



PLAST 2018 & THE INNOVATION ALLIANCE

WORK IN PROGRESS

THE ORGANISERS OF PLAST 2018 WILL PRESENT WHAT IS NEW FOR THE LEADING ITALIAN INDUSTRY EVENT AT THE ASSOCOMAPLAST STAND (A56, HALL 16) AT THE K TRADE SHOW IN DÜSSELDORF, FROM OCTOBER 19 TO 26, 2016

The next edition of Plast, the triennial exhibition, is coming back to the Milan fairgrounds in Rho, from May 29 to June 1, 2018 and is now well ahead in its preparation. The official launch of the fair will take place in October at K 2016 in Düsseldorf.

There will be a lot of new features, starting with the duration of four days to meet the needs of exhibitors and visitors, many of whom have expressed a preference for the fair being concentrated into week days (previously it also included Saturday).

A lot of exposure is also being given for the strategic alliance with four international events being held concurrently: Ipack-Ima, Meat-Tech, Print4All and Intralogistica Italia, an outstanding showcase for the production of machinery, technology and materials for the manufacturing industry. This project called "The Innovation Alliance" was officially presented last February to the press, exhibitors, visitors and professional operators who

are potentially interested.

Plast and Ipack-Ima are therefore getting back together (as was the case in 2006 and 2009), offering visitors and exhibitors access on the same ticket and occupying their own

traditional halls, with the usual assembly and dismantling dates. Other concomitant shows will complete the showcase: Meat-Tech, Print4All (which takes over from the former Converflex show) and Intralogistica



The 3D Plast satellite hall made its debut at Plast 2015, the last edition of the trade show. Dedicated to the production of additive production, rapid prototyping, modelling software, 3D printing and similar technologies, it attracted significant interest



Italia (indoor handling), giving life to a one of a kind trade fair, with many unique forms of collaboration and a notably broadened international resonance.

Wide support for the initiative has also come from institutions, including the Ministry for Economic Development, which will finance a promotion plan to attract the most qualified buyers from abroad, also in collaboration with the ICE Agency and its network of offices all over the world.

SATELLITE HALLS AND NEW SERVICES

As has been the case in the past, in 2018 Plast will again host the Rubber and 3D Plast satellite halls dedicated to the rubber and 3D printing industries respectively (and additive production technology), now permanent and successful features of the event. A new section will also be dedicated to innovative materials, including compounds, recycled materials, engineering polymers and more.

After good results in 2012, the Rubber hall dedicated to elastomers returned again to Plast in 2015, increasing the exhibition space by about 30%

Exhibitor registration will open after K 2016 and new services will be available, as will be incentives for early registrations, including new incentives rewarding exhibitors registering by certain dates, which will be finalised in due course. Incentives are also confirmed, like in the past, for live demonstrations of machines, on the condition that the exhibitors register in a timely fashion, provide all the required technical information by a set date, and ensure that the machinery will be in operation for a suitable period of time during the event.

Fiera Milano will also provide concrete support to the organisers in an effort to offer even more innovative and usable services for exhibitors and visitors, as well as for the press. As early as 2017, all the halls will have Wi-Fi coverage free of charge to fair operators. Improvements are also scheduled for catering and reception services, travel and hotel reservations, and so forth.

For additional and updated information on Plast 2018, it is possible to visit the Assocomplast stand A 56, in hall 16, at K in Düsseldorf, from October 16 to 23, 2016. ■

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