

*Saudi Arabia - Where the world is going and growing*



# **Saudi** PLASTICS & PETROCHEM

The 10th International Plastics and Petrochemicals Trade Fair

28 NOVEMBER - 1 DECEMBER 2011

Riyadh International Conventions & Exhibitions Center

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 Riyadh Exhibitions Company



# Saudi PLASTICS & PETROCHEM

The largest marketplace for plastics and petrochemical products, machinery and services in the Middle East

**Saudi Plastics & Petrochem 2011 is set to re-affirm the Kingdom's position as the region's fastest growing market for Petrochemical and Plastics Industries**

Despite the current global economic slowdown due to severe worldwide recession, Saudi Arabia has emerged as the most attractive investment destination in the Middle East's petrochemical and plastic industries. In fact, the per capita consumption of plastics in KSA has reached the level of the industrialized capitals of the world.

The booming activities of the private sector are fuelling additional demand for printing products and technologies. Moreover, massive construction of private housing and commercial centers, mega real estate development projects, industrial parks and economic cities, restaurants and hotels - currently in the pipeline - will require the latest in plastic products.



**A wealth of plastic products is thus required, for both internal and external utilization**

Saudi Plastics & Petrochem 2011 will be the ideal business-to-business networking platform for key decision makers, industrialists, developers and other professionals as they meet their need for the latest & most innovative products.

Held Concurrently:



## Saudi PPSG

PACK • PRINT • SIGN • GRAPHICS

The 10th International Packaging, Printing, Sign and Graphics Technology Exhibition

Scheduled from 28 November - 1 December 2011 at Riyadh International Convention & Exhibition Center, Saudi Plastics & Petrochem 2011 is expected to reflect the outstanding growth of Saudi Arabia's plastics industry over the years.

Held every two years, the show will put Saudi Arabia at the forefront of development in the region's petrochem and plastic industries.



The GCC'S number 1 trade fair for the plastic and petrochemical industry showcasing brand-new products, services and concepts - offering buyers a global view of the market landscape at this most important industry platform





## The Plastic Industry in the Middle East is projected to grow Annually by 30%

Saudi Arabia has played an important role in pushing the regional plastic industry into exceptional growth: in fact, substantial investment projects are currently developing in the country, making the Kingdom the Middle East's largest producer of polyethylene (by volume).

This is a reflection of how the region is poised to lead the global plastic industry in the next five years. Recent surveys have also indicated that Saudi Arabia has the highest per capita consumption of plastics in the Middle East with an astounding 40 kilograms per person, which is twice as much as any other country in the GCC.

In addition, rising income and a growing population continue to fuel demand within the food and beverage and consumer goods sectors, burgeoning & at full blast at this stage. Consequently the demand for plastic is drastically rising in:

- Food and beverage packaging
- Household goods
- Consumer goods
- Construction materials
- Medical Plastic

This provides impetus for growth and vast business opportunities for those engaged in plastics manufacturing and related industries.

## By 2015, the Kingdom will produce about 100 million tons per year of petrochem products making it the largest player in the world

The past ten years' growth of the energy-based industries in the Kingdom (such as steel, fertilizers and petrochemicals) suggests that the KSA will become as dominant in the Petrochemical sector, as it is presently in the Petroleum one.

Indeed, petrochem is witnessing an unmatched growth, as multi-billion dollar investments are being made in the Kingdom's infrastructure.

### Facts & Figures:

#### Saudi Arabia produces 45 million tons of energy-based products, such as:

- 5 million tons of steel
- 5 million tons of fertilizers
- 20 million tons of ethylene and propylene based products

#### The Kingdom is already the world's:

- 2nd largest producer of Ethylene Glycol
- 2nd producer of Methanol
- 3rd of Polyethylene
- 6th of Polypropylene

Saudi Plastics & Petrochem 2011 is the ideal venue to showcase the latest petrochemical technologies and products. New projects are generating ample opportunities for international engineering companies, manufacturers, and suppliers of equipment, machinery and spare parts to showcase their products and services, all under one ceiling.





Saudi Arabia accounts for up to 70% of the GCC's plastics and petrochemicals.

Saudi Plastics & Petrochem offers direct access to decision makers in this formidable marketplace



## Plas & Petrochem went GREEN too

It is clear that the green printing, plastic and petrochem industry present valuable growth opportunities as sustainable development and eco-design remain key factors of innovation.

Recycled plastics can be used for a variety of products, such as:

- Garden furniture
- Flower pots.
- Containers
- Fibers
- New packaging materials



## PPPP Exhibitors are invited to:

- Design packaging that minimizes product waste.
- Implement the 3-R's (Reduce, Reuse, and Recycle) of eco-friendly PPPP into the product strategy.
- Help reduce the environmental impact of plastic materials by using green solutions and materials wherever possible.
- Engineer food packaging to focus on source reduction.
- Minimize to the fullest extent the carbon footprint of the overall PPPP.

## Advertising/Visitor Promotions/ VIP Targeting

For every show, REC is committed to bringing to your stand, a serious potential audience, 100% fit for your product, service or solution. For that, we at REC, use a diversified marketing mix comprising conventional & unconventional tools ranging from advertising & PR (Print, Web, TV & radio) to direct mailing & contacts sourced from the substantial database that we collected throughout the years.

### Media Coverage

At REC, we have forged & cemented very solid media relationships. Some publications have become steady partners and official supporters of our shows. Consequently, we benefit from an excellent press coverage & readership penetration, locally, regionally & internationally.

## Other Reasons to Participate in Saudi Plastic and Petrochem 2011:

The Saudi Plastics & Petrochem 2011 is going to bring together a powerful mix of top distributors, suppliers, manufacturers, specifiers, agents and engineers from across Saudi Arabia, the region and the world. It will constitute the biggest, most opportunity-laden gathering of key players anywhere in the Middle East.

- Exhibitors will showcase the latest in state of the products and solutions, catering to the growing Saudi Market need an array of innovative products
- Professionals will be able to outsource all their printing needs under one roof, at the latest and most advanced industry level
- Key decision markers, industrialists and other concerned parties will be able to network in an ideal business-to-business platform that results in lucrative business opportunities.

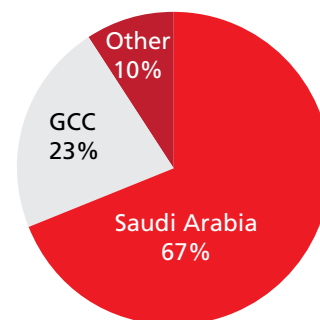




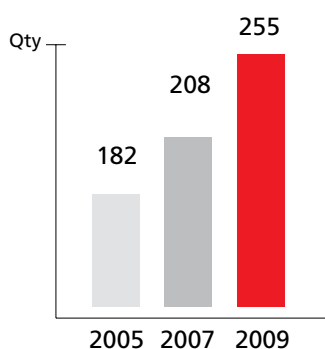
## Over 462 exhibitors from 30 countries participated in the Saudi Plastics & Saudi Petrochem 2009 exhibitions...

Saudi Plastics & Petrochem 2009 was the largest plastics and petrochemical event in Saudi Arabia. It revealed beyond any doubt that Saudi Arabia's remarkably strong market showed no signs of slowing down and was a primary factor which motivated more than 462 companies from 30 countries to participate. The event was sponsored by Saudi Basic Industries Corporation (SABIC) and Rabigh Refining & Petrochemical Co. (PETRO-RABIGH).

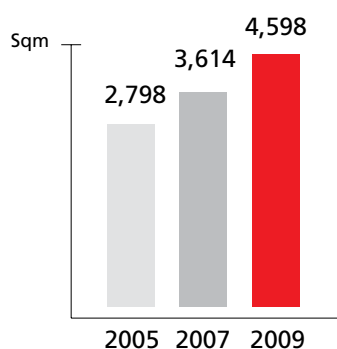
Exhibitors collectively regard Saudi Arabia as a safe and secure investment destination and plastics and petrochemical market of primary importance in the Middle East in general and within the GCC region in particular.



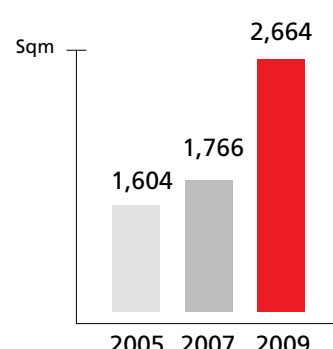
Origin of visitors to the exhibit



Number of direct exhibitors



Local Companies Participation Sqm



International Companies Participation Sqm

## Country Pavilions

Austria	Egypt	Iran	Korea	Taiwan
China	India	Italy	Saudi Arabia	UAE

## International Participation

Belgium	Ireland	Poland	Spain	The Netherlands
Canada	Japan	Qatar	Switzerland	Turkey
France	Lebanon	Singapore	Syria	UK
Germany	Pakistan	Slovenia	Thailand	USA

## Exhibits Profile

### Saudi Plastics

- Chemicals, Raw Materials and supplies
- Compounds
- Consulting services
- Irrigation Necessities
- Plastic bags and containers
- Plastic furniture
- Plastic healthcare products
- Plastic injection systems
- Plastics for household items
- Plastics for packaging
- PVC (polyvinyl chloride) pipes
- PVC pipes

### Saudi Petrochem

- Processing & handling equipment
- Chemical engineering systems
- Chemical plant and machinery
- Petrochemical equipment
- Consultancies & energy sources
- Environmental, safety equipment
- Filters and filtration systems
- Handling & maintenance systems
- Heat exchange systems and equipment
- Process plant engineering
- Pumps, motors, valves and fittings
- Turnkey contracting services

### Instruments, Labs and Control Equipment

- Analyzers & balances
- Blenders & mixers
- Computer software
- Control & monitoring systems
- Flowmeters & indicators
- Laboratory chemicals
- Measuring systems
- Mills & grinders

# General Information



## The Venue

Riyadh International Conventions & Exhibitions Center  
A modern international exhibition complex consisting of four halls offering 15,000m<sup>2</sup> of indoor exhibition area in addition to 5,000m<sup>2</sup> of outdoor area, ample car parking with a capacity of 1500 cars and buses, conference hall, support services, VIP reception lounge, business and press centers, restaurants cafeterias and organizers offices.

## The Organizers

For more than quarter of a century now, REC has been staging the Middle East's most successful exhibitions, trade shows and events across all practices. With almost 400 events under its belt, REC is equipped with the necessary expertise and know-how, in addition to quality resources, all mandatory for a successful show. For more information visit us at: [www.recexpo.com](http://www.recexpo.com)

## UFI Accredited

REC is a member of the Global Association of the Exhibition Industry (UFI).



## Travel and accommodation

Riyadh is well connected by its international and domestic airport. The city has a wide selection of international hotels.

ORGANIZED BY



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