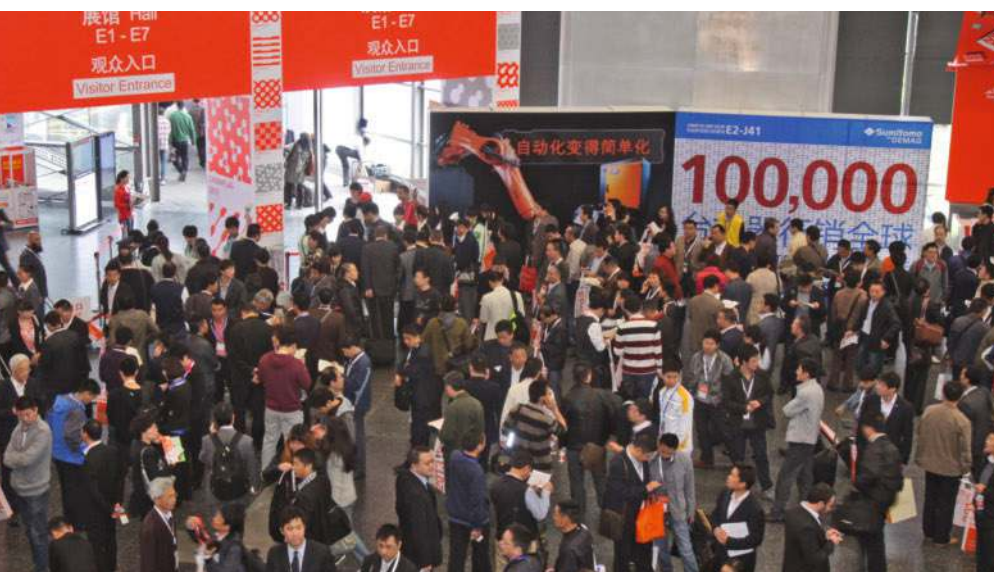


# Record Numbers in Sight Here...

**Chinaplas 2012.** The organizers of Chinaplas really can't grumble about crisis years. Exhibitors and visitors alike came to the show with high expectations. Thanks to the never-ending boom in the plastics industry and the Chinese market, they had every reason to do so.



Record turnout: Over 100,000 visitors came to Chinaplas 2012 in Shanghai (photo: Adsale)

## PETRA THOMAS-HASENZAHL

According to the exhibition organizer Adsale Exhibition Services Ltd., Hong Kong, the 26th Chinaplas was attended by 109,858 visitors, of which 28,110 (+25.59 %) were from abroad. This was a new visitor record. Some 2,700 exhibitors from 35 countries and regions came to the international trade fair for the plastics and rubber industries, from 18 to 21 April in Shanghai, to present their latest developments in almost all sectors of the plastics industry. This represents an increase of 13 % on last year's event in Guangzhou. All the available exhibition space of 210,000 m<sup>2</sup> (+17 %) was fully occupied. Thirteen countries (China, Germany, France, Great Britain, Italy, Japan, Canada, Austria, South Korea, Thailand, Turkey, Taiwan and the USA) displayed

their latest products in national pavilions. In addition to the perennial issue of energy efficiency, the exhibition focused on lightweight automotive construction and resource conservation. In the "Future Zone" theme park, located in the North Entrance, the organizers revealed the winner of the design competition "Future



**Fig. 1. Batshark – zero emissions, lightweight construction and an operating system inside the car that furnishes all types of information – China's engineers, too, are working assiduously on new automotive concepts**

(photo: Adsale)

Car," which was run in conjunction with the East China University of Science and Technology in late 2011. The full-scale model of a sports car (Fig. 1) with sandwich structures for body parts and a body surface which absorbs and converts sunlight and stores the energy contained therein is also equipped with an operating system that allows all household appliances to be controlled from the car, all kinds of information to be procured and also maps and traffic information to be displayed on the windshield. The supporting program consisted of an industry forum called "The 4th International Seminar on Bioplastics Applications" and a conference entitled "China Plastics in Automotive 2012" which examined the topic of "Materials and Design Trends in Lightweight and Electric Vehicles".

## .... And Here

Two significant changes in the gathering of economic data on China's plastics industry by the National Bureau of Statistics (NBS) are worth mentioning. In February 2011, the product key for plastic products was changed. This does not af-



Translated from *Kunststoffe* 8/2012, pp. 16–18

Article as PDF-File at [www.kunststoffe-international.com](http://www.kunststoffe-international.com); Document Number: PE111080

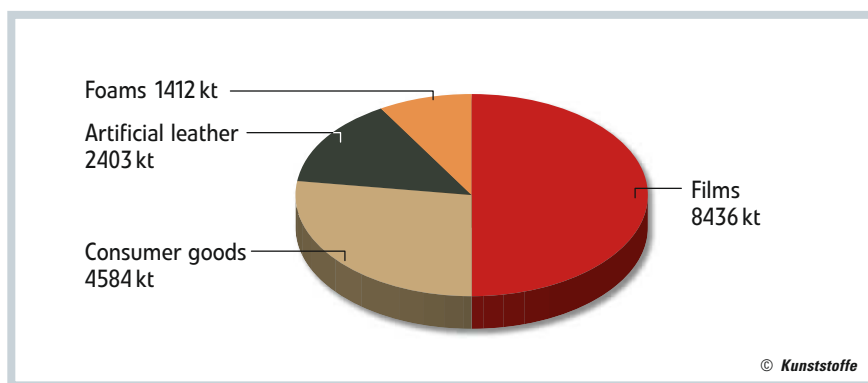


Fig. 2. Production volumes of the most produced plastic products in China in 2011 (source: NBS)

fect the total volume of plastic products. The companies covered by the NBS now have annual sales of at least CNY 20 million. Until now, coverage included companies with annual sales of CNY 5 million.

The Chinese plastics processing industry again grew in 2011. However, the companies are complaining about dwindling

profits due to the international economic downturn, domestic inflation and rising commodity prices. The call going out to the government is loud and clear: only a growing domestic market can ensure lasting survival. According to NBS, the monitored processors manufactured 54.7 million tons of plastic products. This represents a total value of about CNY 1,608 billion (source: China National Light Industry Information Center). A breakdown of production volume for selected plastic products is shown in Fig. 2. Exports of plastic products in 2011 amounted to USD 39.3 billion, while imports were valued at USD 18.6 billion [1].

In China and other emerging economies, plastic products do not require high-tech credentials but rather

(source: CPMIA), with the less technologically developed countries in Asia, Middle East and South America establishing themselves as a stable export factor for plastics and rubber machine makers in China. According to the VDMA, in 2011 Germany supplied machinery and equipment worth EUR 766.4 million to the plastics and rubber processing industry in China. Thus, China retains its position as the most important sales market for German plastics and rubber processing machines. Germany still holds the number 1 spot ahead of Japan in the list

## ! CPMIA and CPPIA

The **China Plastics Industry Machinery Association (CPMIA)** was established in 1993 and has been legally registered as a non-profit social organization in the category of economy under approval by the Ministry of Civil Affairs of China. The registered office of the Association is situated in Beijing. The Association has appointed Zhang Jingzhang, Board Chairman of Ningbo Haitian Plastic Machine Group Co., Ltd., as Chairman. The Association has also appointed 14 Deputy Chairmen, in which Qian Yaoen acts as its standing Deputy Chairman. Mrs. Su Dongping acts as its Secretary General. The 360 members are engaged in the manufacture of plastics and rubber processing machinery and auxiliary components, whether they are machine makers, institutions, research institutes, colleges and universities.

The **China Plastics Processing Industry Association (CPPIA)** was founded in 1989 and is headquartered in Beijing. Its duties include supporting international cooperation and liaising between government agencies and companies. Currently there are 33 sub-committees grouped together under the auspices of the CPPIA. There are currently more than 95,000 plastic processing enterprises in China. CPPIA has over 2000 members.

The president is Qian Guijing.

see interview on page 15

i Date

The next **Chinaplas** will be held from 20 to 23 April 2013 in Guangzhou. It will occupy 22,000 m<sup>2</sup> of exhibition space and attract an estimated 2,800 exhibitors.

utility. Chinese processors can avail of sufficient machines from local manufacturers to make such products. The China Plastics Machinery Industry Association (CPMIA) has 360 Members that are engaged in manufacturing of plastics and rubber processing machinery and auxiliary components, whether they are machine makers, institutions, research institutes, colleges and universities, and cover 90 % of the whole industry. Thus, the 330 companies in the designated size produced around 300,000 units of plastics and rubber processing machines. For 2011, this represents a gross industrial value of CNY 46.45 billion, the industrial sales value was CNY 44.45 billion. Exports amounted to about CNY 8.06 billion

of main importers of rubber and plastic processing machines into the PRC.

## Conclusion

Can Chinaplas knock “K” off the top spot among the major international exhibitions? When will China have caught up with the technological superiority of Europe? A tour of this year’s Chinaplas failed to reveal clear answers to these questions. However, Chinaplas is the most important exhibition for the plastics industry in Asia, and western machine manufacturers are increasingly using the exhibition to unveil their new products. And yet those companies which are investing in the higher quality equipment in China are mostly foreign owned. Furthermore, the list of first-time exhibitors at Chinaplas mainly contains Chinese names, which does not really add to the internationalization of the exhibition. ■

## LITERATURE

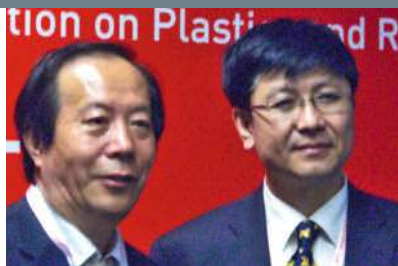
- 1 Chinese Plastic Processing Industry in Need of Bigger Domestic Market. CPRJ international Apr. (2012), pp. 42–44

## THE AUTHOR

PETRA THOMAS-HASENZAH, born in 1961, is the Asia correspondent for **Kunststoffe** and lives in Shanghai.

## ? Six questions for ....

**Qian Yaoen** (left), standing Deputy Chairman of the China Plastics Machinery Industry Association (CPMIA) and **Ma Zhanfeng** (right), Secretary General of the China Plastics Processing Industry Association and Vice Secretary General, Degradable Plastics Committee of the CPPIA



Qian Yaoen (left) and Ma Zhanfeng (right)

**Kunststoffe international:** What are the associations focusing on at the moment?

**Qian:** The plastic and rubber processing machine industry of China had a good start in the year 2011, and its major economic indexes, such as output, gross industrial output and sales value, maintained a fast growth and created a new record. Now the goal is to further establish the current national 12th five-year plan within our industry sector as to ensure fast and stable development of the industrial economy in 2012. We therefore take the following measures: accelerating transformation and upgrade of the industry on the basis of steady growth, improving independently innovative ability of enterprises, developing efficient and energy-saving injection molding machines and improving the comprehensive quality of those.

**Ma:** At a meeting yesterday, our trade association adopted its own five-year plan. China is a big country, but it is still far from being a strong country. Technological progress needs to be intensified. More high-end products should also be made. The production volume for auto parts is estimated at 1 million tons. And while this is a growing trend, it is precisely here that high growth rates are expected.

**Kunststoffe international:** What are the development priorities of your member companies?

**Qian:** It is noticeable that the members generally increase their investment for R & D. The trend that the injection molding machines made in China are equipped with servo drives is ongoing, automation of machines and equipment and the intellectual level of products are being improved. The machines are further showing features like high speed, high efficiency and energy saving, so the demand of China made high-end and medium size plastic processing machines is strong.

**Ma:** Although the largest companies in our sector achieved good results in 2011, they were outnumbered by those complaining of losses. A total of CNY 4.351 billion in losses were reported by these companies. Nevertheless, the prospects for China's plastics processing industry remain healthy. Our goal has to be not just quantity but quality, too.

**Kunststoffe international:** What are the main markets of your member companies? Are there any changes in this respect compared with previous years?

**Qian:** Aside from the principal market, China, they would be concentrated in Asia, the Middle East and South

## » Our goal has to be not just quantity but quality, too. «

America. The demand from Europe is growing. The financial crisis means that some medium and small-scale enterprises in Europe are considering buying Chinese machines.

**Ma:** No, there is little change in that regard. China is still the largest market for plastic products from China. Most of our member companies manufacture products for the North American and European markets, too. That's around 10,000 companies producing mainly household articles and parts for domestic appliances intended for export.

**Kunststoffe international:** The largest market volume is therefore in Asia. What makes the market in central Europe, despite the stagnation, attractive to Chinese companies?

**Qian:** Though China is the leading producer and exporter of plastic processing machines, China still has a trade deficit in plastics and rubber processing machines and equipment.

If Chinese companies could sell their machines to Europe, especially to Germany, it is beneficial to remove this negative balance.

**Kunststoffe international:** Labor costs in China are rising rapidly and, by decree of the central government ("double salary in 5 years"), continue to accelerate. How are your member companies dealing with this?

**Qian:** Our members have taken some constructive actions because of the rise of labor cost, such as acceleration of technology and product innovation, improvement of the technical level and the additional value of products, more efforts in marketing, strengthening of business administration and accounting, collection of good ideas from employees, campaign for higher yield and lower consumption.

**Ma:** This is obviously a factor in the previously described losses of our member companies. But the costs of land and energy keep rising, too. For the companies, the crisis in the euro

zone is also much more serious than the financial crisis in the USA. In the first half of 2009, the U.S. market had already rallied again and, by the end of 2009, sales had returned to the same levels as at the beginning of the financial crisis in 2008. In Europe, the crisis has been going on since the second half of 2010, and so it is natural for the companies to have losses. Sooner or later, companies will have to diversify their export markets.

**Kunststoffe international:** The "green future" will soon be within reach in China, too. What is the most interesting Chinese development in this area at this year's Chinaplas?

**Ma:** For me, rising demand in China for plastic parts from so-called bio-based raw materials, for both the domestic and the export markets, is an interesting trend. For example, a whole seminar on applications of bioplastics was held concurrently with the exhibition.