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## **PLASTIMAGEN MEXICO EXCEEDS \$150 MILLION IN SALES EXPANSION SUPPORTS REGIONAL GROWTH**

**Bethesda, MD April 15, 2013** — **PLASTIMAGEN Mexico**, the industry's leading exhibition and conference for the plastics industry in Latin America, celebrated its 18th edition by generating 25% more business than the previous year. Business negotiations conducted during the four day event exceeded an estimate of \$150 million dollars.

Eight hundred exhibitors from twenty-one countries featured the latest cutting edge plastics products, trends, and technology at **PLASTIMAGEN Mexico 2013**. International pavilions from twelve countries covered the exhibition floor. The event, a plastics business center, gathered over 27,500 decision makers from across the world.

**PLASTIMAGEN Mexico** is considered by industrialists to be the catalyst toward achieving the industry's expected growth rate of 6% for 2013. This figure will exceed last year's estimated 5.7% increase when national production reached 4.7 million tons, placing Mexico as the 12th largest plastics manufacturer in the world.

Jose Navarro, Managing Director of E.J. Krause Mexico described this year's show as "a platform for global business collaboration in the plastics industry. **Plastimagen Mexico** proves to be a true business center for exhibiting the latest technology & machinery in the industry. With Mexico experiencing an increasing growth rate for 2013, there is only room for improvement for the most important event for the plastics industry in Latin America."

This edition's conference emphasized "Recycling and Sustainability" as well as "Roto-molding in the XXI Century" solutions. The subject of sustainability was also included in the academic program organized by ANIPAC (Plastics Industries National Association) and E.J. Krause which consisted of 39 general conference sessions. The program included the highly attended conference given by Julio Millan Bojalil, President of "Consultores Internacionales, S.C." titled "Strategic Plan in the Plastic Productive Chain".

**PLASTIMAGEN Mexico 2014** will take place on November 18-21 at Centro Banamex in Mexico City. Over 80% of exhibition space has already been reserved. In addition, the show is increasing its international participation with support from EUROMAP, Europe's Association for Plastics and Rubber Machinery Manufacturers with their incorporation of the German Pavilion.

### **About E.J. Krause & Associates:**

For more than 25 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For additional information: <http://www.ejkrause.com>