

PLAST 2023: Bringing the world's best to Milan

PLAST 2023 is among the most anticipated plastics and rubber industry events. The international exhibition will take place from 5th to 8th September at the Fiera Milano Rho. The event will showcase the latest technologies, materials, and geared towards highly efficient production operations. Hundreds of exhibitors have already signed up, and the organisers expect a high turnout. The event will host dozens of exhibitors participating for the first time or returning after missing a few editions, with a confirmed return of the Chinese and Iranian pavilions and the debut of the French collective.

Registrations for the event are still open, and the objective is to bring even more international exhibitors and visitors to PLAST. The organiser, Promaplast srl, has signed a synergetic agreement with IPACK-IMA to promote PLAST among packaging operators to achieve this goal. The packaging sector represents nearly 40% of the demand for polymers, and it is closely related to the plastics industry.

The exhibition layout at PLAST 2023 comprises six halls, with Halls 9 and 11 occupied by raw materials suppliers. Halls 13 and 15 will be dedicated to extrusion, while Halls 22 and 24 will focus on injection moulding, blow moulding, and auxiliaries. The 2023 edition will again feature the three satellite fairs dedicated to three sub-sectors of excellence: RUBBER (dedicated to the world of rubber), 3D PLAST (focused on additive manufacturing and related technologies), and PLAST-MAT (for innovative plastics).

Thanks to the collaboration with ICE-Agenzia, the StartUp area will be implemented again this year to provide visibility to innovative solutions by emerging operators. The Innovation Alliance—the project implemented in partnership by PLAST together with IPACK-IMA, Print4All, and Intralogistica Italia—will be featured with a new concept. The organisers are currently discussing the possibility of reinterpreting the

initiative as a convention to discuss issues of relevance to all involved industries.

PLAST 2023 is a strategic showcase for Italian machinery manufacturers in the plastics and rubber industry. Despite the troubled world economic situation, Italian production reached €4.5 billion in 2022, representing a growth of 1% over 2021 and two points more than the pre-pandemic year 2019, according to the MECS statistical studies centre of the Amaplast trade association.

In an interview, Mario Maggiani, CEO of Promaplast srl, talked about the trends, objectives, and expectations for the nineteenth edition of the Milanese specialised event. He revealed that the number of companies participating for the first time has grown, and companies that have not been present for several editions will return to exhibit.

“Expectations are positive. We return after five years with a world that has started to travel again. The pandemic has disrupted exhibition calendars worldwide. Therefore, rescheduling to September 2023 was caused by a series of factors, not the least of which is the availability of the Fiera Milano exhibition centre. We have almost 1,000 registered companies, an absolutely positive figure: two-thirds are Italian, and one-third are foreign. However, we must take into account the fact that the branches of foreign companies present in our country are registered as Italian. There are six months left before the opening, and the goal



of exceeding the thousand direct exhibitors of the 2018 edition is now within reach.”

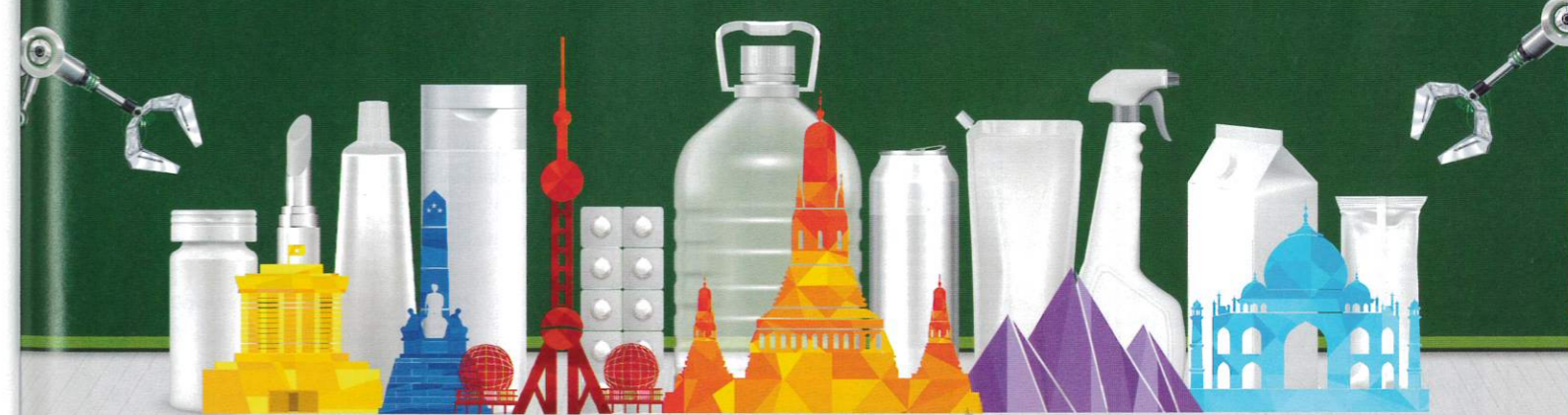
When asked what his team has done to attract foreign visitors, Maggiani responded, “We are doing a great job collaborating with the ICE Agency to attract visitors from abroad. There are 30 countries from all over the world involved in the incoming programme of qualified buyers. Communication activities have also grown tremendously. The promotional action of PLAST 2023 is aimed at European countries like France, Germany, Spain, and Switzerland. But we have also developed activities in North Africa and Sub-Saharan Africa, both growing areas. There is also the Middle East, North America, and South America, thanks to the fact that we distanced ourselves from the NPE show.”

The 2018 edition of PLAST, marking a temporary break from the regular 3-year cycle as a result of the pandemic, drew in over 1,500 exhibitors in a net area of 55,000 square meters, with over 63,000 visitors, a significant proportion from abroad, confirming the event's drawing power and international appeal. PLAST is a broad technology showcase embracing materials and processes, finished products and services and the most advanced solutions developed by manufacturers of plastics and rubber processing machinery, equipment, auxiliaries, and moulds, with over 3,500 units exhibited in the 6 pavilions occupied by the fair. Further details available at www.plastonline.org **IRNA**

The 30th International Processing and Packaging Exhibition for Asia

PROPAK ASIA

14-17 JUNE 2023
BITEC | Bangkok, Thailand



For more information

ProPakAsia.com

[Twitter](#) [LinkedIn](#) [Facebook](#) [LINE](#) [YouTube](#) @ProPakAsia

Organised by:



Access Code
RA1047

Event Sustainability Standard:

