



Chinaplas® 2017
国际橡塑展

The 31st International Exhibition on Plastics and Rubber Industries
第三十一届中国国际塑料橡胶工业展览会

Intelligent Manufacturing · High-tech Materials · Green Solutions

@ Asia's No.1 Plastics & Rubber Trade Fair

智能制造·高新材料·环保科技 汇聚亚洲第一橡塑展

2017.5.16-19

China Import & Export Fair Complex,
Pazhou, Guangzhou, PR China
中国·广州·琶洲·中国进出口商品交易会展馆

www.ChinaplasOnline.com | www.中国橡塑展.com



Leading China's Plastics & Rubber Industries 引领中国塑料橡胶行业

A faltering global economy combined with a slowdown in China's own economic growth has presented China's plastics and rubber industries with a big challenge.

CHINAPLAS, the world-class plastics and rubber exhibition based in China, has accumulated a wealth of resources and strong brand appeal after 30 editions. The annual event attracts top quality buyers and suppliers from across China and around the world. It not only provides support to fulfill the huge demand for plastic and rubber products in China and Asia's emerging markets, it also serves as an ideal platform for suppliers of such products and technology to enter those markets.

Guided by the Chinese government's 13th five-year plan and its "Made in China 2025" strategy, CHINAPLAS 2017 will continue to lead the development of China's plastics and rubber industries by focusing on high-tech materials, smart manufacturing and green solutions. The fair is expected to attract more than 3,300 exhibitors and 140,000 visitors from all over the world to its next edition, which will be held in Guangzhou, PR China.

在全球经济复苏乏力、中国经济增速放缓的大背景下，中国橡塑行业的发展遇到了严峻的挑战。作为立足中国的世界级橡塑工业展览会，拥有30届历史的「CHINAPLAS 国际橡塑展」，始终站在橡塑行业的最前沿，以其丰富的资源积累和品牌号召力，凝聚着中国乃至全球的优质买家和供应商，不仅为中国及亚洲新兴市场对橡塑制品的巨大需求提供强大支持，更为世界各地的橡塑科技供应商进入中国和亚洲市场提供绝佳的平台。

2017年，「CHINAPLAS 国际橡塑展」将携手来自全球逾3,300家参展商，在中国“十三五”规划及《中国制造2025》国家战略的指引下，以“高新材料”、“智能制造”、“环保科技”为主线，在广州迎接超过140,000的海内外专业观众，引领中国塑料橡胶行业继续腾飞。



High-tech Materials 高新材料

High-tech materials, as one of China's seven major strategic emerging industries and one of the 10 key development areas outlined in the "Made in China 2025" strategy, will be featured among the many exhibits in CHINAPLAS 2017. More than 1,000 suppliers will showcase their high-tech materials, including advanced composites and high-performance engineering plastics, in the "Chemicals & Raw Materials Zone" at the coming fair.

作为中国七大战略新兴产业和《中国制造2025》重点发展的十大领域之一，“高新材料”将是「CHINAPLAS 2017 国际橡塑展」的发展重点，以工程塑料、复合材料及特种工程塑料为其中主要展品的“化工原材料展区”，将汇聚超过1,000家来自世界各地的原材料供应商。

Intelligent manufacturing 智能制造

To become a strong manufacturing country, China must upgrade its production technologies and product quality, and "smart manufacturing" will be one of the key development strategies to achieve such an industrial transformation. By adding an "Automation Technology Zone" to its well-established Machinery Zones, CHINAPLAS 2017 will be presenting the latest intelligent manufacturing technologies to the plastics, rubber and the user industries.

“中国制造”正在向“智能制造”转型提速，中国在未来要发展成为制造强国，必须大大提升生产技术及产品质量，而“智能制造”将会是中国制造业升级转型的重要战略。「CHINAPLAS 2017 国际橡塑展」乘势发力，透过设立“自动化科技专区”与9大机械专区结合，为广大橡塑产品制造商全面展示最新智能制造技术。



Green Solutions 环保科技

The "Made in China 2025" strategy has laid out important plans for implementing industrial energy saving, environmental protection and renewable energy applications. To capture this market trend, CHINAPLAS 2017 will bring you a wide array of green solutions applicable to different manufacturing industries.

《中国制造2025》为工业节能、环保以及再生能源应用等领域做了重要规划。「CHINAPLAS 2017 国际橡塑展」将结合创新的机械设备和原材料，为各应用行业展现橡塑科技带来的绿色解决方案。



Show Scale 展会规模

140,000⁺ No. of Visitors
观众数量

240,000⁺ Exhibition area (sqm)
展会总面积 (平方米)

3,300⁺ No. of Exhibitors
展商数量

From 40 countries & regions
来自40个国家和地区

Full exhibit spectrum in 16 theme zones 16个主题专区

3,800⁺ Machine Exhibits
机械展品

Injection Molding Machinery Zone
注塑机械专区

Extrusion Machinery Zone
挤出机械专区

Plastic Packaging & Blow Molding Machinery Zone
塑料包装及吹塑机械专区

Film Technology Zone
薄膜技术专区

Rubber Machinery Zone
橡胶机械专区

Automation Technology Zone
自动化科技专区

Auxiliary & Testing Equipment Zone
辅助设备及测试仪器专区

Recycling Technology Zone
回收再生科技专区

Die & Mould Zone
模具及加工设备专区

Chinese Export Machinery & Materials Halls
中国出口机械及原材料馆

1,000⁺ Material Suppliers
原材料供应商

Chemicals & Raw Materials Zone
化工及原材料专区

Additives Zone
添加剂专区

Bioplastics Zone
生物塑料专区

Colour Pigment & Masterbatch Zone
颜料及色母粒专区

Composite & High Performance Materials Zone
复合及特种材料专区

Semi-finished Products Zone
半制品专区

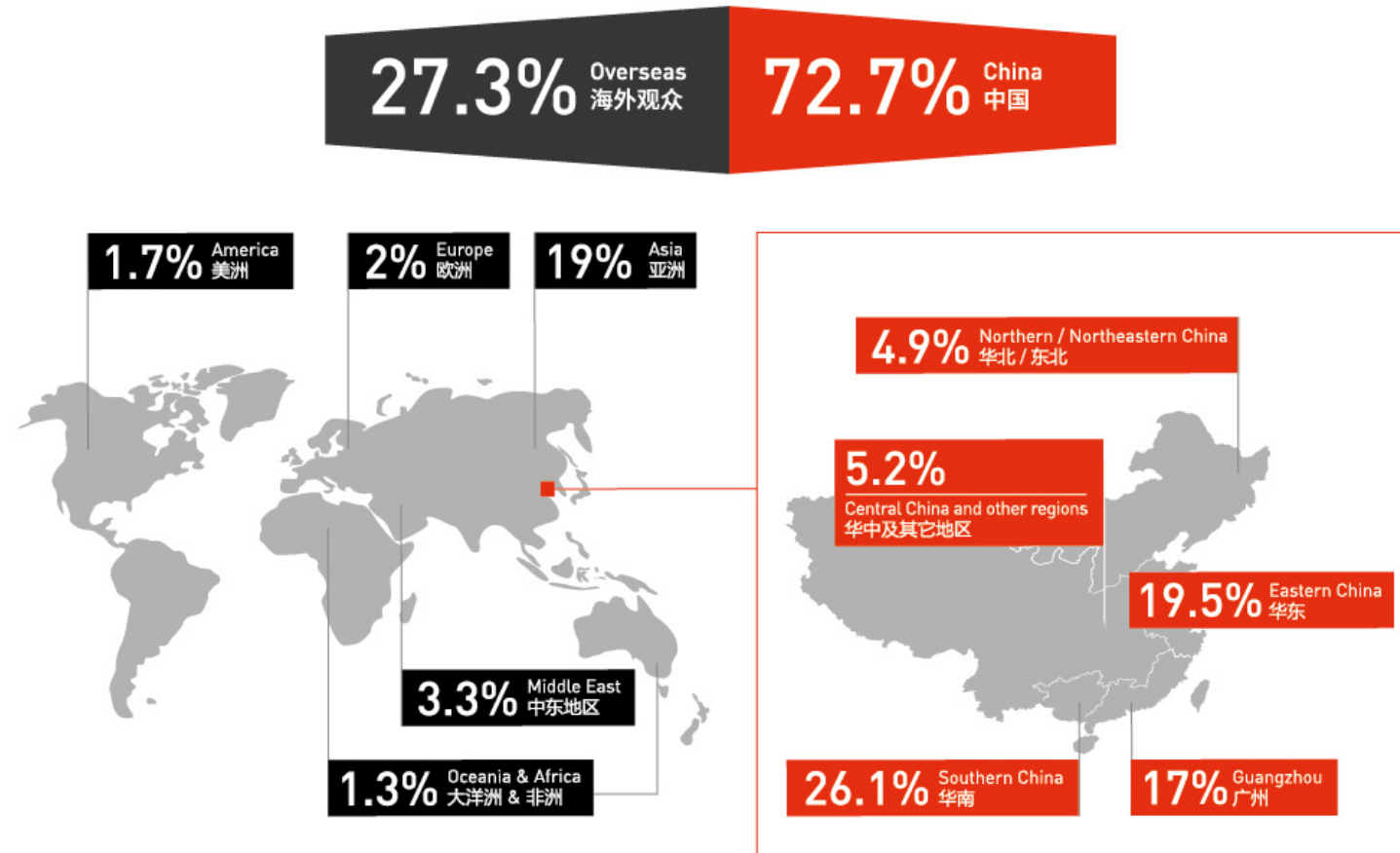
High Quality Visitors from Your Target Markets 网罗高质量的专业观众

CHINAPLAS attracts many high-quality visitors from all over the world every year to see its impressive displays of cutting-edge technologies representing all segments of the industrial supply chain. To create even bigger business opportunities for exhibitors, the fair will further strengthen its promotion in the traditional markets of packaging, automotive, electrical and electronics, and building and construction, while also vigorously developing new potential markets, such as smart products, medical, and other types of transportation.

「CHINAPLAS 国际橡塑展」立足塑料橡胶行业，不断拓展，以其完整的产业链和前沿的科技展示，吸引了来自世界各地的高质量观众。在巩固包装、汽车、电子电器、建筑等传统应用市场的基础上，大力开发包括智能产品、医疗、交通等发展潜力巨大的市场，为参展企业带来更大的商机。

CHINAPLAS 2015 (广州) 数据

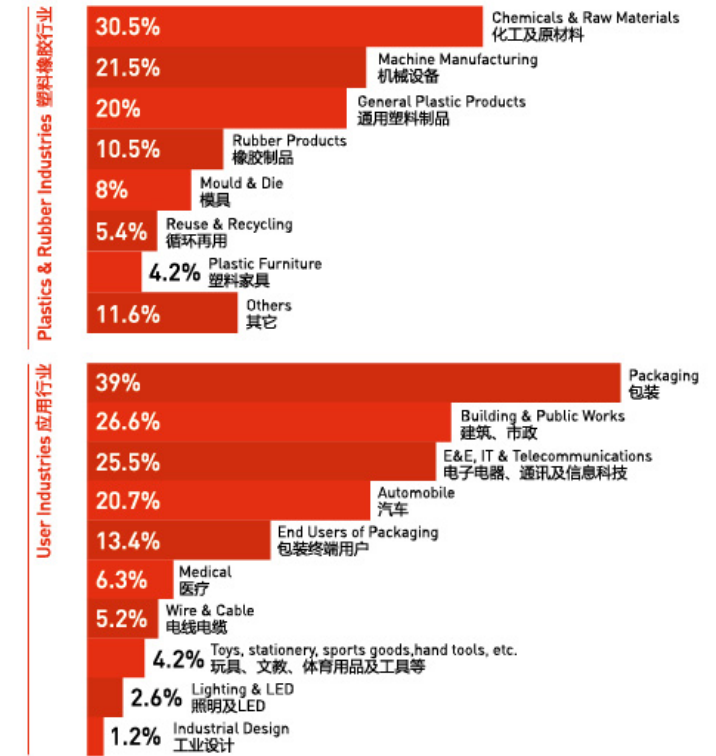
Geographical Distribution 地区分类



Job Functions 职级分类



Business Sector 行业分类



Products of Interest 感兴趣之产品*



*Multi-selection is allowed 可供多项选择

All-inclusive & Outstanding Market Exposure 多维度曝光 让您脱颖而出

If your goal is to use the fair to introduce new products and services, or to prominently deliver brand messages to your target customers, CHINAPLAS offers a full range of valued-added promotional opportunities.

无论是推广新产品或技术，还是向目标客户传递品牌信息，我们都为您准备好全系列、高附加值的推广工具，让您超群出众。

Online & Digital Promotion 线上及数码推广

Official website

- Attracting the attention of more than 700,000 qualified industry individuals
- Year-round promotion (before, during and after the show)

Mobile Media (APP, online social media)

- Offering swift and precise promotion to target buyers

官方网站

- 吸引700,000名行业人士关注
- 展前预热，展后强化

移动媒体 (应用程序、网上社交媒体)

- 精准推送，直接、迅速



Offline Promotion 线下推广

On-Site Advertising & Sponsorships

- The best way to build your brand in front of 140,000+ onsite buyers

Official Publications (Exhibits Preview, Show Catalogue, Visitor Guide, etc)

- The major resource for buyers from different industries

Technical Seminars & Media Day

- Promote your brand and meet media and buyers before others do

现场广告与赞助

- 面向140,000现场买家，建立品牌的最佳选择

展会刊物 (展品预览、会刊、参观指南等)

- 塑料行业买家的首选参考资料

交流会及媒体日

- 高调曝光，抢先接触媒体和买家



Co-creation for Achieving the Most 联乘协作 拼出最高宣传效益

CHINAPLAS is a forward-looking platform that formulates a series of programs on hot industry topics to highlight exhibitors' advances and technological breakthroughs. Exhibitors seeking unconventional yet highly effective promotion are welcome to consider participating as co-organizers, sponsors or speakers in any of these following events. By joining forces with the show organizer in such co-created events, exhibitors can attract attention from visitors and media alike and make an outstanding promotional impact.

极具前瞻性的「CHINAPLAS 国际橡塑展」，每届都围绕行业热点话题，结合参展商的创新科技成果，针对不同的应用市场，举办一系列的和技术研讨会，不仅使观众能更深入地了解参展商的崭新科技，也能为参展商提供别具一格的营销策略。无论您是作为活动的共同主办方、演讲嘉宾，还是赞助方，都将获得高质量买家和媒体的额外关注。

Archi-Light Concept House - Showcasing the utility & versatility of plastic building materials 筑·光 - 呈现塑料建材挡不住的魅力

A concept house and display gallery on the show floor illustrate how low-carbon plastic building materials can improve living environment. Visitors also can see first hand how innovative plastics applications can positively impact not only the performance but also the aesthetics of building design.

以概念房及产品展示区展现塑料建材的最新低碳科技，并充分展示新一代塑料建材揉合功能与美感的特质。



Design x Innovation - Brings innovative designs to life 设计x创新 - 成就创新产品

Through exhibits that optimize aesthetics, functionality and performance, coupled with valuable experience sharing by industry experts in open forum, Design x Innovation demonstrates how plastics technology can enable designs that boost product innovation for different industrial segments.

通过产品展示及知名产品设计师作现场分享，“设计x创新”将带领观众体验塑料科技如何助力产品外观、结构及功能的创新设计，为不同行业带来可持续发展的解决方案，创造更高的产品价值。

Medical Plastics Conference 医用塑料论坛

This conference specifically targeting the medical industry has attracted participants from more than 400 medical device manufacturers and pharmaceutical packaging companies. It is an excellent opportunity to meet your target customers face-to-face and tap into the medical market faster than the others.

论坛聚焦医用塑料市场，吸引超过400位来自医疗器械、耗材和医药包装生产商出席，是面对面接触目标买家、拓展医疗领域市场的绝佳途径。



Contact Us Now for a Winning Year ahead!

智胜橡塑业 从联络我们开始

Organizer 主办单位

Adsale Exhibition Services Ltd. 雅式展览服务有限公司

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China Plastics Machinery Industry Association	中国塑料机械工业协会
Guangdong Plastics Industry Association	广东省塑料工业协会
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Overseas Supporter 海外支持单位

Association of Japan Plastics Machinery 日本塑料机械协会


Chinese Supporters 国内支持单位

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China Rubber Industry Association	中国橡胶工业协会
Fujian Plastics Industry Association	福建省塑料工业协会
Jiangsu Plastics Processing Industry Association	江苏省塑料加工工业协会
Jiangxi Plastics Industry Association	江西省塑料工业协会
Shandong Plastics Industry Association	山东省塑料工业协会
Shenzhen Polymer Industry Association	深圳市高分子行业协会
China Taizhou Plastics Industry Association	台州市塑料行业协会
Zhejiang Plastics Industry Association	浙江省塑料行业协会

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