

GLOBAL PARTNERS IN PLASTICS

PLASTINDIA'94

INTERNATIONAL PLASTICS EXHIBITION AND CONFERENCE

PRAGATI MAIDAN, NEW DELHI, INDIA ■ FEBRUARY 26–MARCH 4, 1994



SOURCING FROM INDIA

THE ECONOMY

The Indian economy, largely agrarian in nature till the early 70s, has developed a strong industrial base over the years and today is one of the world's leading developing nations. With the recent changes in the Government's policies, Indian industry is gearing itself to take its rightful place in international trade.

Today India possesses the potential to offer quality goods to the international market. Polymers and polymer products have found their way into the international market and exports are constantly on the rise.

A diversified processing sector, with modern machinery and having enough spare capacity, gives the Indian plastics industry the prerequisites for catering to the international market. The industry has geared itself to achieve an export target of US \$ 2 billion by the end of the century.

EXPORTS

Exports have been accorded the highest priority with every aspect of the new Government policy aimed at facilitating exports. To list a few :

- Duty-free import of raw material for exports.
- The rupee made partially convertible, and is on its way to being made a tradeable currency in the near future.
- No Income Tax on export earnings.
- Several incentives for investment proposals involving substantial exports.
- The Foreign Investment Promotion Board (FIPB) set up for the specific task of speeding up foreign investment proposals.



INDIA GOING GLOBAL

ECONOMIC INDICATORS

Gross Domestic Product – US \$ 240 billion

Agricultural and allied services	– 31.6%
Industry	– 24.7%
Service sector	– 43.7%

Electricity	– 290 bill. units
Coal	– 180 mill. tonnes
Crude Oil	– 30 mill. tonnes
Steel	– 13 mill. tonnes
Cement	– 54 mill. tonnes
Foodgrains	– 173 mill. tonnes
Tea	– 742 mill. kilograms
Sugar	– 12 mill. tonnes
Cotton	– 116 mill. tonnes
Bicycles	– 7 mill. nos.
Two-wheelers	– 1.6 mill. nos.
Automotives	– 0.5 mill. nos.

INFRASTRUCTURE

Airports	– 92
Seaports	– 11
Railways	– 62,367 kms.



INDIA

A LAND OF OPPORTUNITY

India, a frontrunner amongst developing nations, has always been at the forefront of technological advances and innovation. With its strong base of technical manpower, it has been successful in absorbing modern technology from across the world.

VAST MARKET

Ranked 12th in the world with a GDP of US \$ 240 billion, it is the second most populous country in the world with a population of 850 million. With a middle class of around 250 million people, almost the total population of the U.K., France and Germany, its propensity to consume offers a vast potential market to the world.

Plastics, contributing US \$ 3 billion to the total GDP, offer an exciting opportunity to the world, with an enormous untapped

potential. The per capita consumption of plastics in India is just 1.2 kg, against the world average of 14 kg. This, compared to other countries, brings into sharp focus India's potential in the field of Plastics.

A NEW BEGINNING

The recent liberalisation of the Indian economy has opened the doors to the world. Presenting the world with a unique opportunity to participate in India's growth. The measures are threefold – Trade, Foreign exchange/Investment, and Technology transfer – and are aimed at tapping India's vast potential in terms of skilled manpower, labour and natural resources.

A GROWING ECONOMY

India's long coastline is dotted with many natural ports. A well-

developed network of railwaylines and roads spreading across the country, provide access to even the remotest areas.

The different parts of the country are well linked by a telecommunications network, and television covers most parts of the country.

The Banking sector in India is spread across the length and breadth of the country, with a mix of several foreign banks, nationalised banks, co-operative and other banks. With a well-knit network of branches in place, the Banking Sector is geared to meet the challenges of the changing economic environment.

India's Banking Sector

Number of Banks :	
Indian	
(Nationalised /others)	227
Foreign	24
Number of branches	60,130
Bank Credit in	
1990-91	Rs. 1,16,184 cr.
	US \$ 39 billion
Bank Deposits in	
1990-91	Rs. 1,91,189 cr.
	US \$ 64 billion

A well-developed Capital market, with 21 stock exchanges spread throughout the country, provides for easy access to finances. A total of US \$ 4200 million was raised from the capital markets in 1991-92 by various Indian companies. International confidence in Indian industry is reflected in the fact that foreign investment plans of around US \$ 500 million are proposed in 1992.

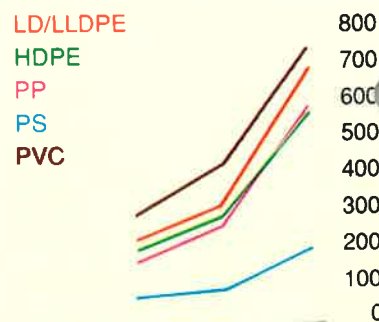




Plastics The Demand Scene in India (figures in kta)

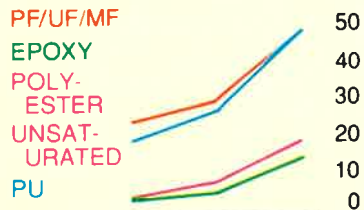
THERMOPLASTICS

1991 1994 2000



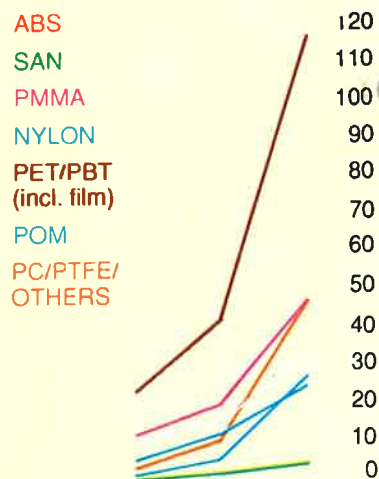
SUB TOTAL 935 1407 2860

THERMOSETS



SUB TOTAL 56 76 136

ENGINEERING PLASTICS



SUB TOTAL 67 114 311
TOTAL 1058 1597 3307

PLASTICS

AN EXCITING OPPORTUNITY

The high growth in agriculture, automobiles, transport and telecommunications, cement, consumer electronics, housing and construction, domestic appliances and other sectors have led to a double digit growth in polymers. The recent commissioning of two petrochemical complexes provided a further boost to the plastics industry.

The last few years have witnessed a 15 % growth in plastics. Overall consumption grew from 434 kt in 1984 to over 1000 kt in 1991. And this growth has been sustained despite constrained availability.

The rise in the per capita income, urbanisation and the swelling middle class have led to a high demand for consumer durables, automobiles, packaged commodities, etc., leading to a higher consumption of polymers.

With the middle class expected to reach a level of around 400 million people by 2000 A.D., this trend will certainly continue.

POLYMERS – A HIGH PRIORITY SECTOR

Recognising this, the Government has notified the petrochemicals/plastics industry as a "high-priority" industry.

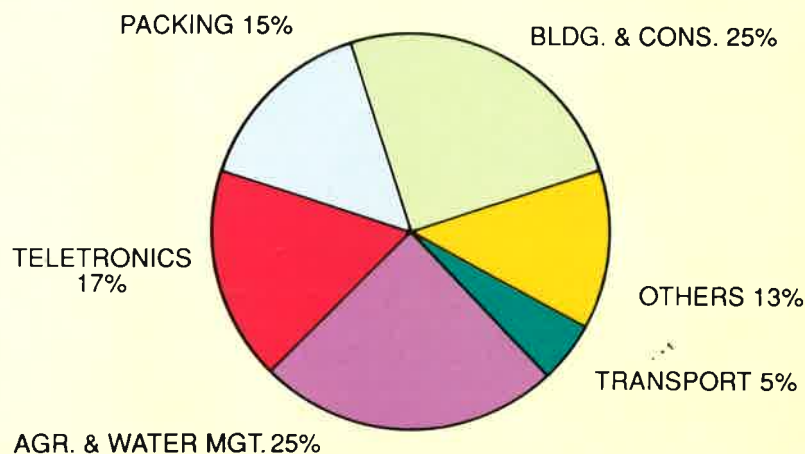
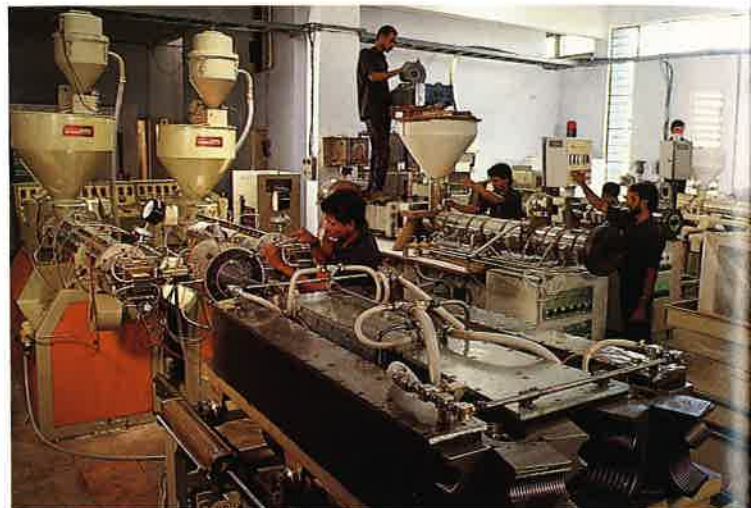
Polymers have come of age, with world leaders in technology committing state-of-the-art technology and finance. The recently commissioned petrochemicals complexes and those expected around mid-nineties will ensure steady availability. But with the demand practically doubling in 5 years or so, India will continue to be an importer of plastics.



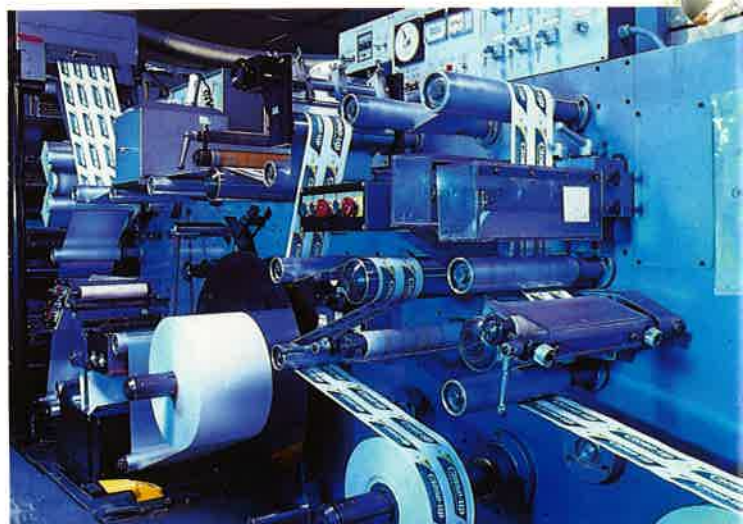
MAN AND PLASTICS

Plastics in India find application in a wide spectrum of industries. From the packaging of essential commodities to automobiles to aviation to satellite communication.

Plastics play an important role in meeting the growing needs of a developing society, providing an efficient and economical substitute for depleting natural resources. With growing concern for denudation of forests, and energy conservation, plastics offer an efficient and economical alternative to natural materials. Plastics will, no doubt, play a dominant role in enhancing the quality of life of the Indian population.



There are many other non-traditional areas where plastics are being used. The projections made for plastics consumption do not consider non-traditional areas such as water management and conservation, sub-surface drainage, roads/dam building, etc. The ever-increasing demand for housing and construction provides a vast potential for plastics in replacement of traditional materials and in the conservation of energy and natural resources.



INDIA

A POWERHOUSE OF OPPORTUNITY

The Indian economy today offers several opportunities for international participation in the growth of India's plastics industry.

TECHNOLOGY

India requires the injection of modern state-of-the-art technology in

- a) the manufacture of polymers
- b) processing machinery design/development
- c) product design/development.

Richly endowed with skilled labour and technical manpower, India eagerly awaits such technology.

MACHINERY

The burgeoning demand and increasing supply of plastics necessitates a fully developed modern processing industry, competitive in terms of price and quality in international markets.

Although a major part of the Indian plastics processing industry is based on up-to-date technology, there is still need for an influx of

state-of-the-art processing machinery, to help increase productivity, reduce costs and energy consumption, and upgrade the quality of finished products for both, the local and international markets.

SPECIALITY POLYMERS

India's consumption of speciality polymers at present is low due to the high cost.

The scenario is changing, however, and reduced import controls and tariffs have reduced the cost of performance plastics. Currently, in a stage of infancy, performance plastics are expected to register growth rates of around 25 % over the next 5 years.

The boom in consumer spending and higher expectations of the consumer in terms of packaging, quality and performance make the use of tailor-made performance plastics imperative. And this is an area for international companies to develop the Indian market for speciality polymers, polymer blends and alloys.

RECYCLING

There is, today, global concern regarding the disposal of plastic waste, and its effects on the environment. This concern is also being felt in India.

Plastics recycling has been prevalent in India for many years. With increasing international research in this area, several companies have developed technologies and equipment for regeneration and reprocessing of plastic waste into useful products. Technologies, India will definitely benefit from.



QUALITY CONTROL EQUIPMENT

The high demand for polymers and subsequent processing, and the need to adhere to stringent quality standards would obviously require sophisticated quality control equipment.

Currently, India imports almost all its requirement of testing and quality control equipment. The emphasis on quality and exports, seen together with the freedom given to industry, indicates that there is the need as well as the means to import sophisticated quality control equipment. An opportunity for international companies!



ATTRACTIVE INVESTMENT

India presents an attractive investment opportunity with its large local market for plastics, cheap skilled labour and other resources. The recent decontrol of the industry and steps towards convertibility of the rupee, along with the various measures taken towards liberalisation, provide a favourable climate for investment.

Yes, Plastics will undoubtedly be a high-growth area in India, and a prime business opportunity. So, if you have a product to offer to India, India is waiting for you.



PLASTINDIA '94

YOUR WINDOW TO GLOBAL PARTNERSHIPS

In 1990 the first Plastindia Exhibition was held in Delhi – Plastindia '90. It was an unqualified success with 186 exhibitors. Among them were 68 foreign companies representing 15 countries. Spot orders of US \$ 15 million were recorded and business generated from enquiries exceeded US \$ 60 million.

Now Plastindia holds its second exhibition PLASTINDIA '94 – the largest exhibition of its kind in this part of the world. From 26th February 1994 to 4th March 1994, you will get the opportunity to profit from India's fastest developing industry – Plastics.

If you are on the look-out to meet buyers, manufacturers and processors from all over the world, you need to exhibit at PLASTINDIA '94.

MAJOR EXHIBITOR GROUPS

- Raw materials – Petrochemicals, Polymers & Resins, Intermediates, Blends and Alloys, Composites

- Speciality Chemicals, Masterbatches, Additives, Colourants, Fillers & Reinforcements
- Processing Machinery, Moulds & Dies
- Ancillary Equipment, Instrumentation
- Recycling
- Printing and decoration of plastics
- Semi-finished and finished plastic products
- Quality control and testing equipment
- Trade Promotion Bodies, Trade & Professional Associations.
- Technical Literature, Standards, etc.

PLASTINDIA '94 will attract participants from India and abroad.

International participants will have the advantage of effective penetration and sale of products in an ever-expanding market. National exhibitors at PLASTINDIA '94 will also stand to benefit. Apart from receiving

information on achievements and new developments related to design, technology and machinery manufacture, interaction with foreign exhibitors and delegates could lead to new collaborations and export possibilities.

Can you afford not to be a part of PLASTINDIA '94?

INTERNATIONAL CONFERENCE/SEMINARS

A two-day programme of technical seminars covering major topics of international importance is also planned during PLASTINDIA '94 exhibition. Details are available on request.

Participation in the Conference/Seminars will offer an opportunity to interact with India's leading industrialists, businessmen, technocrats, polymer scientists, Government officials and international experts.

THE ORGANISERS

PLASTINDIA FOUNDATION is a national body formed by major trade and professional associations and institutions to promote the growth of the Indian Plastics industry. The founding members are:-

- All India Plastics Manufacturers Association
- Organization of Plastics Processors of India
- Indian Plastics Institute
- The Plastics & Linoleums Export Promotion Council
- Indian Plastics Federation
- Central Institute of Plastics Engineering & Technology
- Gujarat State Plastics Manufacturers Association



OVERSEAS CO-ORDINATORS

NOWEA International of Düsseldorf has been organising specialised fairs and group participations all over the world for more than forty years. NOWEA, a member of the Düsseldorf Trade Fair Corporation, is known throughout the world for major exhibitions – K-Plastics + Rubber Drupa, Imprinta, Interpack, etc.

EXHIBITION VENUE

Pragati Maidan, New Delhi, the largest exhibition grounds in India.

PARTICIPATION ENQUIRIES

Details of costs and conditions of participation are available from:-

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