

**A report on Plexconcil's Indian Pavillion at
PLASTEURASIA 2023 SHOW | ISTANBUL | TURKIYE**
NOVEMBER 22-25, 2023

The PLEXCONCIL in its endeavour to promote the export of plastics products took part in 32nd edition of PlastEurasia 2023 Show, Istanbul, Turkiye with 9 exhibitors.

The PlastEurasia Istanbul Fair, the plastic industry's largest trade show in Eurasia and second only to China among annual trade shows worldwide and with over 1,400 exhibitors and 65,000 industry professionals, the fair serves as a platform to showcase the latest technologies and innovations.



Plast Eurasia Istanbul Fair that showcases a wide variety of products, including plastics machinery, machinery equipment and sub-industry, moulds, recycling, heat and control devices, automation, cooling systems, raw materials, chemicals, and semi-finished goods. This year, foreign exhibitor rate of the fair has increased by 73 percent. The fair has sold out two months in advance of its opening, which resulted in opening two new halls for visits in 2023. Exhibitors from all over the world participating in the fair to display their products will meet visitors from leading countries such as Germany, the UK, Poland, the Netherlands, Spain and Iran.

Indian Pavilion:

The Indian pavilion had 9 Exhibitors displaying products like Masterbatches, Pigments, other Raw Materials and Machineries related to Extrusion & Injection Moulding. The exhibition provided a great platform for the exhibitors at the show to gain more market access for the Indian Products in Turkey and its neighbouring Countries such as Middle East, African and CIS Countries.



India Branding was created along with the Exhibitor's directory which was distributed to potential buyers at the show. The Council had a booth to promote its activities including the promotion and sourcing of Buyers & Exhibitors for PLEXCONNECT 2024.

The inputs received from the exhibitors had positive views. They felt that the show was more productive and focussed on Raw Materials and Machineries. However, they felt that entering into the Turkish market is quite important considering the India's bilateral trade with other neighbouring countries and also the vast opportunities to be explored and to substitute the Chinese market presence.

H.E. Shri. Mijito Vinito, Consul General, Consulate General of India, Istanbul-Turkey, inaugurated and visited the India Pavillion at PlastEurasia Show 2023 and had fruitful interactive discussions with Indian Exhibitors to understand the overview of the Plastic Industry in India and also its trade with Turkey.

The exhibitor's catalogue was printed and distributed to all the visitors at the show informing about the products and the companies who were exhibiting at the Indian Pavilion.



Exhibitor's List:

ACME DRINKTEC SOLUTIONS LLP
Aquent Advance Material Technologies Pvt Ltd
BJS ENGINEERS PRIVATE LIMITED
JB ECOTEX LTD
JKP MASTER BATCH PVT LTD
MANALI PIGMENTS PRIVATE LIMITED
PURSUIT INDUSTRIES PVT LTD
R.S. PIGMENTS
SBS POLYCHEM PVT LTD

PLEXCONNECT 2024 Promotions

The Plexconnect 2024 show was promoted effectively during the show by the Council's representative Shri. R. Dayanidhi, Assistant Director – Plexconcil, Southern Region by visiting potential exhibitors/buyers and inviting them to visit the show. Every day the Plexconnect brochure was distributed to all the visiting buyers and potential exhibitors. The Council printed Plexconnect 2024 brochures which were widely distributed at the show to create the awareness about the show in India.

Feedback:

1. The India Pavilion should have better branding than other country pavilions (China, Germany, Italy). The location in Main Machinery and Raw Materials Hall was preferred.
2. Better branding and promotion of the pavilion including hoardings inside the halls and outside the halls
3. It is suggested to get raw space and then design the stalls & branding as done by the other country pavilions in the show.
4. Interpreters for better understanding.

