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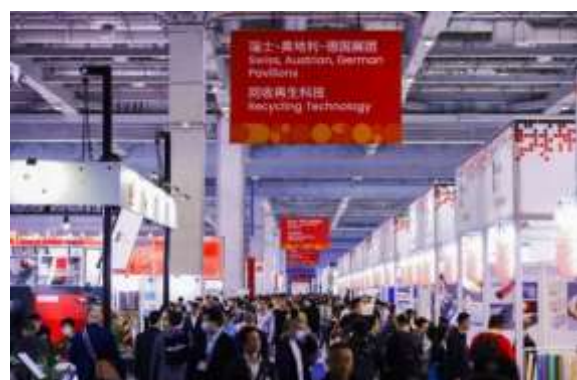
## Taking the Powerful International Buyer Appeal of CHINAPLAS 2025 to the Next Level

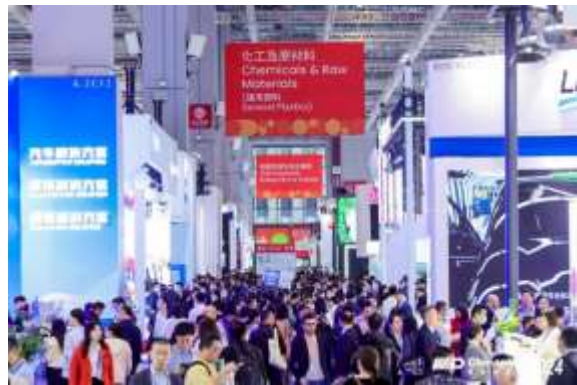
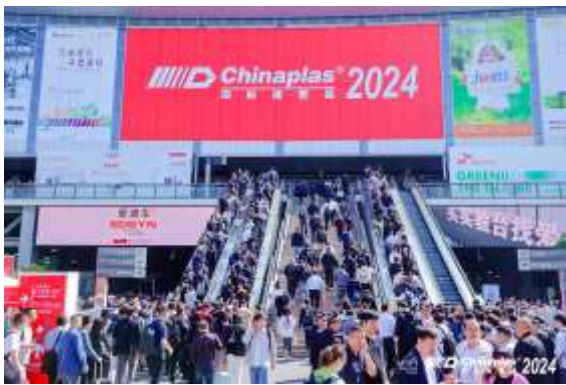
As the global economy gradually recovers, China continues to be a crucial engine driving worldwide economic growth. In the new framework of dual circulation in the domestic and international markets, CHINAPLAS 2025 will be held at Shenzhen, a major city of Guangdong-Hong Kong-Macao Greater Bay Area which serves as a key intersection of dual circulation, from April 15-18, 2025. After years of nurturing and accumulation, the exhibition has developed a strong appeal among global buyers. The return of CHINAPLAS to Shenzhen allows for the strategic leverage of favorable timing, geographical advantages, and abundant human resources, effectively anchoring both local and overseas markets. With a dual approach, the show organizer will make every effort to expand the global buyer base, enhancing its appeal and advancing the global collaboration to the next level.

### What Makes CHINAPLAS So Appealing to Global Buyers?

The last edition of CHINAPLAS attracted 321,879 attendees from 171 countries and regions, including a record-breaking 73,204 overseas visitors, comprising 22.74% of the total number of visitors, showcasing its remarkable global appeal. What makes this mega event such a magnet for global buyers?

Ms. Ada Leung, General Manager of Adsale Exhibition Services Ltd. unveiled the secret: "Firstly, CHINAPLAS has been deeply rooted in the plastics and rubber industries for over 40 years, establishing a strong brand influence both domestically and internationally. As the show's scale expands, it generates significant traffic and amplifies its platform effect. Secondly, the exhibition is highly technology-driven, aiming to foster industry development with innovation. Our high-quality exhibitors stay ahead of industry trends, showcasing cutting-edge plastics and rubber technologies, which act like a huge magnet for buyers from around the world. Furthermore, CHINAPLAS has continuously expanded its international reach. We have established long-term cooperation with local and overseas trade associations, building an extensive network of buyer resources and greatly exploring user needs. In terms of buyer promotion, we leave no stone unturned, constantly launching new strategies and initiatives to draw more global attention."





CHINAPLAS 2025 will join hands with over 4,000 international exhibitors, unveiling the “New Productive Forces” of the plastics and rubber industries. As of now, over 1,300 of registered exhibitors are recognized as "Professionalization, Refinement, Specialization and Innovation (PRSI)" enterprises, account for one-third of all exhibitors. This will not only showcase China's robust capabilities in plastics and rubber technology but also enhance the exhibition's appeal to global buyers.

### **Stepping Further towards Internationalization**

The global buyer appeal is not only driven by cutting-edge technology, but also by strong connections between exhibitions and buyers, along with effective global collaboration strategies. By fostering expansive global and multi-channel collaborations, CHINAPLAS has been integrating platform resources and channels to further attract professional buyers on a global scale. Its buyer outreach extended to Thailand, Vietnam, Malaysia, Kazakhstan, Poland, Pakistan, the United States, Argentina, Mexico, Colombia, and Taiwan region, actively engaging in industrial networking events. CHINAPLAS has forged partnerships with local industry associations to recruit delegations and invite key enterprises, facilitating sourcing opportunities and technological exchanges at the exhibition. As of now, around 40 industry associations from 14 countries and regions have expressed their interest in organizing delegations to CHINAPLAS 2025. Targeting high-growth and high-potential markets like Southeast Asia, Türkiye, and Mexico, the exhibition made a full-force effort with intensive online and offline promotion. Moreover, through the exhibition's O2O strategic partner, CPS+ eMarketplace, CHINAPLAS team continuously stays in tune with buyer needs worldwide, engaging year-round to attract buyer resources and converting online interest into physical visitors of the exhibition.



Recently, the show organizer has officially announced the launch of “Spotlight on Malaysia: Buyer Program” for CHINAPLAS 2025 with Malaysian Plastics Manufacturers Association (MPMA) as the strategic partner, marking a significant milestone in a strategic move towards a global collaboration. This collaboration aims to leverage the reputations of both parties for strengthening international business connections, and for adhering to CHINAPLAS’ mission in enhancing technological exchange and global trade cooperation. MPMA will extend its efforts beyond plastics converters by collaborating with other trade units and industry associations in Malaysia to promote CHINAPLAS 2025. The two parties planned to co-organize a New Tech Seminar in Kuala Lumpur, Malaysia in January 2025. The seminar will unveil new solutions to be showcased at CHINAPLAS 2025, building anticipation for the exhibition and fostering active engagement with the participants.

### **Go Globally Together: Plastics and Rubber Innovative Technologies Enhancing Product Quality and International Competitiveness**

The market landscape is witnessing a surge in competitiveness, urging enterprises to find ways to breakthrough. "Going global" has become a strategic option and the "second growth curve" for enterprises. Seizing opportunities and facing challenges directly, Chinese companies have sparked a trend of going global, especially in industries such as electronics, automotive, and new energy. Not only are their products selling well overseas, but they are also investing in setting up facilities abroad, transitioning from "exports" to "going global". From January to September 2024, household appliance exports reached 3333.79 million units, a year-on-year upsurge of 21.8%, while cumulative automobile exports reached 4.312 million units, with an impressive growth rate of 27.3%. Enterprises such as Haier, Midea, Gree, Hisense, TCL, BYD, SAIC Motor, Chery, Geely, GAC Aion, CATL, EVE Energy and many others are actively expanding globally, accelerating the pace of establishing overseas manufacturing facilities.

In the journey of Chinese enterprises venturing into overseas markets, innovation and technology play a crucial role. Chinese plastics and rubber materials and equipment, renowned for their exceptional cost-effectiveness and cutting-edge technological applications, empower global businesses to elevate product quality, value, and competitiveness on the international stage. CHINAPLAS 2025 will serve as a valuable platform for connecting upstream suppliers with buyers who are seeking innovative plastics and rubber technology solutions, assisting companies in better stepping out to explore new

growth opportunities.

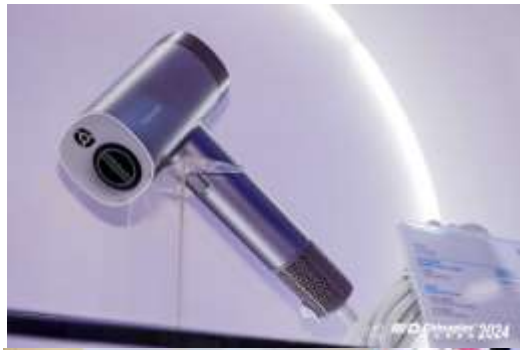


### Tap into Domestic Demand and Seize Opportunities in Potential Markets

In China, the "old-for-new" trade policy is set to be strengthened, potentially catalyzing for heightened demand. On July 24, 2024, the National Development and Reform Commission and the Ministry of Finance issued the "Several Measures for Providing Greater Support for Large-scale Equipment Renewals and Consumer Goods Trade-ins". This initiative covers a wide range of trade-in products, including automobiles, electric bicycles, refrigerators, air conditioners, computers, smartphones, tablets, drones, and more. The policy 's impact is gradually taking shape, injecting new vitality into the market and creating opportunities for new products and technologies.

Product iteration is accelerating, marked by the seamless integration of AI technology into home appliances and consumer electronics. The sophistication of new energy vehicles continues to rise, while the market eagerly embraces the latest tri-fold smartphones. Significant growth is also visible in the expanding low-altitude economy, rapid advancements in artificial intelligence, and the flourishing pet economy. These dynamics collectively are driving demand for advanced materials and production equipment from upstream industries.

CHINAPLAS 2025, themed "Transformation • Collaboration • Sustainability", will spotlight high-end, intelligent, and green innovations, showcasing a range of advanced and cost-effective materials and machinery technologies, such as carbon fiber composites for the low-altitude economy, photovoltaic films, high-performance films, food-grade rPET, UV-resistant functional fabrics, lightweight and electrification solutions, digitalized smart manufacturing solutions, etc. Additionally, the mega show will invite buyers from end-user industries like the low-altitude economy, electronics and electric, and new energy vehicles to participate in concurrent thematic events, joining forces to drive industry transformation, upgrades, and efficiency.



### Pre-register Now to Explore “New Productive Forces” at CHINAPLAS 2025

CHINAPLAS 2025 will stage at Shenzhen World Exhibition & Convention Center (Bao’an), PR China on April 15-18, 2025, opening a new chapter with an expected exhibition area of 380,000 sqm and attracting more than 4,000 international exhibitors.

The online pre-registration for CHINAPLAS 2025 has started. Click [HERE](#) to pre-register now for an admission ticket at RMB 50 or USD 7.5. Pre-registered visitors shall receive their Visitor eBadges (for local visitors) or eConfirmation Letters (for overseas visitors) upon completion of pre-registration.



Scan to pre-register

For more information or enquiries about the show, please visit [www.ChinaplasOnline.com](http://www.ChinaplasOnline.com) or contact [Chinaplas.pr@adsale.com.hk](mailto:Chinaplas.pr@adsale.com.hk).

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### **About CHINAPLAS 2025**

CHINAPLAS 2025 is organized by Adsale Exhibition Services Ltd., Beijing Yazhan Exhibition Services Ltd., Adsale Exhibition Services (Shanghai) Ltd., Adsale Exhibition Services (Shenzhen) Ltd. and co-organized by China National Light Industry Council - China Plastics Processing Industry Association, Guangdong Plastics Industry Association, Messe Düsseldorf China Ltd., Shenzhen Polymer Industry Association and the Plastic Trade Association of Shanghai. The exhibition is also supported by various plastics and rubber associations in China and abroad.

First organized in 1983, CHINAPLAS has been approved by UFI (The Global Association of the Exhibition Industry) since 2006. CHINAPLAS 2025 is exclusively sponsored by the Europe's Association for Plastics and Rubber Machinery Manufacturers (EUROMAP) in China for the 34th time. CHINAPLAS is currently Asia's leading plastics and rubber trade fair, and is widely recognized by the industry as one of the most influential exhibitions in the world.