

THE PLASTICS EXPORT PROMOTION COUNCIL DOES A MEGA GLOBAL REACH-OUT AT K FAIR 2022, DUSSELDORF, GERMANY TO BOOST EXPORTS OF INDIAN VALUE-ADDED PLASTIC PRODUCTS

The Plastics Export Promotion Council (PLEXCONCIL) and Plastindia Foundation organized one of the biggest government-sponsored country pavilions at K Fair 2022- the world's No.1 Exhibition and B2B Networking Platform for plastics held at Dusseldorf, Germany from 19th to 26th October 2022, witnessing the presence of 3037 exhibitors and 1,76,000 from over 157 countries.

In the latest edition of the largest global plastics fair, especially after the pandemic hiatus, the Council's chief motives were to lead MSMEs to showcase 'Made in India' products and technology to the collective plastics world; establish India's manufacturing prowess, repute and capability to meet world quality-standards and supply demands on international platform; and conduct mega global reach-out drive to boost exports of value-added plastic products by collaborating with international plastic associations.

INAUGURATION OF THE K 2022 INDIA PAVILION

The India Pavilion was inaugurated by Shri. Amit Telang, Consul General, Consulate General of India in Frankfurt; Shri. Hemant Minocha, Chairman, PLEXCONCIL and Shri. Jigish Doshi, President, Plastindia Foundation in the presence of Shri. Thomas Schlitt, Managing Director, Messe Dusseldorf India; Shri. Thomas Franken, Project Director, Messe Dusseldorf; Smt. Millie Contractor, Sales Director, Messe Dusseldorf India; Indian MSME delegates and trade members. The dignitary contingent was especially highlighted by the presence of Shri. Dakuri Chandra Sekhar, Addl. Dev. Commissioner, MSME D&FO. Shri. Telang & Shri. Chandra Sekhar met with the Indian Plastics Industry MSMEs and interacted with them to understand the various export challenges faced by them, share insights on current market conditions considering the precarious European geopolitical conditions, and also to brief the participants on the various government schemes which MSMEs can leverage upon to boost their exports.



Inauguration of the India Pavilion by Shri. Amit Telang, Consul General, CGI Frankfurt (centre) in the presence of PLEXCONCIL and PIF dignitaries; Shri. Thomas Schlitt, Managing Director, Messe Dusseldorf India and Shri. Thomas Franken, Project Director, Messe Dusseldorf

A formal ribbon cutting ceremony was also conducted at the Pavilion by Shri. Hemant Minocha, Chairman, PLEXCONCIL; Shri. Sribash Dasmohapatra, Executive Director, PLEXCONCIL; Shri. Jigish Doshi, President, Plastindia Foundation; Shri. Ravish Kamath, Vice President, Plastindia Foundation; Shri. Jayesh Rambhia, Treasurer, Plastindia Foundation; Shri. Arvind Mehta, Chairman and Managing Director, Welset Plast Extrusions Pvt Ltd; Shri. Mayur D Shah, Managing Director, Ravikumar Chemicals Pvt Ltd; Shri. Raju Desai, Director, Jyoti Plastics Works Pvt Ltd; Shri. Manoj R Shah, Owner, RP Shah & Sons; and Smt. Padmaja Reddy, Managing Director, Padmaja Polymers Private Limited.



VOCAL FOR LOCAL: PLEXCONCIL MEETS WITH GLOBAL STAKEHOLDERS OF PLASTICS INDUSTRY TO COLLABORATE AND BOOST EXPORTS FROM INDIA

During the week-long trade fair, the PLEXCONCIL team led by Shri. Sribash Dasmohapatra, Executive Director, PLEXCONCIL; Shri. Nilotpal Biswas, Regional Director- Eastern Region and Shri. Krunal Goda, Senior Manager interacted with 30+ countries, international plastics associations, chambers of commerce, trade bodies and industry associations to collaborate and boost the bilateral trade of value-added plastic products. The objective of the Council during these meetings was to take forward Hon'ble PM of India, Shri. Narendra Modi's vision for USD 500 BN merchandise exports in FY 2022-2023. During these meetings, the Council briefed the global stakeholders about the surging demand and preference of the global plastic industry to make India their sourcing hub or a part of their 'China Plus One' policy.

The Council spotlighted the initiatives undertaken by the Government of India to support the plastic manufacturing industry, enabling them to import the latest technologies by collaborating with world-leaders in the field, thereby meeting global quality-standards and supply demands for value-added plastic products.

The Council also emphasized on the need for equivalent support from the global stakeholders to jointly discuss policy-related matters which shall help in boosting the trade between India and other nations across the globe.

The international stakeholders are excited to learn about the Indian Government's efforts to invite global buyers to India to witness the nation's prowess, capacity and ability to cater to the world's supply demands. In this regards, the Council invited stakeholders and their trade members from 30+ countries to participate in the Department of Commerce sponsored Reverse Buyer-Seller Meets initiated by PLEXCONCIL-Plastindia 2023 (1st-5th February 2023, New Delhi) and PLEXCONNECT 2023, the Council's first ever export-focused exhibition for plastics (15th-17th June 2023, Mumbai)



Shri. Sribash Dasmohapatra, Executive Director, PLEXCONCIL; Shri. Nilotpal Biswas, Regional Director, PLEXCONCIL; and Shri. Krunal Goda, Senior Manager, PLEXCONCIL met with various international trade bodies to promote exports of Indian value-added plastic products



The prominent associations and trade bodies PLEXCONCIL had discussions with were:

USA: The Plastics Industry Association, USA; AMUT USA

EUROPE: Plastics Europe, Belgium; British Plastic Federation, UK; ProTec Polymer Processing, Germany; Composites United e.V., Germany; VDMA, Germany; GKV TecPart, Germany; FSK, Germany; Amaplast, Italy; Plast Milano, Italy; Switzerland Global Enterprise; ANAIP, Spain; Society of Petroleum Engineers; Flock Association of Europe; Kunststoffland NRW e.V; CzechTrade; tuyap, Turkey; Istanbul Chemicals and Chemical Products Exporters Association, Turkey; Messe Dusseldorf, Germany

WANA: DMG Events, UAE; Qatar Development Bank; Beauty Sky Expo, UAE

NORTHEAST ASIA: Taiwan External Trade DEVELOPMENT Council; Korea E&Ex Inc; International Plastic Fair Association, Japan



(Clockwise from top-left) PLEXCONCIL Chairman discusses with Messe Dusseldorf on the various opportunities to invite potential European buyers to India for export promotion activities; Shri. D. Chandra Sekhar, MSME Addl Dev. Commissioner and PLEXCONCIL representatives attend a presentation by AMUT USA on Plastic Recycling; Shri. Telang, Consul General, CGI Frankfurt and PLEXCONCIL Chairman visit India Pavilion to understand the innovations made in the industry and the challenges faced by plastic processing industry; Shri. D. Chandra Sekhar, MSME Addl Dev. Commissioner visits the MSMEs in the India Pavilion; PLEXCONCIL representatives interact with GKV senior official to understand competitive foreign technology; Shi. D. Chandra Sekhar, MSME Addl Dev. Commissioner and PLEXCONCIL officers attend a demo session on latest German technological updates

NPE 2024: PLASTICS INDUSTRY ASSOCIATION USA JOINS HANDS WITH PLEXCONCIL

In its continuous endeavour to boost Indian plastic exports to USA and provide a B2B Networking Platform to Indian Plastic Trade Members which will give them an access to not only USA markets but also those in the NAFTA region, PLEXCONCIL- for the 4th straight year –signed an MOU with Plastics Industry Association USA to organize the India Pavilion at NPE 2024 as the most reliable and preferred partner to associate with Plastics Industry Association USA. The MOU was signed in the presence of Mr. Gunther Hoyt, Chairman Emeritus and Director, and Mr. Glenn Anderson, Chief Operating Officer. The Council has committed to bring a much larger Indian delegation for NPE 2024 than all previous editions, and probably one of the largest national pavilions at the show.



PLEXCONCIL representatives with the office bearers of Plastics Industry Association USA, organizers of NPE 2024 - Mr. Gunther Hoyt, Chairman Emeritus and Director, and Mr. Glenn Anderson, Chief Operating Officer

CIRCULAR ECONOMY & SUSTAINABILITY: TAKING HON'BLE PM's VISION AHEAD

In its endeavour to take ahead the Hon'ble PM's vision for 'Circular Economy', PLEXCONCIL representatives met with the senior officials of VDMA, Germany to discuss collaboration opportunities, whereby, knowledge-sharing programs can be organized for Indian Plastic Processor Industry. The Council discussed the various possibilities of showcasing German Technologies on Circular Economy in India during the export-promotion activities organized by the Council with the support of the Department of Commerce, Government of India.



PLEXCONCIL representatives with Mr. Florian Mikulasch, Economics and Market Advisor, VDMA at the K 2022 Circular Economy Forum

INTERACTION WITH INDIAN EXHIBITORS AND CELEBRATING DIWALI 2022

The Council representatives met with all the 147 Indian exhibitors participating at K 2022 to greet them on the festive occasion of Diwali and sought feedback on their participation experience at the trade fair. The delegates were also briefed on the various export promotion initiatives undertaken by the Council and the Government of India schemes that enables MSMEs to boost their exports. The Council extended all its support and assistance to the Indian delegates at the trade fair and assured the same in all their future endeavours.



PLEXCONCIL representatives and the Indian exhibitors usher the auspicious festival of Diwali at K 2022, Germany by holding a Pooja ceremony in the India Pavilion

K 2022 witnessed the presence of 3037 exhibitors and 1,76,000 from over 157 countries, which was significantly less as compared to the previous editions due to the current geopolitical issues. However, for the Indian delegates, this fair proved to be one of the most successful representations which will not only enable them to boost their exports from India to Europe, but would also attract large-scale foreign investments in India. With the support of the Government of India, PLEXCONCIL is confident that it shall achieve its target of USD 16 Bn plastic exports in FY 2022-2023.



PLEXCONCIL and the Indian Plastic Industry members completed a successful representation at K 2022