

# Plastivision Arabia 2014 All Set To Open Big

Plastivision Arabia 2014 will be organized by Expo Centre Sharjah, in association with All India Plastics Manufacturers Association, and the support of the Sharjah Chamber of Commerce and Industry. It will be held at Expo Centre Sharjah from April 7 to 10, 2014, and will feature Consultants' Clinic, Placement Pavilion, Business Opportunity Pavilion, Product Design & Innovation Pavilion and a Green Pavilion. Plastivision Arabia will display raw materials and machinery for key segments such as plastic processing, injection molding, thermoforming, packaging, industrial users, construction, infrastructure, automobile and telecommunication, among others.

Plastivision Arabia 2014 has generated tremendous interest due to the combination of the World Expo in 2020 and the FIFA World Cup in 2022 – that too in quick succession -- is set to provide considerable momentum to regional plastics players, who are expecting demand to swell in the run up to these events. While Dubai is set to spend over US\$18 billion for the World Expo 2020, Qatar has earmarked a staggering US\$200 billion for the FIFA World Cup in 2022, which could propel plastics usage much over a conservative estimate of nearly 6 metric tons, said Mr. Jayesh Rambhia, Past President, AIPMA and Chairman of PLASTIVISION ARABIA 2014. Mr. Rambhia further added "Combine this with economies that are cruising in the fast lane, the region's plastics producers will have to look at acquiring new machinery and technology to keep pace with the expected heavy surge in consumption of plastics.

Besides, in association with industry body Gulf Petrochemicals and Chemicals Association (GPCA), will play host to the fifth International Conference for Plastics Conversion (PlastiCon 2014) alongside Plastivision Arabia. "Titled 'Exploring Growth through Innovation in the Plastic Conversion Industry', PlastiCon 2014 will focus on the role of innovation in developing new plastic products and opening up new markets in plastic conversion," said Dr Abdulwahab Al-Sadoun, Secretary General, GPCA. The inaugural Print Pack Arabia exhibition and conference will also be held alongside Plastivision Arabia, and will feature latest printing & packaging technology, materials and machinery. The second Arabia Mold too will be held alongside Plastivision Arabia, in association with DEMAT, the organizer of world-renowned EuroMold, the world's leading fair for mold-making & tooling, design and application development.

Speaking ahead of the upcoming Plastivision Arabia 2014 trade fair, Mr. Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah, said; these mega events are going to have tremendous impact on the region's plastics producers. Plastic products are heavily used in infrastructure projects, apart from packaging." Apart from infrastructure projects, millions are going to fly into the region, providing a strong boost to plastics consumption. Together, these events form a comprehensive sourcing as well as networking platform for the entire regional print, packaging, plastics and mold-making industry.

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