

A report on
PLASTICS JAPAN 2022
Tokyo | Japan

DECEMBER 7-9, 2022 | MAKUHARI MESSE | TOKYO

The PLEXCONCIL in its endeavor to promote the export of plastics products took part in 11th PLASTICS JAPAN 2022 Show, in Tokyo, Japan for the first time with 6 exhibitors.

About the Show:

PLASTIC JAPAN 2022 is the World's Leading Show for Advanced Plastics & Equipment. It is a specialized show for Plastic, CFRP, Cellulose Nano Fiber, and BioPlastic. The show gathers all kinds of plastics/composite materials as well as its manufacturing and processing technologies. More than 50,000 high-quality visitors gather at this event. With 850 renowned exhibitors across the globe, this show is positioned to find your partner in this region. Comprehensive Plastic Show from manufacturing machines to the material.



Indian Pavillon:

The Indian pavilion had 6 Exhibitors displaying products like masterbatches, packaging, and value-added products. The exhibition provided a great platform for first-time exhibitors at the show to create awareness about Indian Products in Japan. The Indian Pavilion made a footprint at the show even though this was the first time the Plexconcil had organized the Pavilion in Japan.



The inputs received from the exhibitors had mixed views. They felt that the show was not focussed only on Plastics but on multi-functional plastics which was not so relevant to their products. However, they felt that entering the Japanese market is difficult and needs a lot of patience as language is a major barrier. Indian Companies cannot deal with the buyers directly but only through distributors inside Japan as the Japanese buyers trust more of their people than foreigners initially. Few inquiries have been received and they felt that more homework to be done before the actual exhibition. It was felt that 2 years once participation would be enough and not every year.

The exhibitor's catalog was printed and distributed to all the visitors at the show informing them about the products and the companies exhibiting at the show. An interpreter service was engaged to help the exhibitors with translation. Next Year the show will be from Oct 4-6, 2023 at the same venue.



Exhibitor's List:

1. Ambica Optical & Trading (did not take part as the visa was not issued – but was promoted by the Council)
2. Arun Plasto Moulders (India) P Ltd
3. Arun Exports
4. Bhagwati Optical and Trading
5. Blend Colors
6. Synthetic Packers Pvt Ltd

Few of the exhibitors found it difficult to get a visa to visit Japan hence they were not able to showcase much of their products.

PLEXCONNECT 2023 Promotions

The Plexconnect 2023 was promoted effectively during the show by the Council's representative visiting potential exhibitors/buyers and inviting them to visit the show. The Council hired the services of an interpreter to meet potential buyers in Japan who were at the show to promote and invite them to visit Plexconnect 2023. Every day the Plexconnect brochure was distributed to all the visiting buyers and potential exhibitors.

Business Cards were collected to send the invitation from India to make sure that they are aware of Plexconnect and make their plans for the visit. The Council printed Plexconnect 2023 brochures which were widely distributed at the show to create awareness about the show in India.



The Embassy of India, Tokyo, Japan has been requested to arrange a buyer's delegation from Japan to visit PlexConnect 2023. We have requested NPO (Japan India Industry Promotion Association) to send a proposal in mounting a buyers delegation and to represent the Council for Plexconnect 2023 in Japan. More than 100 business cards have been collected from those who have shown their interest to participate in Plexconnect 2023. **An interview was posted on YouTube by the organizer given by the representative of Plexconcil promoting the Buyer's visit to Plexconnect 2023.** The Council was represented by Mr. Ruban Hobday, Regional Director – South.

Officials Meeting during the Show

The Embassy of India, Tokyo, Japan

Shri. Shishir Kothari, First Secretary (Commerce), the Embassy of India, Tokyo, Japan visited the India Pavilion to interact with the exhibitors and to understand the overview of the Plastic Industry in India.

The main points discussed were

1. Mounting a buyers delegation to visit PlexConnect 2023 to India to be held from June15-17, 2023 in Mumbai, India
2. To recommend any other plastic-related show in Japan
3. To get more information about the FIBC buyers in Japan as FIBC has huge potential for Indian companies to cater to the Japanese market.
4. To share the data and other important events of the Plastic Industry
5. Proposal to host a stand-alone Plastics Exhibition/BSM in Tokyo during 2023 instead of participating in bigger shows to get more mileage for Indian companies.

It was observed that Japanese companies maintain their privacy and will not give their contact details. The Mission tried to fix meetings but most of the Associations refused the meeting including Jetro.

RX Japan | Organizers

The following points were discussed with Mr. Baek representing RX Japan and submitted for follow-up from both ends:



1. To recommend any other plastics-related value-added products shown for 2023
2. To recommend shows related to FIBC products including Packaging shows for 2023.
3. Always consider one complimentary booth for the Council to promote which can also be a barter arrangement for ads on the website or any other services.
4. To consider India Branding which may be included in the shell scheme costing

JAPAN-INDIA Industry Promotion Association (NPO)

The Council representative had a meeting with Mr. Prasant Godghate Chairman, NPO, and Mr. Manoj K Mahtani, Director, NPO. The Association predominantly works to promote trade between Japan-India through organizing stand-alone events, seminars, promotions for India Products, Buyer-Seller meets, and facilitating engagements between Japanese and Indian Companies. The following points were discussed:



NPO

1. To send a proposal to facilitate work on identifying FIBC buyers in Japan and to hold a meeting with the Indian FIBC companies. The proposal will be to bring the FIBC buyers to visit PlexConnect 2023.
2. To send a proposal to bring Japanese buyers (10-15) to visit Plexconnect 2023 under the MAI scheme.
3. To send the proposal concerning their plans to invest in biodegradable plastics in India and Council's support help in identifying the Indian companies for joint venture if possible

Plexconcil

1. To send the data of the potential products to export from India to Japan
2. To send the contact names of the FIBC buyers list

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