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## THE TOTAL COST OF PARTICIPATION AT INDIAPLAST IS THE LOWEST AS COMPARED TO ANY OTHER PLASTICS SHOW IN THE COUNTRY

**Plastics Today :** What was the requirement of Indiaplast 19?

**Sunil Jain :** Many in plastics industry have asked this question. Given the plethora of plastic industry exhibitions, need of Indiaplast is not obvious.

Quality outcome from exhibition has been declining. Increasingly focus is to fill up the space to maximize revenue, not for greater goal of raising Indian Plastics Industry standards to world class levels or focusing on getting quality visitors which is what the exhibition should focus on. Over the years exhibitions have become cash cows for organisers without corresponding benefits to the exhibitors who spend substantial money to participate.

Further, a plastics exhibition of international repute had been missing from the Northern region for nearly six years. The members of PMMAI (Plastics Machinery Manufacturers Association of India) were looking for an exhibition where they can showcase their technology and developments, thus arose the need for Indiaplast in the NCR region.

**Plastics Today :** What is the specialty of Indiaplast 19?

**Sunil Jain :** Unlike many other plastics shows, the strategy is formulated and controlled by PMMAI while actual execution is entrusted in the able hands of Triune, the organisers of successful shows like Plastasia. Further, it is being held at a state-of-the-art

exhibition center, the best in the country where all kinds of machines can operate live, that is what a machinery focused exhibition needs. The event brings the best of technologies in the world at the doorstep of the industry, so it is well within reach of all levels of plastics processors. From an exhibitor's perspective, the total cost of exhibition is the lowest as compared to any other plastics show in the country, thus increasing the returns on investment on each rupee spent.

**Plastics Today :** Why to Visit Indiaplast 19?

**Sunil Jain :** Witnessing all the major plastics machinery manufacturers on a single platform offers an array of technology to the processing industry. With no constraints at the venue, machines which would normally be demonstrated only overseas, will be running live. New technologies and products developed by the exhibitors will be exposed. There is something for everyone at the show, be members of the plastic fraternity or investors evaluating this industry for investment.

**Plastics Today :** Will Indiaplast continue?

**Sunil Jain :** Yes, of course. While an exhibition was never the primary objective of PMMAI but in view of the interest generated amongst not only its members but from the international exhibitors, this show is there to stay. ■