



## **CHINAPLAS 2019 to Tap into Emerging Regions**

In line with the global changes in economies, industries and business, China is pushing growth in its central & western regions, proactively undertaking the industrial transfer from the east coast. In order to build a wide network of quality resources and fully explore the new momentum in the industry. Chongqing city in southwest China is considered as the largest exporting base of the world. The export value of laptops from Chongqing to world was RMB 128.51 billion (about USD 18.5 billion) Chongqing is also an industrial base of automotive in China with many brands including Changan Automobile, Changan Ford, SCMW, Lifan, BAIC Yinxiang, DFSK, etc. Similarly, Wuhan in central China has become trillion dollar industry of automotive parts and Henan in smartphones. Hefei city is also now a trillion dollar cluster of household appliances in China.

According to statistics, in the first three quarters of 2018, the export volume of the central and western regions amounted to RMB 1.95 trillion (about USD 280.8 billion), with an increase of 13% and a growth rate 6.5% higher than the overall rate.

The manufacturing industry of China has been increasingly active in outward relocation or expansion. The plastics and rubber industries have been putting more resources overseas, accelerating the pace of investment and factory establishment. Chinese Government is fully aware that Southeast Asian regions are growing and becoming an investment hotspot therefore, international big brands are interested in the numerous potential markets there.

CHINAPLAS 2019, the leading plastics and rubber trade fair, is going to act responsively, embrace new opportunities, and tap into the emerging regions. This year, Chinaplas organizers strives to expand overseas markets, running multichannel and multidirectional promotion of emerging regions like Southeast Asia through the collaboration with the media, advertisement and precision marketing. CHINAPLAS spares no effort in promoting the local industries. Recently, China Central and Western Regions Plastics Industry Alliance joined as a new member and became a supporter of CHINAPLAS. It is learnt that the Alliance, which was found in May 2018, thoroughly implements the Belt and Road Initiative suggested by the country, as well as the principles and policies of the “Guiding Opinions of the State Council on Central and Western Regions Undertaking of Industrial Transfer”, fostering communication and interaction among stakeholders in the plastics industry in the central and western regions.

CHINAPLAS 2019 has a continuously expanding network of partners. The show will return to the China Import and Export Fair Complex, Pazhou, Guangzhou and run from May 21 to May 24, 2019 with an exhibition space of more than 250,000 square meters and more than 3,400 leading exhibitors from all over the world, attracting over 180,000 professional visitors from 150 countries and regions to this international extravaganza of the plastics and rubber industries.