

For Immediate Release

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Brazilian Packaging Leaders at Africa's Big Seven

The Export Plastics Programme of Brazil, backed by that country's government, is sending a delegation of leading plastics manufacturers to exhibit at Africa's Big Seven (AB7). A few of them are packaging companies.

Africa's Big Seven is a composite of seven specialised trade shows covering the broad food and beverage industry, with exhibitors from 35 countries attracting visitors from 42 countries around the world. The show takes place from 17 to 19 July at Gallagher Convention Centre, Midrand, Johannesburg.

The Export Plastics Programme was launched in 2003 by the Brazilian Ministry of Development, Industry and Foreign Trade, Apex-Brasil, a trade and investment agency, and the Brazilian Plastics Institute. The aim of the organisation is to increase exports of finished plastic products.

The Brazilian packaging industry is the fifth largest packaging producer in the world, and valued at \$21-billion in 2008, producing 5,4-million tons of material. This is equivalent to 1.6% of Brazil's gross national product.

Marco Wydra, General Manager of the Programme and leader of the delegation, highlights some of the competitive advantages Brazil offers. "We have integrated the

entire plastic production chain to consistently enhance exports. This also guarantees the domestic supply of resins, additives and compounds,” says Wydra. “We have developed cutting-edge machinery and equipment using state-of-the-art technology, operated by highly skilled technicians, and also established internal standards that comply with international regulations.”

Brazilian Manufacturers Strive for Innovation

Cartonale is the biggest corrugated plastic company in Latin America, and its most important markets are packaging products for household appliances, pharmaceutical, automotive and visual communication products. The company also offers its packaging solutions to many other markets. The product range includes corrugated plastic sheets, technical sheets, household appliance parts, returnable boxes, layer pads, trays, rolls, collapsible boxes, partition sets and pallet sleeves.

EuropackNE produces over 110 000 tons of plastic packaging per year in its five plants. It also produces 60 000 tons of Stretch film, the only manufacturer using a five-layer technology. This specialised multilayer technology is more environmentally friendly as it uses less film for better quality, reducing the amount of plastic going into the consumer market. The company’s pre-stretched film is a new concept in the packaging market, designed to provide better performance in manual palletising applications. It also offers greater safety and economy.

BRICS to Benefit Africa

“South-South trade has seen considerable growth over the past decade,” says John Thomson, Managing Director of Exhibition Manager Services, organisers of AB7.

“With South Africa and Brazil both members of BRICS, opportunities for increased trade abound. This not only relates to the packaging industry but to every sector of the economy that consumes packaging products and services.”

The simultaneous hosting of the Southern African International Trade Exhibition (SAITEX) alongside AB7 provides double the benefits for exhibitors and visitors.

The organisers have set up highly effective internet-based business matchmaking programme which is completely free. Exhibitors and visitors can enrol by pre-registering on www.exhibitionsafrica.com, and can also preview all exhibitors' products on the same site from 15 June onwards.

For more information contact Lineke Fleischer, Exhibition Management Services.


Tel: +27-11-783-7250. Fax: +27-11-783-7269.

E-mail: admin@exhibitionsafrica.com

Website: www.exhibitionsafrica.com

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South African-based Exhibition Management Services (EMS) is one of the longest established event organisers in the country and is still the only company on the continent experienced in delivering Pan African exhibition programmes. Events to date have been established in: Botswana, Cote d'Ivoire, Ghana, Kenya, Mozambique, Nigeria, Tanzania, Zambia, South Africa, Angola and Zimbabwe.

The logo for EMS, consisting of the letters 'EMS' in a bold, stylized font, enclosed within a red square border.

With nearly 30 years networking in Africa, EMS's databases are unique in the industry allowing for unrivalled identification, notification and participation of qualified trade visitors to their events.

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| Issued by: | CVLC |
| Date Issued: | 10 May 2011 |
| Contact Persons: | Catherine Larkin |
| Telephone: | (011) 789-7327 / 083 300 0331 |
| Fax: | (011) 787-7865 |
| E-mail: | catherine@cvlc.co.za |
| Postal Address: | P O Box 44945, Linden, 2104, South Africa |

