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Strong Development in China's Plastics Industry - Chinaplas 2008 Consolidates No.1 Position in Asia

Asia's No.1 plastics and rubber trade fair, Chinaplas 2008, endorsed as "UFI Approved Event". Displaying cutting-edge plastics & rubber technologies for the industries of plastics, automobile, building & construction, E&E, IT & telecommunications, packaging, etc.

/24-7PressRelease/ - December 15, 2007 - Chinaplas 2008, the 22nd International Exhibition on Plastics and Rubber Industries, will rotate back to Shanghai, staging at the Shanghai New International Expo Centre, Pudong, Shanghai, PR China, from April 17 - 20, 2008.

With China's entry into WTO for many years, the plastics and rubber industries have been developed quickly and attracted worldwide attention. Currently, China is in a crucial period of the "11th Five-Year plan", with sustained development to a powerful country in which plastics and rubber industries have become one of the pillar industries and enjoyed a speedy growth. In the first half of 2007, gross output of plastics products industry reached RMB364.5 billion, increased by 27.3% over the same period of last year whereas export delivery amounted RMB80.84 billion, up by 18.52% over the same period of 2006. To cater for the growing market demand, both local and overseas enterprises press for high quality machines and raw materials to increase productivity and enhance product quality.

Added to this, the increasing role of plastics and rubber in our daily lives has created infinite business opportunities for plastics and rubber machine makers and materials suppliers. With the rapid development of science and technology, plastics and rubber are widely applied in various manufacturing sectors in China. Industrial users of different sectors including automobile, building and construction, electronics and electrical appliances, information technology and telecommunication, packaging, food and beverage and toys, are keen for seeking an ideal sourcing platform for machines and materials. All these create a favorable environment for Chinaplas to grow in show scale, contents and visitors' quantity and quality.

In 2008, Chinaplas will break the distinctive record in show scale and reach up to 120,000 sqm, attaining a 30% increase in exhibition area of the last Shanghai edition. With its growing show scale, professional management and high degree of internationalization, Chinaplas has consolidated her No. 1 position in Asia's plastics and rubber industries. Overseas pavilions from Austria, Canada, France, Germany, Italy, etc. together with 1,700 exhibitors from over 35 countries and regions will demonstrate 1,600 advanced machines and a wide array of chemicals and raw materials. Moreover, to highlight China-made exhibits, Chinese Export Machinery and Materials Zone will be set up to grab the attention of overseas visitors.

Mr Stanley Chu, Chairman of Adsale Exhibition Services Ltd, Organizer of Chinaplas, said, "The response to Chinaplas 2008 is very encouraging. Over 90% space has been confirmed or reserved. All participating enterprises are looking forward to exploring numerous trade opportunities and consolidating networks with industry professionals at Chinaplas 2008."

The strategic partnership between Adsale and Messe Düsseldorf China Ltd (MDC) in Chinaplas has demonstrated a substantial growth in scale and perpetual improvement on the quality and quantity of the international visitors. Last edition, Chinaplas was well-attended by over 61,000 visitors of which 18% came from 111 overseas countries and regions. Up to present, visitors from over 60 countries and regions have registered.

Ms Ada Leung, Senior Sales & Marketing Manager of Adsale, said, "To maintain Chinaplas' leading position in Asia, we generate many new and creative elements to attract visitors every year. Chinaplas 2008 will highlight the increasing role of plastics and rubber in sports equipment and sport stadiums as it is held four months prior to the opening of the Beijing Olympics. Through the platform of Chinaplas 2008, we will bring out new concepts in plastics application."

Mr Liao Zhengpin, President of China Plastics Processing Industry Association, pointed out that plastics is inseparable with Olympics. Plastics can be energy and material saving and environment friendly. For instance, large quantity of plastic tubes and profiles are heavily used in construction projects. Large-scale stadium used PC boards as construction materials. Plastic chairs and plastics for communication facilities that will be recommended at the Olympics, are all favorable materials

for building Olympic stadiums. Chinaplas 2008 will highlight the application of plastics and rubber in sport industry and its facilities.

In addition to the Beijing Olympics prelude, Adsale Exhibition Services Ltd, China Plastics Processing Industry Association and The Society of Plastics Industry, Inc. will jointly organize a concurrent event, namely "China-US Plastics Industry Summit". The summit will be fully addressed on the topics of Sino-US market development trend and exploration of bilateral trading opportunities.

Chinaplas 2008 will be the 19th consecutive edition to earn EUROMAP (European Committee of Machinery Manufacturers for the Plastics & Rubber Industries) as the exclusive sponsor in China. It is organized by Adsale Exhibition Services Ltd, co-organized by China National Light Industry Council - China Plastics Processing Industry Association, China Plastic Machine Industry Association, Shanghai Society of Plastics Industry, International Trade Promotion Corporation, Beijing Yazhan Exhibition Services Ltd and Messe Düsseldorf China Ltd. The fair is also well-supported by enormous overseas and Chinese trade associations in the plastics and rubber industries.

Trade visitors who pre-register online now at www.ChinaplasOnline.com will enjoy free admission (waive RMB20/US\$3) and special privileges including free copy of show catalogue (US\$4).

Issued by Adsale Exhibition Services Ltd

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About Adsale Exhibition Services Ltd

Established in 1978 in the same year when China formally adopted the open-door policy, Adsale will be celebrating this year our 30th Anniversary! Over these years, our businesses have been growing both in scope and scale. With the extensive support from our business associates and clients, Adsale has now become the major international trade media group in Asia Pacific region, dedicating to satisfying customers' needs in cost effective integrated marketing programs through exhibitions, trade magazines and online media in over 20 related industries for the China and Asian markets. Furthermore, Adsale is the first exhibition organizer in Asia to receive the ISO 9002 certification.