

**PLAST[®]
IMAGEN**



**MEXICO 2023
NOVEMBER 7-10**

Centro Citibanamex / Mexico City

End Of Show Report 2023

WWW.PLASTIMAGEN.COM.MX

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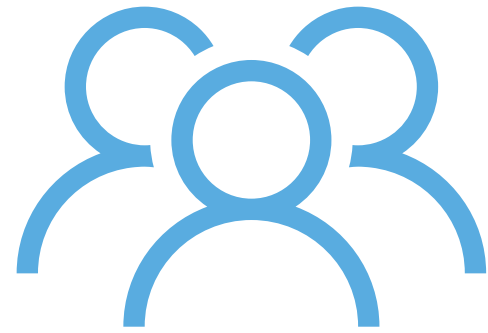


Certified by:



Venue:





27,818

Total Attendance

(Including: Visitors, Conferences, Exhibitors, VIP and Press)

International attendance from 35 countries:

ARGENTINA
AUSTRIA
BELGIUM
BELIZE
BOLIVIA
BRAZIL
BRITAIN
CANADA
CHILE
COLOMBIA
COSTA RICA
CUBA
DOMINICAN REPUBLIC
ECUADOR
EL SALVADOR
FINLAND
FRANCE
GERMANY
GUATEMALA
HONDURAS
HONG KONG
INDIA
ISRAEL

ITALY
JAMAICA
JAPAN
KOREA
NETHERLANDS
NICARAGUA
PANAMA
PARAGUAY
PERU
PORTUGAL
PUERTO RICO
RUSSIA
SENEGAL

SPAIN
SURINAM
SWISS
TAIWAN
USA
VENEZUELA

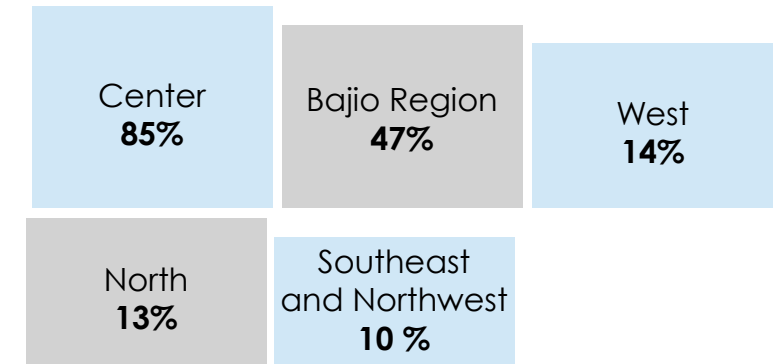


National attendance

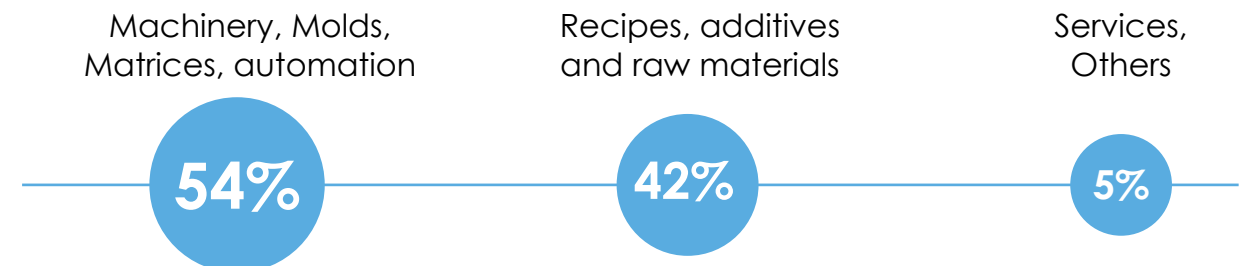
coming from the 32 Mexican States



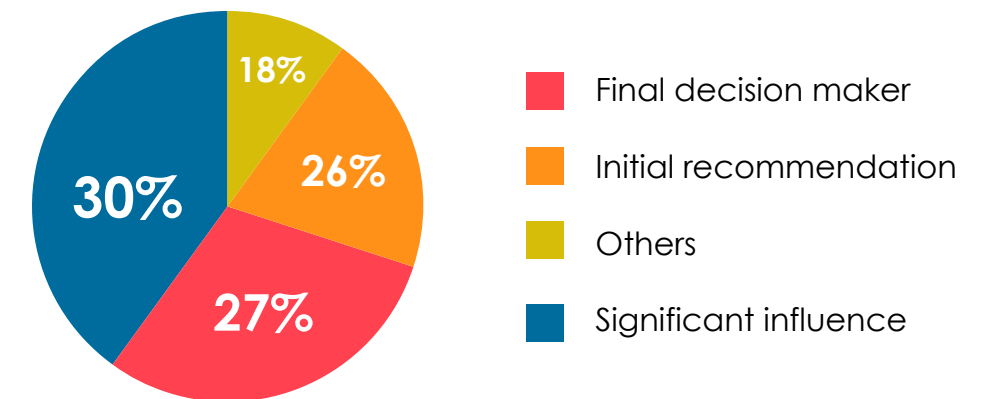
Industrial region assistants:



Products of interest to visitors



Influence on buying decision



EXHIBITORS

Total
761

Internationals
519

Brands represented
more of **1,400**

International
Pavilions
14

International Exhibitors who came from these regions:



47%

Asia



32%

Nationals



11%

Europe



8%

North America



2%

Center and South America

Total: 100%



AOGER PAVILION



AUSTRIA PAVILION



BRAZIL PAVILION



CANADA PAVILION



CMEC PAVILION



GERMANY PAVILION



INDIA PAVILION



ITALY PAVILION



MELINK PAVILION



PORTUGAL PAVILION



SWISS PAVILION



TAIWAN PAVILION



TURKISH PAVILION



USA PAVILION

Exhibition
Area:

42,000 m²

Highlights of Edition

- Inauguration attended by: Coordination of Environmental Policy and Culture SEDEMA CDMX, National Plastics Association (ANIPAC), Metropolitan Autonomous University (UAM) and Citrusa
- VIP room, a comfortable space for doing business
- Exhibitor and VIP Cocktail - reactivating the plastic economy among friends
- Exhibitor space is booked at 67%.
- 10,156 tons of plastic were collected on the days of the show for recycling, a Citrusa initiative (waste-free)
- The Plastimage Stage was a platform where the main brands showed their latest products.
- At the VIP breakfast, leaders from the packaging sector met to strengthen commercial alliances and learn about plastic trends for this sector.

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 Plastics Industry
 Plastics Technology Mexico
 Reportero Industrial Mexicano
 Revista Mp
 Somos Industria
 Tecnología Del Plástico

Digital Media:

- 3dcadportal.Com
- Blog Do Plástico / Brazilianplastics.com
- Cosmos Online
- Quiminet

Supporting Organizations

- National Association of the Chemical Industry (ANIQ)
- Ecuadorian Plastics Association (ASEPLAS)
- Association of Exporters of Guatemala (AGEXPORT)
- Salvadoran Association of the plastics industry (ASIPLASTIC)
- Costa Rican Association of the plastic industry (ACIPLAST)
- Peruvian Association of the plastics industry (APIPLAS)
- Mexican Packaging Association (AMEE)
- Mexican Association of Mold and Die Manufacturing (AMMMT)
- Guatemalan Plastic Association and Commission (COGUAPLAST)
- National Association of Water Producers and Distributors purified (ANPDAPAC)
- National Society of Industries of Peru (SIN)
- AIMPLAS Plastics Technological Institute (Spain)
- National chamber of the transformation industry (CANACINTRA)
- Regional Chamber of the processing industry of Jalisco (CAREINTRA)
- Nuevo León Appliance Cluster (CLELAC)
- Querétaro Plastic Cluster
- Institute of plastic and die-cutting of Querétaro
- National Society of Industries of Peru (SIN)
- Institute of plastics and die-cutting of Querétaro
- Argentine Chamber of the plastic industry (CAIP)
- National Association of Industry Distributors refrigeration and air conditioning (ANDIRA)
- Association of Plastic Manufacturers of Honduras (ALFAPLASH)



Print and digital media

Powerful Advertising Blitz Across National Media Platforms:

E-mail marketing focused on the Latin American market	23 agreements with specialized media	21 agreements with associations, business chambers and industrial clusters in Mexico and throughout Latin America
18 months of promotion in social media	Telemarketing to more than 30,000 high-level contacts	Promotion tour in Central and South America
Strong advertising campaign on radio, television, billboards, displays, postal mailings and others, 8 weeks before to the show		3 months of PR Coverage

Overall Campaign Reach

21,766,620