

A report on Plexconcil's Indian Pavillion at Plastimagen 2023, Mexico



7-9, November 2023, Mexico

The PLEXCONCIL in its endeavor to promote the export of plastics products took part in PLASTIMAGEN 2023 , MEXICO, the largest show for machinery, raw material, and masterbatches held from 7-10 November 2023.

About the PLASTIMAGEN 2023, Mexico

PLASTIMAGEN® MEXICO presented over 870 companies representing over 1,600 brands from more than 27 countries, 14 International Pavilions, and the ANIPAC Pavilion (the National Association of Plastic Industries in Mexico). With more than 40,000SQMT of exhibition space PLASTIMAGEN® MEXICO is the most complete and foremost plastics expo in Latin America, an event designed to meet the needs of more than 28,000 visitors who are seeking innovative solutions for their companies. PLASTIMAGEN® MEXICO is the industry's premier expo in the region, where the world's leading suppliers gather in a single forum to provide key decision-makers with state-of-the-art solutions for:

Machinery and equipment | Automation | Instrumentation and process control | Components
Plastic additive manufacturing | Bioplastics | Services for the plastics industry | Raw Materials
(Masterbatch) | Molds, tools and dies | Rotational moulding | Solutions for recycling | Agroplastics
Transformation of plastics and plastic products



Plastimagen is the only international trade event in Mexico in the industry that has participation from more than 35 countries, making it a truly global plastic trade show. The growing industry is always open to strategic partnerships and relationships with companies with new technologies. Recycling and

energy use reduction will play a key role as the industry continues to develop and Mexico is looking for new solutions for these challenges.

India's participation at PLASTIMAGEN is of great significance as Mexico is well placed to engage in cross-border trade with the US to the north and Latin America to the South. In 2020, Mexico was the 15th largest export economy in the world and among the top 15 importers. Mexico enjoys a strong network of FTAs with over 40 countries, which works as a great facilitator for cross-border trade. India and Mexico have robust trade relations. India's export of plastics to Mexico grew at an annual pace of 12.8% in recent years. India's plastics export to Mexico primarily comprised plastic sheets and films, Plastic raw materials, Leather cloth, and Packaging items of plastics.

Indian Pavillon

The Indian Pavillion had 9 companies who had participated mainly from the masterbatch, pigments, household, and pipes & fittings sectors. The exhibitors were glad to have more footfalls this year and many queries for their products. The buyers were from across Mexico, North America, and Central America.



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 2023.

H.E. Mr. Pankaj Varma, the Ambassador to Mexico, visited the India Pavillion on the first day interacting with the exhibitors and visiting the other pavilion to understand the market and the potential for Indian products at the show. He was keen that the India Branding should

be more visible and bigger in the coming exhibitions as compared to the other country pavilions like Germany, China, Italy and others.

He assured of his support to Plexconcil in pursuing the Brand India funding with the Ministry (Made in India scheme) so that all the EPCs can improve the India Branding in the future. He advised the Council to address the issue of Plastic Machinery Manufacturing companies to be brought under the preview of Plexconcil as this will increase the machinery manufacturers to be part of the India Pavilion in the future.





Feedback:

1. The India Pavilion should have better branding than other country pavilions (China, Germany, Italy). The location in Hall A was preferred as it is the first hall and the buyers
2. Better branding and promotion of the pavilion including hoardings inside the halls and outside the halls
3. The tunnel booth (2.25*4) and floor marking should be changed to provide width for the stall rather than the depth which has been done this year. We should retain the same location but with 3*3 (9sqmt) stalls floor plan.
4. It is suggested to get raw space and then design the stalls & branding as done by the other country pavilions in the show.

List of Indian Companies at Plastimagen 2023

1. Agroha Colourtec P Ltd – Rajasthan
2. Family Plastics & Thermoware P Ltd – Kerala
3. Hamilton Housewares P Ltd – Mumbai
4. Himadri Speciality Chemical Ltd – Kolkata
5. JP Industries – Gujarat
6. M Plast India Rotomoldeo – Noida
7. Natoinal Plastics Industries Ltd – Mumbai
8. R S Pigments – UP
9. Supreme Petrochem Ltd – Mumbai

Highlights

- The brochure of Plexconnect 2024 and the Exhibitor's directory were translated into Spanish for distribution at the Council's booth.
- BSM prior to the event was organized for the first time in Mexico
- A buyer delegation has been proposed by the Association to visit PLEXCONNECT 2024

PLEXCONNECT 2024 Promotions

The Plexconnect 2024 was promoted effectively during the show by the Council's representatives visiting potential exhibitors/buyers and inviting them to visit the show. The Plexconnect and the activities of the Council were promoted at the Council's booth. Plexconnect 2024 was promoted amongst all the Indian Exhibitors at the show who were not part of the Indian Pavillion. The buyers were invited to visit Plexconnect 2024.



The representatives met all the country associations (Germany, Austria, Portugal, Italy, Brazil, China, Peru, Taiwan, Canada, Peru, and Belgium) present at the show to invite them to Plexconnect 2024 along with all the potential buyers who were invited as buyers to visit Plexconnect 2023.

The Council was represented by Mr. Sribash Dasmahapatra, Executive Director, and Mr. Ruban Hobday, Regional Director, South.



**BSM organized by the Embassy of India, Mexico on
6th November 2023 at the Embassy's Auditorium**



The Embassy of India, Mexico organized a Buyer-Seller Meet on the sidelines of the Plastimagen 2023, Mexico show with the 14 Mexican buyers to meet with the 9 Indian exhibitors who had displaying their products at the Plastimagen show at the Indian Pavilion being organized by the Plexconcil.

The BSM was inaugurated by HE Mr. Pankaj Sharma, the Ambassador of India to Mexico after a brief introduction by Mr. Prasad Shinde, Second Secretary. Mr. José Miguel Echave, Director of Economic

Diplomacy, a Representative from the General Directorate Of Global Economic Impulse, Ministry of Foreign Affairs (SRE) spoke about the opportunities the Govt of Mexico was facilitating for investment and promotions.



Ms. Annick Stroobants López, Partner Services And Foreign Trade Manager, ANIPAC made a detailed presentation about the Plastic Industry in Mexico. She assured me of all the support to Plexconcil to help mount a delegation to visit Plexconnect 2024.



Mr. Anand Kumar Agrawal, Country Head, Indorama a large company in Mexico made a presentation about the PET and the raw material status in Mexico and the opportunity followed by remarks by Mr. Emmanuel Loo, Undersecretary for Investment of the Ministry of the Economy, Gov. of Nuevo León

Mr. Sribash Dasmohapatra, Executive Director, Plexconcil made a detailed presentation on the Indian Plastics Industry and the large potential it had to be exported into Mexico. He introduced the 9 Indian Companies that are present at the BSM and also exhibiting at the Plastimagen 2023 show.



Later the buyers were able to interact with the Indian Companies to establish contacts. Few of the products were displayed for the buyers to review at the venue. The BSM was followed by a networking lunch hosted by the Embassy of India, Mexico.

