

5 - 8
SEPT
2023
MILANO

INTERNATIONAL
EXHIBITION
FOR PLASTICS AND
RUBBER INDUSTRIES



IDEAS
FOR A BETTER
WORLD



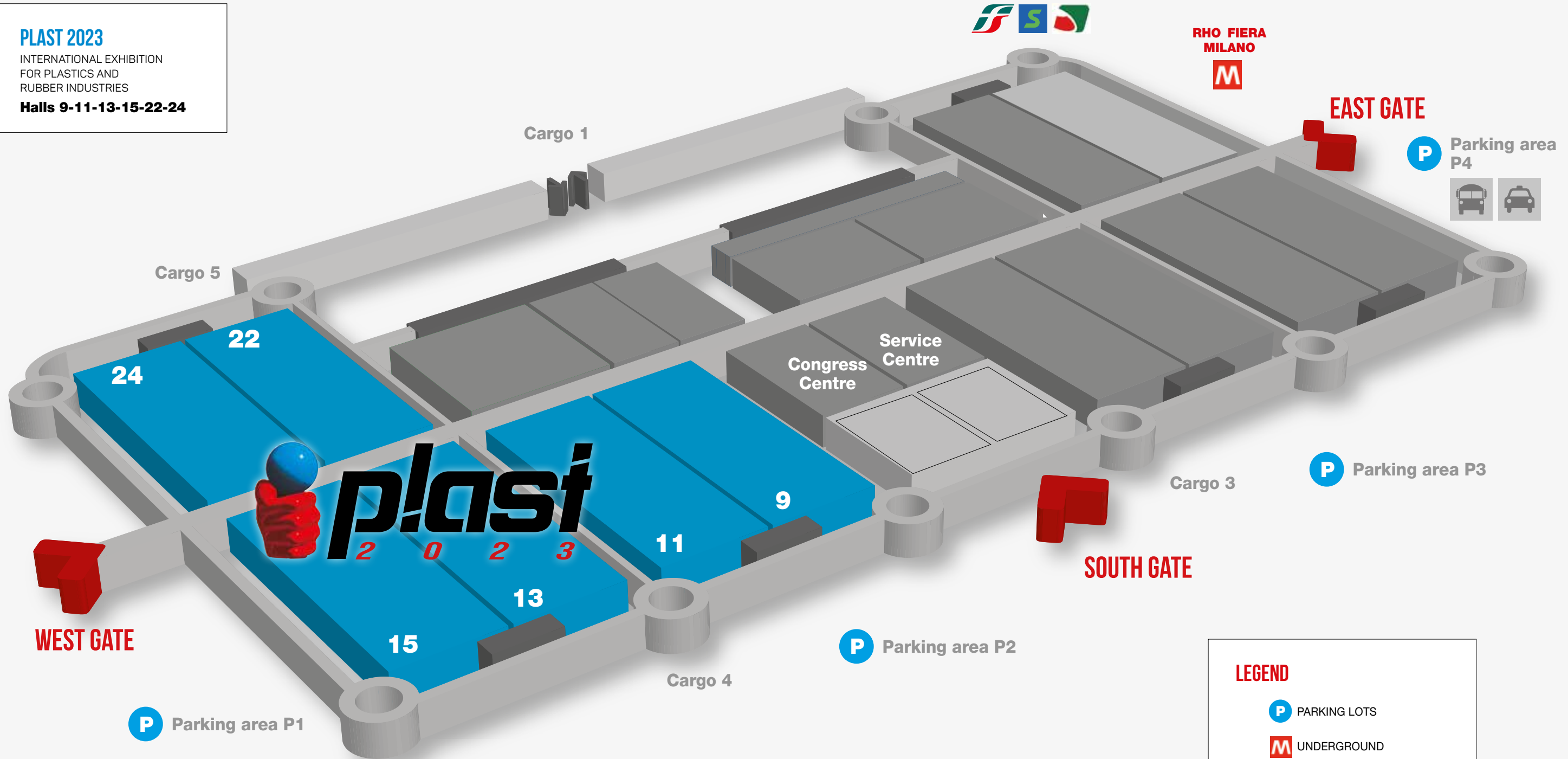
Ministry of Foreign Affairs
and International Cooperation








PLAST 2023

INTERNATIONAL EXHIBITION
FOR PLASTICS AND
RUBBER INDUSTRIES

Halls 9-11-13-15-22-24



LEGEND

-  PARKING LOTS
-  UNDERGROUND
-  RAILWAY STATION
-  TAXI
-  AIRPORT SHUTTLE BUS



THE SATELLITE-SHOWS



After the pandemic caused the rescheduling of almost all events worldwide, **PLAST** comes back to **the international stage, confirming to be the most relevant exhibition, in its year, in Europe.**

PLAST will host again three satellite-shows devoted to the respective supply chains of excellence: rubber, 3D printing, innovative materials (including composites, bioplastics, recycled materials, polyurethane, technopolymers, materials for the medical sector, etc.) and related innovative start-ups.

After the extraordinary success of the last edition, PLAST 2023 will provide additional reasons of attraction for professional operators, who may update their background on latest technical trends of our always changing supply chain.

A peculiar showcase worldwide for all business operators who can appreciate the latest developments in the plastics and rubber processing industries.

Therefore, organizers are expecting **a further increase in visitors' affluence, particularly from abroad.**

WELCOME TO PLAST 2023!

THREE THEME ZONES
AND THE RELATED INNOVATIVE START-UPS IN
THE LARGEST EXHIBITION
FOR PLASTICS AND RUBBER
IN EUROPE IN 2023



PLAST FIGURES IN LAST EDITION

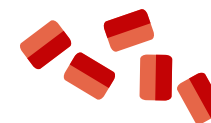
THE EXHIBITING AREA

55,000
NET SQM

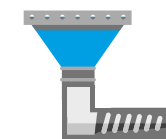
6
HALLS

55
COUNTRIES OF ORIGIN
OF THE EXHIBITORS

THE EXHIBITION SECTORS



20%
MATERIALS AND PRODUCTS



75%
MACHINERY



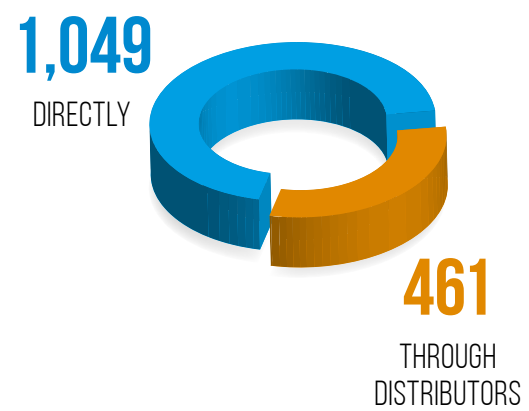
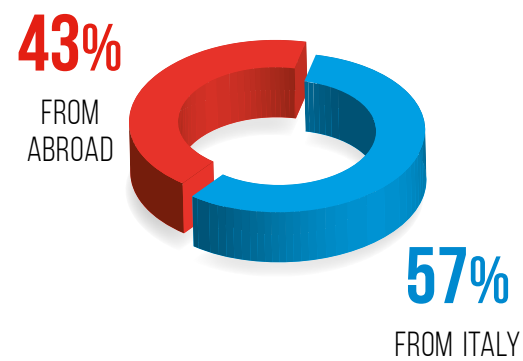
5%
SERVICES



THE EXHIBITORS

1,510

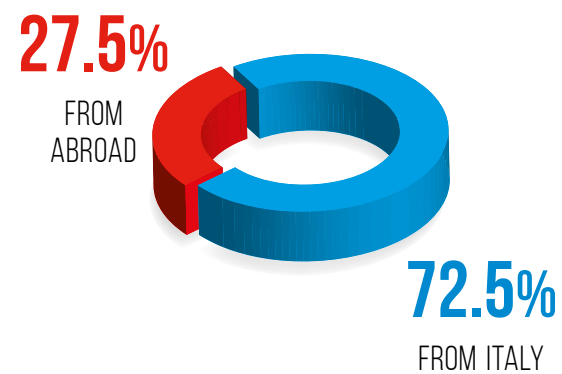
EXHIBITORS IN TOTAL,
OUT OF WHICH



THE VISITORS

63,000

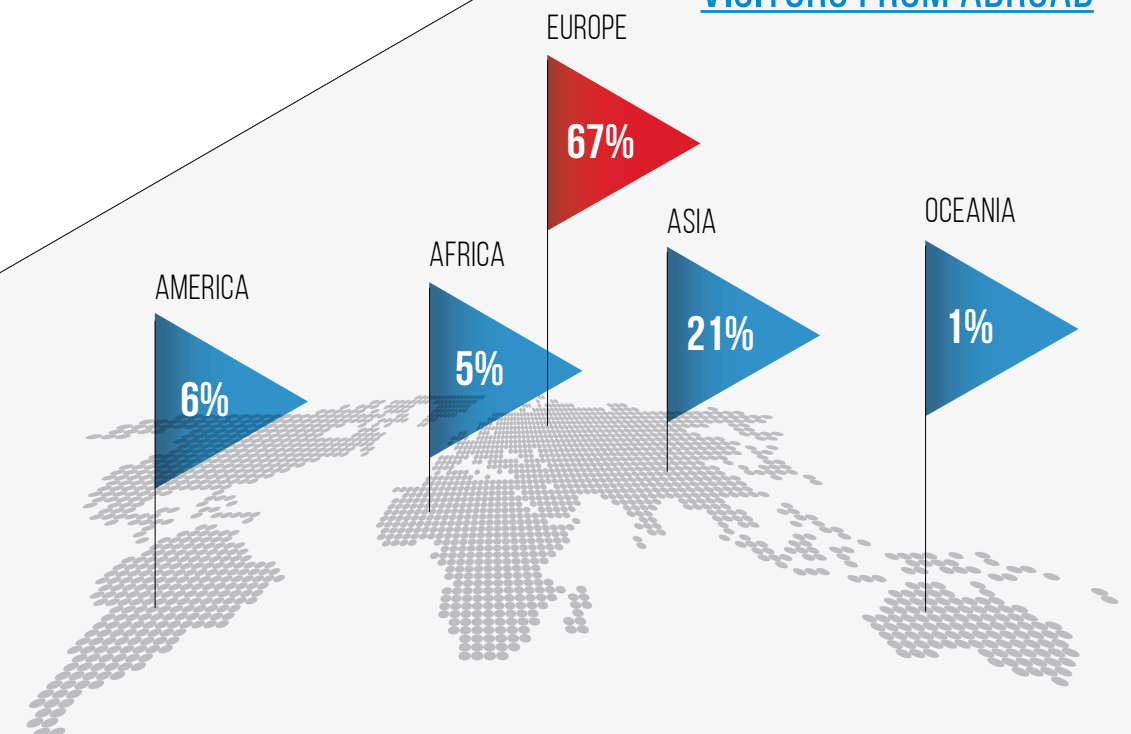
ATTENDEES,
OUT OF WHICH



FIRST 15 COUNTRIES OF ORIGIN OF VISITORS FROM ABROAD

SPAIN 8.86%	GREECE 3.04%
FRANCE 7.54%	RUMANIA 2.99%
GERMANY 6.23%	UNITED KINGDOM 2.53%
TURKEY 5.54%	PORTUGAL 2.25%
SWITZERLAND 4.66%	BELGIUM 2.19%
RUSSIAN FEDERATION 4.34%	NETHERLANDS 2.12%
POLAND 3.63%	CZECH REPUBLIC 2.07%
SLOVENIA 3.51%	

THE ORIGIN OF VISITORS FROM ABROAD





THE GOALS OF VISITORS



MAIN GOALS:
PROFESSIONAL
UPDATES
AND ACQUISITION
OF MARKET INFORMATION



HAS REACHED THE GOALS

83%



DECLARES HE/SHE IS SATISFIED

93%



APPRECIATE REDUCED DURATION
(AND **57%** HOLDS IT NOT INFLUENTIAL)

31%



CONSIDER POSITIVELY
THE INNOVATION ALLIANCE

69%



HAS INTENTIONS TO
VISIT NEXT EDITION

84%



1,5
DAYS
DEVOTED TO VISIT
IN AVERAGE

SHARE OF VISITS

21.70%
TUESDAY

29.16%
WEDNESDAY

28.49%
THURSDAY

20.65%
FRIDAY

PLAST 2018 WAS PART OF



THE IMPRESSIONS OF THE EXHIBITORS

Some of the most significant interviews, from miscellaneous sources, confirming the extremely positive outcome of the triennial exhibition in Milan, despite the uncertain economic global scenario

► **Evelin Lintner - BATTENFELD CINCINNATI**

"Very positive response; gangways always full of visitors".

► **Giovanni Bausano and Domenico Baudino BAUSANO**

"We are very satisfied and also positively incredulous. We have sold two machines on the first exhibition day".

► *Interview to* **Eraldo Peccetti - COLINES**

"I would like to thank the hundreds of guests who visited our stand to see our machines, to attend a live demonstration, to meet our sales managers and technical staff and to discover the latest novelties displayed by our company. The Innovation Alliance project must be kept".

► **Matthias Hintersteiner - ENGEL**

"Very satisfied; we come back and will be upgraded as the competition in this segment is strong and shows even more applications".

► *Interview to* **Alessandro Grassi FRIGOSYSTEM**

"We are really satisfied with the results of the exhibition, it couldn't be better. For two reasons, at least. First of all, because the choice to organize – together with the organizers of the other 4 events (IPACK-IMA, MEAT-TECH, PRINT4ALL and INTRALOGISTICA ITALIA) – the project The Innovation Alliance proved to be successful: more than 150,000 operators attended this event, having at their disposal an exhaustive and unique technological overview of the sector.

Even more important and matter of pride to us, in particular regarding PLAST, is the satisfaction of the exhibitors who have appreciated the considerable flow of qualified operators and the high number of contracts signed during the exhibition days. The ambitious expectations have been exceeded by reality".

► **FRIUL FILIERE** *on Facebook*

"We have had four incredible days at PLAST 2018. We are tired but very happy. Happy because many of you accepted the challenge "jump into the future". Happy to have met new faces and familiar ones. Happy for your enthusiasm, your curiosity and your desire to have a good knowledge of our innovative technologies. Happy because we are determined to keep improving despite the sacrifices; if the result is exceptional as the one we got this year from PLAST 2018, our enthusiasm far exceeds the fatigue. For this happiness we can only thank you all!"

► **Giovanni Battista Marni - HASCO**

"Positive results at PLAST 2018: four days of intense activity, a record attendance and many meetings with new customers. Thanks to everyone who visited our stand, for sharing ideas and projects with us and for their interest in HASCO's solutions".

► **IMG** *website*

"Great success at PLAST 2018 in Milan".

► *Interview to* **MACCHI**

"Great satisfaction has been expressed by MACCHI: their blown film extrusion line displayed at PLAST 2018 has attracted many visitors at their stand. For MACCHI this was one of the best edition of PLAST in the last years: many visitors and many promising negotiations; this is a confirmation that blown film extrusion plays a key role in the global market".

► **Paolo Santini - MECCANOPLASTICA**

"At the beginning we have underestimated this edition... we expected to have less visitors than previous events. The exhibition has instead gone very well; we have improved some ongoing negotiations and found some new customers".

► **Michela Salizzato - MORETTO**

"The duration of the exhibition (4 days instead of 5) is a good decision; we are pleased with the orders we collected and with the visits at our stand, more from Italy than from abroad (about 80% Italian and 20% foreign visitors)".

► **NEGRI BOSSI** *website*

"NEGRI BOSSI enjoyed a fantastic show at PLAST 2018. We welcomed a record number of new and existing customers from all over the world at our stand, where our new range of NOVA machines were the highlights of the show".

► **STAR AUTOMATION EUROPE** *on LinkedIn*

"PLAST Milan has been a great success for us! See you in 2021".



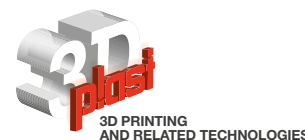
Rubber

SATELLITE-SHOW - RUBBER

- ▶ **Interview to Fabio Bertolotti - ASSOGOMMA**
 “The satellite-show RUBBER has always played an important role within PLAST, as it is a reference point for the specific needs of a high-tech sector like rubber is. All gangways were full of high-level and very interested visitors. All exhibitors were very satisfied. All these positive results, confirmed also by the official statistics of PLAST, are a matter of pride for the Association and for all staff involved in organizing this important event. See you in the next edition”.

- ▶ **Interview to Riccardo Comerio COMERIO ERCOLE**
 “PLAST is one of the most important exhibition worldwide. It is an opportunity that we don't want to miss, also considering that the fairground is really nearby”.

- ▶ **RODOLFO COMERIO on LinkedIn**
 “RODOLFO COMERIO thanks all the collaborators who took part in the great success, in the realization of the booth and in the organization of PLAST 2018. “Despite difficulties, deadlines, rushes and thousands of requests from our side, PLAST has been a great partner to realize a very important project for us: the celebration of 140 years of activity on the occasion of the exhibition. Our stand had a great success: we received many positive comments from customers, suppliers, friends and visitors. We want to share this success with you and thank you once again for having understood the importance that this project had for us”.



SATELLITE-SHOW - 3D PLAST

- ▶ **Davide Ardizzioia - 3NTR**
 “The overall consideration about PLAST 2018 is very positive and generally speaking it exceeded our expectations. In particular, we have been very surprised by the flow of foreign visitors at our stand. Thanks to this project, we have had the possibility to meet many prospective customers, involved in the packaging sector, at our stand but also visiting IPACK-IMA. There is an obvious synergy between these two sectors and the possibility to have these two shows at the same time has been very important”.

- ▶ **Fabio di Pietri - ENERGY GROUP**
 “ENERGY GROUP belongs to 3D GROUP and deals with professional 3D printing machines of STRATASYS. The affluence of visitors at PLAST 2018 has been moderate but we can confirm that operators were really interested and qualified”.

- ▶ **Salvatore Saldano – SHAPE MODE**
 “We have exhibited for the first time within 3D PLAST and we have had a really good experience because this satellite-show is devoted to the additive manufacturing and very well placed inside PLAST 2018 halls: our stand was near the mould manufacturers, with whom we can cooperate to produce moulds with additive techniques as well as with traditional techniques. We are very satisfied with the contacts we collected and we are thinking of taking part also in the next edition. We have found an “international feeling” at PLAST that allows us to promote our Made in Italy but there are also many prospective Italian customers”.



SATELLITE-SHOW - PLAST-MAT

- ▶ **Andreas Szentivanyi - EVONIK**
 Very positive results”.

 - ▶ **GUZMAN GLOBAL website**
 “We consider PLAST as one of the most important exhibition for the plastics and rubber industry all over the world. In this international context, PLAST is for us as an ideal meeting point to create new business contacts and to keep relationships with Italian customers and suppliers”.

 - ▶ **Interview to Vittorio Gerola - LATI**
 “PLAST is the exhibition where we can meet most of our Italian customers, but we receive the visit of foreign clients as well. This year there has been a recovery of the sector – compared to three years ago – that motivated us to take part again in this event. The exhibition went very well: we had many visitors and many new projects in progress”.

 - ▶ **Federica Villa - RADICI NOVACIPS**
 “We are very satisfied, there were lot of visitors”.
-
- ▶ **Christine Daranciang - BEAUTY SKY**
 “Please accept our sincere thanks for the excellent support provided by you and your team in organizing the Iran Pavilion at PLAST 2018. We believe that the show was one of the most successful we had”.

 - ▶ **Mohammed Taher - EPEMA**
 “First I take this opportunity to be sending your good selves my deepest personal congratulations for the very valued event which I consider as one of the most successful edition ever attended which reflects your efforts to ensure adding the success to PLAST.”

 - ▶ **Rebecca Chuang - OPC INTERNATIONAL EXHIBITION**
 “All the exhibitors of the Taiwanese Pavilion are very satisfied with the results of PLAST 2018”.

 - ▶ **Selcuk Mutlu - PAGDER**
 “Congratulations to all your staff for the success of PLAST 2018. We all have spent a lot of energy, time and effort into this exhibition; we hope to see many other similar events in the future”.

“WE ARE REALLY SATISFIED WITH THE RESULTS OF THE EXHIBITION, IT COULDN'T BE BETTER”

THE AGENTS OF PLAST



PROMOTION AND EVENTS

HIGHLIGHTING PLAST

In view of PLAST 2023 and during the show, more than in the past, several promotional activities are scheduled, including:

- ▶ the selection of **international top-buyer delegations**, also in cooperation with ICE-Agency
- ▶ many **congresses** with a high technical profile on the most effective themes (**Circular Economy, Automotive & Building, 3D printing** etc.)
- ▶ a **worldwide road-show** for introducing PLAST to the most qualified opinion leaders, **buyers and professional operators** in Italy and abroad
- ▶ hundreds of articles and advertisings in the technical press, specialized portals and economic press
- ▶ a “viral” marketing through the most used social networks
- ▶ the the innovative online catalogue **Expo Plaza** and the **APP** for mobile devices to enhance the best visibility on the web for the exhibitors, before and after the show
- ▶ the service **MYMatching**, through which exhibitors and visitors may easily plan their on site meeting agenda, months in advance
- ▶ a constantly updated review on the **most relevant news** in our sector, in cooperation with the official magazine MacPlas and dozen of **Media Partners** worldwide
- ▶ and many else...



MILANO AND SURROUNDINGS

Also for **PLAST 2023**, it is confirmed the partnership with **leading travel agencies** to help operators who may require assistance on their business trip, stay and possible visa request.

In cooperation with **FIERA MILANO**, agreements will be also renewed, in due time, with leading international **airline companies** and national **railway operators**, in order to facilitate as much as possible all professionals interested in visiting PLAST 2023, from Italy and abroad.

Milan is always a unique context for merging business, finance, history, art and culture. In the middle of spring, all participants will have the opportunity of pleasant roundtrips, thanks to several connections towards the surroundings of Milan or other nearby art cities.

Another not-to-miss chance to reconcile business and leisure, particularly for international visitors.

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EXHIBITING AT PLAST 2023

More than 600 companies have already applied at PLAST 2023, moving their application from 2021.

Applications for new exhibitors will open in **September 2022**, through personal invitation to each interested company.

Exhibitors enrolling within the term of **December 10, 2022** will benefit of a **5% discount** off participation fee, deducted upon balance.

After this term, it will be possible to exhibit at PLAST only in case of left spaces, without guarantee of an appropriate location for the exhibits of lately enrolled exhibitors.

For further information, PLAST 2023 Team is at your disposal.

for general information

PLASTONLINE.ORG

follow us on

