

Brasilplast 2009

Summary Report

Compiled by:

Swiss Business Hub Brazil

São Paulo, May 2009

1. General Overview

Trade show

BRASILPLAST - International Plastics Industry Trade Fair

Venue

Pavilhão de Exposições do Anhembi - São Paulo - Brazil - Avenida Olavo Fontoura, 1.209 - São Paulo – SP

Date

May 4th to 8th 2009

Organiser

Reed Exhibitions Alcantara Machado

Rua Bela Cintra, 1200.

01415-001 São Paulo, SP, Brazil

Phone: 55 11 3060 4902

Fax: 55 11 3060 5001

www.reedalcantara.com.br

Periodicity

Biennial

Date of next trade show

BRASILPLAST 2011: From May 9th to May 13th 2011.¹

¹ Source: Anhembi Parque. In: <http://www.anhembi.com.br/anhembi/bin/view/Busca/WebHome?search=brasilplast>. Accessed May 12 2009.

Type of trade show

Specialised fair with entry by presentation of a special invitation for Industries; Businessmen; Buyers; Retailers; Students; Trade professionals and technicians connected with the plastics sector.

Trade show focus

Focused on the plastics production chain, including Plastics Processors ; Synthetic Resins ; Basic Inputs and Assorted Chemical Raw Materials; Machinery, Equipment and Accessories ; Tools and Moulds ; Instruments, Controls and Automation and Services and Technical

Sectors

- Machinery, Equipment and Accessories
- Tools and Moulds
- Instruments, Controls and Automation
- Synthetic Resins
- Basic Inputs and Assorted Chemical Raw Materials
- Plastics Processors
- Services and Technical Projects
- Entities and Specialised Publications

Exhibitors

According to the organization, this year there have been 1302 exhibitors (533 foreign; 769 domestic), including companies from Afghanistan, Argentina, Australia, Austria, Bolivia, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, Ecuador, Finland, France, Germany, Holland, India, Israel, Italy, Japan, Mexico, New Zealand, Panama, Peru, Poland, Portugal, Paraguay, Saudi Arabia, Spain, South Korea, Sweden, Switzerland, UK, USA, Taiwan, Uruguay and Venezuela.

Swiss exhibitors

Bachofen + Maier AG (BMB)

Manufacturer of high-performance converting machines
<http://www.bmbag.com>

BIAX-Maschinen GmbH

Manufacturer of tools and scraper products.
<http://www.biax-schweiz.ch/>
Represented by **Celmar** (<http://www.celmar.com>)

Bobst Group -ASITRADE SA

Supplier of equipment for litho-laminators and creative microflute solutions.
<http://bobstgroup.com/Global/Corporate/en/Tradenames/ASITRADE/>

Bobst Group- Bobst

Manufacturer of machines dedicated to the printing, die-cutting, folding and gluing of solid and corrugated board.
<http://bobstgroup.com/Global/Corporate/en/Tradenames/BOBST/>

Ciba

Part of BASF since April 2009, it produces high-value effects for its customers' products (i.e. plastics, paper, automobiles, buildings).

<http://cibasc.com>

Clariant

A major player in the field of specialty chemicals.

<http://www.clariant.com>

EMS-GRIVORY

Manufacturer of high-performance polyamides and polyamide materials supplier.

<http://www.emsgrivory.com/>

Represented by **Plasteng** (<http://quimicos.plasteng.com.br>)

GF AgieCharmilles

Supplier of machines, automation solutions and services to the tool and moldmaking industry as well as to manufacturers of precision parts and components.

<http://www.gfac.com>

Graficon AG

Manufacturer of machines and extensions which cover the whole spectrum of printing, processing and finishing techniques.

<http://www.graficonag.ch>

Represented by **Coras do Brasil** (<http://www.coras.com.br/>)

Netstal-Maschinen AG

Supplier and manufacturer of high-precision, high-speed plastic injection moulding machines.

<http://www.netstal.com/>

SCAPA AG

Manufacturer of a wide variety of standard and custom-engineered adhesive films and tapes.

<http://www.scapa.com>

Represented by **Soléflex** (<http://www.soleflex.com.br/>)

STAÜBLI ROBOTICS

Stäubli is a mechatronics solution provider with three dedicated divisions: textile machinery, connectors and robotics.

<http://www.staubli.com/>

Represented by **Zettatecck** (<http://www.zettatecck.com.br/>)

ZUMBACH Electronic AG

Manufacturer of in-line measuring, monitoring and control systems for the wire and cable industry, for plastic extrusion lines and for the metal industry.

<http://www.zumbach.com>

National pavilions (which countries)

Italy, Argentina, Taiwan, China, Austria, Canada, Poland

Visitors

65 thousand visitors/buyers from 60 countries².

Brasilplast 2007 had 1,294 exhibitors (762 domestic; 532 foreign) and 62,787 visitors (60,795 domestic; 1,992 foreigners from 62 countries). That year, 78,93% of the foreign visitors came from South American countries, followed by European countries (9,3%).

2. Assessment of Trade Show / Results

General impression on trade show and scope

A spin-off of the International Machinery Fair, Brasilplast started as a congress for the plastic industry. Its first edition as a fair was held in 1987, with 300 companies and 50,000 visitors.

It has constantly grown, consolidating itself as a major event in the sector, attracting more foreign exhibitors each edition: Today it is considered the main fair of the sector in Latin America and one of the five biggest events of the year in terms of occupied area and number of participating companies, along with K (Germany), NPE (United States) and Plast (Italy). Focused on the plastics production chain, it has become not only a centre for the launching of new products and technologies, but also an important networking forum as it congregates the major suppliers of raw materials and technologic innovators from Brazil and from all over the globe.

Organized by Reed Exhibitions Alcantara Machado, it had the support of ABIMAQ (Brazilian Association of Machinery and Equipment), ABIPLAST (Brazilian Association of the Plastic Industry), ABIQUIM (Brazilian Association of the Chemical Industry) and SIRESP (Union of Industries of synthetic resins of the State of São Paulo).

General economic situation of the exhibiting sector in the host country

In the worldwide plastic sector, the Asian countries are the major players, accounting for 37% of the worldwide production. European countries account for 25% while Latin America accounts for only 4%³.

Brazil is currently the largest petrochemical market in Latin America⁴: In 2007, Brazil produced 4.881.000 tons of plastic products and had an apparent consumption of 4.959.000 tons of plastics products⁵, generating revenues of approximately 18,7 billion US\$⁶.

Due to this position, Brazil also ranks among the 15 larger manufacturers of machines in the sector, having employed 317.232 people in the plastics sector in 2007⁷. However, the sector has a heterogeneous profile, made up mainly of small and medium companies.

² Estimate – Abimaq.

³ Embarnews May 2009 Ed. 229, page 32 - „ Competitividade na cadeia do plástico“.

⁴ Brasilplast-dados de mercado. In : <http://www.brasilplast.com.br/The-Fair/Market-Information/>. Access May 12 2009.

⁵ Ibid, pg 13.

⁶ Ibid.

Still, Brazil accounts for only 0,4% of the total worldwide exports and 0,7 of total imports (2007).

In 2008, according to Abiplast, Brazil exported a total of 332.000 tons of transformed products, valued at US\$ 1.392 million FOB. These values showed a growth of 17,5% in value in comparison to 2007, when the exports totalized US\$1.184,7 million FOB.

These exports were mainly to Mercosul (33%), while the European Union accounted for 13% of exports. When considering individual countries, the main markets were Argentina (26%), USA (14%), Chile (7%), Netherlands (6%) and Venezuela (5%)⁸. Also, according to Abiplast, the main products exported were Biaxially-Oriented Polypropylene (BOPP) films, laminates from other plastics and other plastic tubes.

Brazil plays also a role as an importer: According to Abiplats, also in 2008, the total imports totalled US\$ 2.387 million FOB, accounting for 487000 tons. These numbers show a 30,4% increase in value compared to 2007. Among the most imported products, we can find auto-adhesive laminates and Carboys, bottles, flasks and similar articles.

The main suppliers were the European Union (30%), followed by Asia (27%) and the Mercosul (19%). Considering individual countries, the main suppliers were the US (19%), China (14%), Argentina (10%), Germany (10%) and Italy (5%).

There seem to be new perspectives and possibilities for investors given that the plastic consumption per capita in Brazil is 26.9 kg per year (2007), still below the worldwide average (30 kg per capita per year in 2005) and just a third of the consumption in North America, Eastern Europe and Japan (90 kg per capita per year)⁹, showing a good development potential.

The sector may also benefit from tax breaks designed to support sectors such as automotive, civil construction and white line electro domestics, which are major consumers of plastic materials.

Related Events

Iplas Internacional 2009

August 25 to 29
Guayaquil- Ecuador

Plastech Brasil – Fair of Technologies for Thermoplastics and Thermofixed, Molds and Equipment

July 28 to 31, 2009
Caxias do Sul – RS
Pavilhões da Festa da Uva

Química & Petroquímica – 1st International Fair for the Chemical and Petrochemical Industry

November 9 to 12, 2009
São Paulo- SP
Anhembi

Quimiplas2009 – Fair of Products, Machines and Services for the Chemical and Plastic Industry

October 20 to 22, 2009

⁷ Abiplast Perfil 2007, pg 02. In : <http://www.abiplast.org.br/upload/File/Perfil2007/PERFIL2007.zip> . Access May 8 2009

⁸ Abiplast- Análise da Balança Comercial 2008. In : <http://www.abiplast.org.br/upload/File/Comex/Estatisticas/Transformados/Analises/2008-Dez.pdf> . Access May 13 2009

⁹ Embanews May 2009 Ed. 229, page 32 - „ Competitividade na cadeia do plástico“.

Curitiba- PR
Cietep

Tecnoplast – Fair of Technologies for the Plastic Industry, Rubber, Moulds, Sources and Packing
November 10 to 13, 2009.
Porto Alegre-RS
FIERGS

10th Brazilian Polymers Congress
October 13-17, 2009
Foz do Iguaçu- PR
Rafain Palace Convention Center

Useful business contacts

ABIMAQ (Brazilian Association of Machinery and Equipment)
Avenida Jabaquara, 2925.
04045-902 - São Paulo, SP, Brazil
Phone: 55 11 5582-6300
Fax: 55 11 5582-6312
www.abimaq.org.br

ABIPLAST (Brazilian Association of the Plastic Industry)
Avenida Paulista, 2439 - 8º Andar - cj. 81/82
01311-936 - São Paulo – SP, Brazil
Phone: 55 11 3060 9688
Fax: 55 11 3060 9686
www.abiplast.org.br
abiplast@abiplast.org.br

ABIQUIM (Brazilian Association of the Chemical Industry)
Avenida Chedid Jafet, 222, Bloco C – 4º andar.
04551-065 - São Paulo – SP, Brazil
Phone: 55 11 2148-4700.
Fax: 55 11 2148 4760
www.abiquim.org.br

SIRESP (Union of Industries of synthetic resins of the State of São Paulo)
Avenida Paulista, 1313 - 8º andar-cj 810
01311-923 São Paulo-SP, Brazil
Telephone: 55 11 32872619/ 32879539
Fax: 55 11 32849812
www.siresp.org.br
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- **Embanews** May 2009 Ed. 229.

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