by a total of 81,435 visitors from 136 countries and regions, including 14,701 overseas buyers and about 50 overseas associations and enterprise delegations e. g. from Brazil, India, Malaysia, Thailand, the Philippines, Iran, Egypt, Vietnam, Japan, and South Korea.

Market players demonstrate presence at the trade fair

Currently, over 20 leading players in the rubber industry have confirmed or reserved exhibition booths, including Dalian Huahan, Dalian Rubber, Dechuang, Double Elephant, Fullwell, Hongxiang, Juoshi Rubber, Kesheng, Kesun PlasticRubber, King Light, Main Group, Ningbo Shunxing, Pan Stone, Quanzhou Lida, REP, Shanghai Deren, Sichuan Yaxi, Suzhou Jehil, Tian Yuan, Tung Yu, Welltec, Yang Ming, Yangzhou Chaoyue, Yizumi Seiki, Yuyao Huacheng, Yuyao Huatai, Zhangjiagang Lanhang, and Zhejiang Baina.

Chinaplas announced that it will soon kick off its VIP buyers programme, tailor-made for key enterprises in the rubber industry. Invitations will be sent to Anhui Zongyi, Bai Ding Hua Yue, Cheng Shin Rubber, Double Arrow, Haida Group, Hebei Yichuan, Jiantai Rubber, Jiuquan Rongtai Rubber, Ouya Special Rubber Hose, Qingdao Rubber Six Group, Shanghai Otsuka and others.

Demand for rubber products on the rise in China

According to statistics, the accumulated sales volume of rubber products in China has reached RMB 220.5 billions (EUR 25.3 billion) between January and May of 2010, with a growth of 35.38 % on a year-on-year basis whereas the growth rate enjoyed an increase of 31.57 % compared with the same period of last year. Stimulated by promising prospects for conveyor belts and rubber tubes, rubber seals, rubber snubber for buildings as well as rubber products for automotive applications, the Chinese rubber industry has overcome the adversity left by the global financial crisis and is now growing rapidly.

Chinaplas 2011 is organised by Adsale Exhibition Services Ltd., hosted by the China Foreign Trade Guangzhou Exhibition General Corporation and co-organised by the China Foreign Trade Centre (Group), China National Light Industry Council – China Plastics Processing Industry Association, China Plastic Machine Industry Association, Guangdong Plastics Industry Association, Messe Düsseldorf China Ltd., Shanghai Society of Plastics Industry and Beijing Yazhan Exhibition Services Ltd. In addition, the event is supported by the China Rubber Industry Association as well as various other plastics and rubber associations in China and abroad.

First introduced in 1983, Chinaplas is China's only plastics and rubber trade show approved by UFI – The Global Association of the Exhibition Industry. Chinaplas has been exclusively sponsored by the European Plastics and Rubber Machinery Manufacturers Association (EUROMAP) in China for the 22nd time.

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