



## दि प्लास्टिक्स एक्सपोर्ट प्रमोशन कौन्सिल

(भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित)  
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### THE PLASTICS EXPORT PROMOTION COUNCIL

(Sponsored by The Ministry of Commerce & Industry, Deptt. of Commerce, Government of India)  
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Date : 04.10.2018

All Members/All Members of the COA

Dear Sir(s),

#### **Sub: Seeking inputs for participation in exhibitions for 2019-20**

We wish to inform that the council shall soon be submitting its proposal with regard to organising Indian participation at international exhibitions / trade fairs during 2019-20 to be considered under the Market Access Initiative (MAI) Scheme of the Department of Commerce, Ministry of Commerce & Industry, Government of India.

The council in its endeavour to promote plastics exports is in the process of identifying international exhibitions / trade fairs, both in the established as well as emerging market. The thrust area would primarily be finished plastics products along with raw materials and plastics processing machinery. For an easier understanding, we at the council have identified established markets and potential markets (refer attached file) for each of the twelve product panels so that you can refer to it for selecting countries where you would wish to participate:

- Established markets: Those countries in which India has a strong market share in exports but prevailing conditions suggest that we may explore this country to further enhance the market share. Example: USA which is having a tariff war with China.
- Potential markets: Those countries in which India has a low market share in exports but where world exports are high. We need to obviously target these markets more aggressively.

In the established markets, the council shall be facilitating Indian exporters participation through well-established trade fairs, while for the potential/emerging markets, the council shall be organising India-centric standalone shows, preceded by road shows to test the potential of the market.

Given the above context, we request you to provide us with names of international exhibitions (scheduled during the above-mentioned period 2019-20), where you would wish to participate for showcasing India's strength in manufacturing and exporting plastics products. All suggestions received from the members would enable us to shortlist the most sought-after exhibitions, and thereafter submit to E&MDA Division, Department of Commerce for their favourable consideration.

Having said the above, we would like to remind all members that the Indian plastics industry must target to increase the exports of plastics products, especially that of value-added plastics. The potential is immense in the backdrop of ongoing tariff wars between United States and China. For example, the United States imported plastics worth US\$ 117 billion from the World in 2017. China was the key provider of these products to the US with supplies worth US\$ 46 billion resulting in a market share of 39.2%. Now, in light of the escalating trade war and higher tariffs being imposed by the United States, several of these Chinese products may be replaced by products from other countries, resulting in business opportunities for all including India.

All responses may please be sent to [research@plexconcil.org](mailto:research@plexconcil.org) by 10.10.2018.

Regards,

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