

## Messe Düsseldorf Asia and Informa Markets to strengthen their cooperation in the plastics and rubber trade exhibition business in Southeast Asia

Plastics and Rubber events will cover Thailand, Indonesia, and Vietnam from 2024

Messe Düsseldorf Asia and Informa Markets, two of the region's leading international exhibition organisers, have announced a landmark partnership that will see the consolidation of their plastics and rubber trade exhibitions in Southeast Asia.

From 2024, the new alliance will see the two parties jointly organise the **Plastics and Rubber** series of exhibitions, kick starting with **Plastics and Rubber Thailand** which is scheduled to take place from 15 to 18 May 2024 at BITEC, Bangkok.

The strategic alignment of the plastics and rubber portfolio by Messe Düsseldorf Asia and Informa Markets will see them streamline their respective plastics and rubber exhibitions in the region into three anchor events. Starting in 2024, the partners will jointly organise Plastics and Rubber Thailand, and Plastics and Rubber Indonesia, in addition to Plastics and Rubber Vietnam which has been a long-established collaboration since 2008.

Aimed at harnessing collective capabilities and expertise of both partners to deliver an enhanced business experience for the industry, **Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, said: " Our alliance with Informa Markets builds upon a long history of successful partnerships in the region. By consolidating the plastics and rubber trade exhibitions to now include Thailand and Indonesia starting in 2024, we are poised to enhance our customer experience both locally and internationally, delivering even greater value for business growth, especially against the backdrop of industry sustainability and circularity goals."

"This latest endeavour amplifies our regional presence and further streamlines both our efforts to serve the Southeast Asian markets effectively. Following in the successful footsteps of our joint partnership with Plastics and Rubber Vietnam in Ho Chi Minh City and Hanoi, with Plastics and Rubber

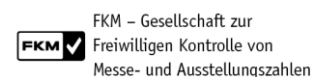
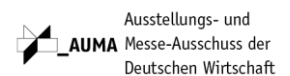


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Thailand and Plastics and Rubber Indonesia, we are paving the way for the absolute best local and regional platforms for international businesses in the most dynamic markets in Southeast Asia within the ever-evolving plastics and rubber landscape,” Ringling added. The synergy will capitalise on Informa Markets' deep regional insights and connections, complemented by Messe Düsseldorf Asia's extensive global expertise in plastics and rubber and multi-sectorial competence, including their connection with K, the world's leading plastics trade fair organised by Messe Düsseldorf.

**Ian Roberts, Vice President, Informa Markets (Asia)**, expressed enthusiasm over this partnership and echoed similar sentiments. He said: “Our collaboration with Messe Düsseldorf is a continuation of our successful joint ventures, highlighting our shared commitment to deliver industry-leading experiences. By concentrating our efforts and consolidating the number of plastics and rubber events in the region, we aim to create an unparalleled experience for exhibitors and visitors, offering enhanced business opportunities and thus maximising the impact of each exhibition.”

**Roberts** added; "Together, we are ushering in a new era of innovation, collaboration, and mutual growth, which is testament to our shared commitment to advancing the industry and the region.”

The plastics and rubber industries in Thailand, Indonesia, and Vietnam play pivotal roles in the global market. Thailand has emerged as a leading manufacturer and exporter of plastic and rubber products, serving key markets such as China, Japan, India, and the ASEAN region. Similarly, Indonesia and Vietnam are crucial players in this sector, contributing significantly to the regional and global supply chains.

For more information on the first edition of **Plastics and Rubber Thailand**, go to: [www.plasticsrubberthailand.com](http://www.plasticsrubberthailand.com)

#### **About the Organizers:**

**Messe Düsseldorf Asia** is a subsidiary of Messe Düsseldorf GmbH, one of the world's most successful exhibition organisers, responsible for organising more than 20 of the world's number one exhibitions in various industries including plastics, packaging, and printing – namely, the globally acclaimed K Fair, interpack and drupa held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995. For more information, please visit [www.mda.messe-dusseldorf.com](http://www.mda.messe-dusseldorf.com)

**Informa Markets** creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 450 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

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