



Italian industry's collaboration celebration at PLAST 2018

Italy's triennial showcase of its plastics processing industry came to an end at the beginning of June, after a successful outing bringing together its Innovation Alliance partners.

PLAST 2018 was a very special show, not just for the Italian plastics and rubber industry, but for the wider Italian industry.

The opening press conference for PLAST 2018 (May 29th 2018) was carried out in true Italian style. Attracting the local media, the event marked the bringing together of the Innovation Alliance, the collaboration of industries to bring the best of Italy's exports into one place, in a mass showcase of the Made in Italy stamp of quality and technical precision.

The trade-fair project known as The Innovation Alliance has proved to be a winning choice

As well as PLAST 2018, Fiera Milano played host to IPACK-IMA, MEAT-TECH, Print4All and INTRALOGISTICA ITALIA; all of which represent the country's most lucrative supply chains both at home and abroad.

The PLAST 2018 portion of this enormous trade event hosted 15,000 exhibitors, with Italian companies accounting for over half (57 per cent). The remainder represented 55 countries, covering 55,000 m sq of floor space.

The buzzing show floor represented Italy's prized export: plastics processing machinery. Over 70 per cent of national production is exported, amounting to a record sum of €4.6 billion in 2017.

PLAST 2018's sponsorship from the Italian Ministry of Economic Development was acknowledged in the opening ceremony, and Alessandro Grassi, President of AMAPLAST, thanked the office for its support.

"First of all, because our decision to introduce - together with the organisers of the other four exhibitions - the trade-fair project known as The Innovation Alliance has proved to be a winning choice: the more than 150,000 operators who participated were treated to an exhaustive range of plastics and rubber technology without precedent," stated Grassi. "The Innovation Alliance takes its place as the second largest tradeshow after the Salone del Mobile. From day one through to the closing, Corso Italia and the seventeen halls at Fiera Milano were packed with visitors."

The Innovation Alliance covered Fiera Milano's 17 halls - a total of 140,000 m sq, with 3,501 exhibitors from a total of 65 countries.

The organisational office estimates over 63,000 visitors, and foreign visitors made up 27.5 per cent of the total from a total of 117 countries, with Spain, France, and Germany being the most represented.

Each of the industries represented are experiencing growth. While plastics and rubber machinery experienced 10 per cent growth in 2017, government figures revealed that packaging and processing machinery recorded a 5.9 per cent uptick last year, printing and converting machinery is up 13 per cent, and logistics and materials handling machinery logged a 5.4 per cent boost over the 12-month period.

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