



**E. J. KRAUSE &
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PLASTIMAGEN MEXICO SETS NEW BENCHMARK FOR LATIN AMERICA'S PLASTICS INDUSTRY

Bethesda, MD (December 29, 2014) – **PLASTIMAGEN Mexico 2014**, organized by E.J. Krause & Associates and the Tarsus Group, took place at Centro Banamex in Mexico City November 18-21. The leading forum for the plastics industry in Mexico celebrated its 19th edition assembling the largest event to date with 12% growth in exhibit space. For the first time, **PLASTIMAGEN Mexico** sold out all four halls of the venue showcasing over 700 leading companies featuring the latest cutting edge plastics products, trends, and technology from twenty two countries.

PLASTIMAGEN Mexico has become the business hub for the plastics industry in Latin America, gathering over 28,000 decision makers from around the world and has emerged as one of the most prominent international events for the plastics industry. This year, global participation grew by 6.8%, which included attendees from over 36 countries. In addition, the exhibition floor highlighted 13 international pavilions including newcomers Germany (VDMA) and the United Kingdom (British Plastics Federation).

PLASTIMAGEN Mexico 2014 enabled both exhibitors and attendees to tap into the rapid growth opportunities in the Latin American region. Over 1,200 plastic transforming machines and machinery were on display, many of which were making their debut to the Latin American market. Business deals conducted during the sell-out event topped \$120 million.

The conference program at **PLASTIMAGEN Mexico** grew over 50% from the 2013 edition, illustrating increasing interest in industry education and training. The conference program was organized in conjunction with The National Association of Plastics Industries (ANIPAC) the leading plastics association in Mexico. This year's program focused on four main tracks: Plastics Recycling, Extrusion, Blow molding, and Injection.

The National Association of Plastics Industries (ANIPAC) President Francisco de Caso confirmed positive trends for Mexico's plastics industry, noting that the country's plastics processing industry growth potential is expected to expand between 4-6% percent this year.

Latin America's dynamic market will continue to be a key growth factor for the plastics industry. The 20th edition of **PLASTIMAGEN Mexico** will be held March 8-11, 2016.

For additional information please visit: www.plastimagen.com.mx

About E.J. Krause & Associates:

For more than 30 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 four 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 more information please visit www.ejkrause.com

About Tarsus Group plc (LSE:TRS):

Tarsus Group plc (LSE:TRS) is an international business-to-business media group with interests in exhibitions, publishing and online media. The Group operates globally in key verticals including aviation, medical, labels and packaging, discount clothing (Off-Price), housewares and automotive. Tarsus runs more than 80 events and websites and its flagship brands include the Labelexpo exhibitions in Europe, the Americas, India and Asia and the Dubai Airshow.

The Group operates across a worldwide network of offices in Dublin, London, Paris, Milwaukee, Boca Raton (Florida), Dubai, Shanghai, New Delhi and Istanbul. Tarsus is building on its strong presence in the emerging markets of the Middle East, China, Turkey, India and South America. For more information visit www.tarsus.com