

Indo-German International Seminar on - “Plastic applications in Food Industry”

The Organization of Plastics Processors of India, (OPPI) had organized Indo-German International Seminar on “Plastic Applications in Food Industry” on 20 and 21 February, 2014 at The Lalit Ashok, Bangalore.

H.E. Mr. Jorn Rohde, Consul General for Germany in Bangalore was the Chief Guest at the Inauguration Ceremony. The two-day seminar helped AIPMA to follow up its activities.

AIPMA Stall:

Mrs. Sanjeevani Kothare and Mr. A. Ramarethinam were deputed to manage 9 sq. mtr. stall. This stall was elegantly designed to attract all the participants of the seminar. As usual the AIPMA team had clear focus to market Plastivision Arabia 2014 and registering new membership for AIPMA. Besides the delegates of the seminar Mr. Y. V. Raman- Regional Co-ordinator, Mr. Rohit Kanuga, Mr. Anil Reddy and other members of AIPMA visited the stall and encouraged to market Plastivision Arabia.

Mr. Jayesh Rambhia, Chairman PVA-2014, maintained and provide the necessary guidance and direction to enhance our efforts for marketing PVA 2014. There were



120 delegates registered at the seminar.

- Ms. Sanjeevani Kothare and Mr. Ramarethinam handled marketing activities in above seminar, under guidance of - Mr. Jayesh Rambhia.
- Most of delegates visited the stall and they were detailed about the benefits of participating in PVA - 2014
- The team was successful in confirming 8 potential exhibitors with an approximate area booking of 78 sq. mtrs., confirming 2 Potential Exhibitors for Plastivision Arabia 2014.

Workshop on Anti-Dumping and CVD

An interactive workshop was jointly organized by the Centre for WTO Studies (IIFT); Ministry of Commerce & Industry, Government of India; and FICCI in partnership with other Organizations, on February 21, 2014 in Mumbai to discuss various aspects of handling the Anti-Dumping and CVD investigations.

Mr. Manab Majumdar, Asst. Secretary General FICCI, Mr. Pamkaj Chadha Regional Chairman EEPC India Western Region made the opening remarks as this was the first ever workshop held beyond Delhi. Mr. Tapan Mazumdar Director Department of Commerce, Govt. of India, Mr. Mukesh Bhatnagar Professor, Centre for WTO studies and Mr. S. seetharaman Executive Partner and

CEO, Lakshmikumaran & Sridharan, a legal consulting firm were the key speakers.

During the workshop it was discussed that India's exports are very often subjected to various trade remedy measures viz. Anti-Dumping Duty, Countervailing Duty or Safeguard Measures. Imposition of such measures, at times leads to chilling effect on export of the products subject to such measures. The workshop tried to bring out some cases for discussion that helped to understand the intricacies of the Subsidies Agreement and the Anti Dumping agreement. Issues of Anti-Dumping and Countervailing Duty investigations initiated by trading partners bring in several challenges in terms of business and legal complexities. Also

meeting the norms of the information requirements within a stipulated timeframes for responding to the investigation questionnaires and interacting with Investigating Authorities of foreign countries while presenting the legal arguments to defend the interest of Indian exporters is quite difficult. Mr. S. Seetharaman categorically highlighted the US and EU model of Investigation suggesting the strategy to counter the action and preparing a strong defence. He also narrated some of his case studies explaining the need of urgency while responding to such legal investigations.

In the case of Countervailing Duty (CVD) investigations

there is an increased role of the Government in responding to the investigation questionnaires to articulate the views in respect of the various programmes which are the subject matter of CVD investigations. While the exporters and the Department of Commerce may avail the services of professional consultants or law firms in handling these investigations, it was felt there has to be exchange of information with trade and industry so as to handle these investigations more effectively. Moreover the Government should try to create conducive atmosphere for better exports.

The Kayakalp - Pre Conclave

The Kayakalp pre conclave was held on 21st February 2014 at Hotel Waterstonnes - to introduce Kayakalp to all members. The function was attended by over 25 Managing Committee Members and Past Presidents of AIPMA. The evening began with the Gayatri Mantra being played during the registration. The dais was graced by Mr. Anand Oza, President AIPMA making the opening remarks. Past Presidents Mr. Arvind Mehta and Mr. Raju Desai discussed about the Requirement of AIPMA in Project Kayakalp and need of the Hour respectively.

There was also a very interactive question – answer session with Mr. Deepak Ballani from UNIDO where a few of the Past Presidents voiced their views about the plastic industry. Mr. Shailesh Sheth our key personality then began the evening with “Here is to the Entrepreneur” being played as a tribute to all present.

Goals were defined for the next 20 years as follows:

- To make AIPMA best in class Industry Association in India.



- To be recognized as sole representative body of plastic Processors
- To improve membership satisfaction Index on a sustainable basis
- To make AIPMA financially strong by diversifying its revenue streams
- To supplement growth of Plastic Industry
- To create opportunities of exports from India vs China.

A very invigorating speech was given by Mr. Kamal Nanavati from Elite++ where he highlighted on plastic waste, Potential Road Blocks and why AIPMA should transform. According to Mr Nanavati. AIPMA should truly exercise all activities with orientation towards being an All India Apex Body further discussions were held to design the appropriate strategy for the same. Sanjoo Desai Vice President West Zone made the concluding speech with the vote of thanks.

Seminar on 'Export Awareness'



A seminar 'EXPORT AWARENESS' was organized on 26th February evening at Hotel Sangam, Madurai. The objective was to create awareness on How to start exports and export Potential for Plastic Products.

The seminar began in the evening with around 90 delegates both entrepreneurs, processors. Mr. Vijayan Asst. Director, Plexcouncil discussed in details about how to start export, the challenges and solution, quality management and marketing.

Following this Mr. Vijayan, Mr. Jaswanth Soundarapandian, Director – Southern Region, explained about the Supports & Services from Plexcouncil for exports

by the MSME. Mr. Ramarethinam, Regional Sr. Manager, presented AIPMA's overview and explained how it helps bridging the gap between the government and industries. He also highlighted special service of Plastivision India, Plastivision Arabia, international Trade fairs, Plastic parks and Plastic News further requesting delegates to join AIPMA.

Madurai District Tiny and Small Scale Industries Association (MADITSSIA) Mr. Muruganatham Jt. Secretary & past chairman – Ideal home exhibition gave an overall presentation about PLEX council and the need for industries to improve, communication, quality and export. He also emphasized the good work done by AIPMA, appealing all delegates to utilize AIPMA Services.

Mr. Senthil President –PLASMA, presented vote of thanks. All the speakers were honored with memento and shawl.

EU-India FTA Meet

A meeting to discuss the proposed EU-India FTA and its implications on Indian industries and employment was held on 26th February 2014 in EFI office, Mumbai at 3.00 p.m. AIPMA was represented accordingly.

As we know in order to liberalize more in respect of trade, investment and economic co-operation, Indian government has initiated negotiations for Free Trade Agreement with the European Union since 2006. The main aim is to achieve better economic growth for overall development and creating more employment opportunities. The FTA is yet to be concluded, despite more than 12 rounds of negotiations with the EU due to some contentious issues.

For reasons best known to the Government of India, the Ministry of Commerce, under which the FTA is being negotiated, has not declared the terms of negotiations on its official website except a short note. The government also has not made any effort to take this issue to the stake holders for their reactions and the FTA is being negotiated secretly. However, the proposed FTA is looked upon differently by different chambers of commerce and industry,

trade unions and social activists.

During the discussions it was found that the issue of the proposed FTA is not reached appropriately to the industry level, as it is not disclosed anywhere by the government. The Indian industries have very limited information on the proposed FTA, possibly gathered from different sources



such as news items, articles and reports published in the media.

A study was conducted by the EU Study Centre in to understand the opinion about the proposed FTA and the results were discussed at the meeting. The study reveals that more than 60 per cent respondents do not have enough knowledge on the proposed FTA, as the issue remained undisclosed by the Ministry of Commerce and Industry. The remaining 40 per cent respondents found some knowledge about the FTA, but unclear on terms of the negotiations.

A Major portion of 80 per cent participants construe the FTA as “drastic reduction in tariff rates”, that could help to increase India’s trade and business with the EU. This category believes that the tariff reduction is likely to have advantages to some sectors like textiles and garments and gems & jewelry, but they expect that the proposed FTA is likely to have some adverse implications on sectors like automobiles, steel, MSMEs. AIPMA categorically stressed its focus was safeguarding the domestic plastics industry and it should be protected.

The remaining 20 per cent respondents from sectors like placement services and banking and financial sector believe that the proposed FTA may not have much effect on their businesses. The respondents do not foresee any adverse impacts of the proposed FTA on Indian Banking and Financial sector.

EU is the largest trading partner of India. India’s exports to EU accounted for 16.75 per cent, while imports accounted for 10.81 per cent of the total exports and imports respectively during 2011-12. With signing of the proposed FTA, India’s foreign trade with the European Union is expected to go up by 15 to 20 per cent. What impact it will have on business across the sectors and employment resources and be seen, although the study makes some assumptions in this regards. The European Union (EU) consists of 27 countries, combine GDP of which is largest in the world, close to US\$ 17.5 trillion, 25 per cent of the world’s total economy. Among the EU-27, five big countries - Germany, France, UK, Italy and Belgium have a substantial imports and exports with India.

All Plastics Associations Meet

A meeting of All Plastics Associations was held in Mumbai on the 1st of March, 2014 at the Board Room of AIPMA House to discuss on “Recent Volatile situation arising out of Ban imposed by various State Governments on Plastics Packaging Materials” as Plastics Industry is reeling through adverse setbacks,

Mr. Arvind Mehta, Chairman Advisory Board convened the Meeting with an address to all present on behalf of AIPMA. He then requested Mr. S. K. Ray – ICPE, Mr. Haren Sanghavi – Hon. Treasurer, Mr. Manoj R. Shah – Hon. Jt. Secretary, Mr. Akhilesh Bhargava – Chairman Environment Committee to give their valuable inputs on the ongoing issues of ban in various states

Mr. Arvind Mehta conveyed the importance of the gathering by saying that we are here to discuss the burning issue of Plastic Industries and the various cases filed in different Courts of India and proposed plastic ban in various States. He also emphasized some solutions should be suggested to the local Municipal Bodies for Solid Waste Management systems.



Mr. Arvind Mehta requested Mr. Akhilesh Bhargava – Chairman, Environment Committee to give his presentation. Mr. Akhilesh Bhargava in his presentation said that from past two years Plastics is facing lot of legal action and negative propaganda is arising due to use of plastics from PET bottles, Bags, etc. There must be holistic approach towards these issues. The issue of ban on plastics by various states and in various courts for burning issues is in Himachal Pradesh, Punjab & Daman. This PIL’s create lots of confusion and misguides the population against

AIPMA AT WORK

use of plastics. The local bodies, various Pollution Control Boards, few NGO's are taking such negative steps without knowledge of the benefits of plastic products and putting onus on plastics.

He also emphasized that we (AIPMA) have to jointly work with ICPE, NGO's and various other associations together to create awareness amongst the public about their overall responsibility for collection of waste and segregation of



plastics. We must communicate with FMCGs as they are very strong in media & communication and can promote to handle better the waste generated by their products through their various CSR schemes. The local bodies and municipal authorities should involve all local Associations stakeholders, civic bodies – Municipalities, PCB, FMCG's, etc., and study the Carbon Footprints (CFP) impact, product life cycles and evolve a solution for making decision.

Mr. Haren Sanghavi – Hon. Treasurer, AIPMA informed that lot of legal suits are going on in various courts which require lots of funds to fight these case. Everywhere a particular association or a group alone cannot fight the case and spend a huge amount independently. Each of the Association heads seconded Mr. Sanghavi's concern for huge financial burden which is for irrelevant reasons.

Mr. Sanghavi also suggested that we must involve stakeholders, private companies together to support the cause and fund so that we can fight the case with ease.

Mr. S. K. Ray complimented AIPMA for taking such an issue. He also shared his observations about issues of perceptions of plastics in human psychology. Mr. S. K. Ray further said that one has to work with BMC to find out the

process of segregation of waste in some area. We must have an awareness Programme to stop littering.

Mr. Gopal Rathi – President, Maharashtra Plastic Manufacturers Association (MPMA) said that MPMA is fighting from 10 -15 years with the Corporation of Pune for not handling the waste Management Rule in Pune. But the Pune Municipal Corporation does not implement proper method to segregate and collection of waste. In some places the waste is segregated well but in such cases it is noted the not enough plastic waste is available to sustain the cost of equipment and manpower employed to do the job.

Mr. Deepak Lawale shared that the OPPI took delegation to Germany in March, 2012 to study segregation of waste at source, as Germany is the country where 100% recycling is done. OPPI had invited the Officials from Germany and introduced to the big stakeholders in India. The report of the same will be circulated later.

Mr. Sundaresan of IPI suggested that we can have a joint awareness program with AIPMA & ICPE, but segregation of plastics will be more expensive

Mr. Pramod Shah intervened and said that we must involve people from the Industry and have awareness



programme to educate people through schools where the children's can be made aware of how to stop littering and how to segregate waste.

Mr. Harshad Desai gave suggestion of writing a caution on the products that "This product is not injurious" and also the recycle logo with product description.

This meeting concluded after Mr. Manoj R. Shah – Hon. Jt. Secretary thanking all the association's for coming to a consensus and giving support to AIPMA for the Plastic Industry.

Mission Conclave

The Mission Conclave was held for two days starting March 15, 2014 at Treasure Island Resort, Lonavala. The occasion was graced by around 30 members of the Managing Committee. During this conclave, Vision and Mission statement for AIPMA were formulated.

On day 1 the seminar began with chanting Gayatri Mantra. Mr. Anand Oza, President, AIPMA welcome everyone. In his speech he stressed the need of being punctual and working together towards a common goal. Mr. Arvind Mehta elaborated on Kayakalp and AIPMA's role in the growth of the plastic Industry. Mr. Rituraj Gupta highlighted on contributing & reconstructing AIPMA thus making a change to make it possible and applying these



AIPMA Vision :

"Professionally managed, premier organisation, powering growth of India through plastics".

The Lonavala Declaration, March 15, 2014

There was yet another breakaway session in which the members and the secretariat collectively formulated our Mission. With these highly interactive sessions the day 1 of the conclave was concluded.

AIPMA Mission:

AIPMA Shall passionately strive to lead Indian plastics industry to process 20 kg of plastic per head by 2020, leveraging knowledge and innovation for inclusive growth.

On day 2, the Weaknesses were acknowledged & corrective methods were discussed.

The final vote of thanks was given by Mr. Sanju Desai.



values in life. Mr. Raju Desai enlightened everyone with discussing in details the scheme and the methodology workshop. Mr. Shailesh Sheth started the 'Program Me' with a greeting all the members present playing, 'Here's TO The Entrepreneur'.

There was a session on SWOT Analysis where the members formed groups and identified, what according to them were, the STRENGTH, WEAKNESS, OPPORTUNITIES, THREATS (SWOT) of AIPMA as an association and the industry as a whole. Later the Vision Statement for AIPMA was evolved and was tentatively called as the Lonavala Declaration.



The Making of Plastivision Arabia 2014

Plastivision Arabia made history with its very first edition in 2012, recording record number of pre registered visitors, excellent exhibitor response, good visitor turnout and extensive media coverage.

The show was promoted at all major plastic shows worldwide, featured 150 exhibitors from 19 countries and attracted 7000 visitors from 66 countries. It also received extensive media coverage and had the distinction of seeing most live machines on display sold.

This grand success was courtesy to the emergence of the Middle East region as a key player in the global plastics industry and the plentiful opportunities it offers to equipment and machinery suppliers and manufacturers.

7000 Plastic Factories in GCC processing 18 million tons, growing at 13% p.a. offers a tremendous opportunity to materials, machines and mould makers.

Leveraging on the success of the inaugural edition, organizers Expo Centre Sharjah and All India Plastics Manufacturers Association have announced the second edition of the show, to be held at Expo Centre from 7 – 10 April 2014.

The Phenomenal success of the previous show has also prompted majority of the exhibitors to book bigger and more prominent space for the next edition.

Highlights of PVA 2012:

- Exhibitors from 19 countries.
- Over 7000 trade buyers from 66 countries during 4 days of exhibition.
- Distinction of seeing almost all live machines displayed sold out.
- Spread across an exhibition area of 10,000 sq. meters.
- 49% international buyers.
- 29% of the exhibitors made more than 10% of their annual business in just 4 days.
- 80% of the exhibitors rated the show as good to excellent.
- The event created history registering record number

of pre-registered visitors, excellent exhibitor response, good visitor turn out and extensive media coverage.

- PLASTIVISION ARABIA 2012 emerged as one of the most important plastic trade show in the UAE.

Why to invest in the Middle East Market:

The Middle East and the North African Market has become a global hub for the growth of the plastics industry due to its unique advantage of low raw material and feedstock prices and proximity to the Asian market. The annual production capacity of 7000 plastic factories in the GCC is set to grow by 7 million tonnes by 2015 to reach 25 million tonnes from the current 18 million tonnes. All these factors have led to the emergence of the Middle East region as a key player in the global plastics industry that would offer plentiful opportunities to equipment and machinery suppliers and manufacturers.

Middle East & North Africa: Global hub for growth of plastic industry

The Middle East and North Africa (MENA) region is now a serious player in the global plastics market due to its unique advantage of low raw material & feedstock prices and proximity to the Asian market that drives demand.

Here are some positive market indicators:

- The annual production capacity of 7,000 plastic factories in the GCC set to grow by 7 million tonnes by 2015 to reach 25 million tonnes from the current 18 million tonnes.
- GCC factories are the most cost-efficient in the world owing to cheap feedstock and energy costs.
- The region's strategic location & emergence as a major transportation hub will help producers enjoy a huge competitive advantage over others.
- A steadily growing GCC population, which is expected to cross the 50 million-mark by 2013, is a significant driver of the economy and supports plastics consumption.
- The flexible packaging sector in the GCC is poised to grow from 273,200 tonnes in 2009 to 480,950 tonnes in

2016, mainly due to increased demand for processed foods.

- Annual consumption of resins in GCC is set to grow 50 per cent to 5.4 million tonnes over the next five years from 3.6m tonnes in 2012, according to Gulf Petrochemicals & Chemicals Association (GPCA) figures.
- Annual resins production in the Gulf to jump more than 70 per cent, from 13.6 million tonnes to 23.6 million tonnes by 2015.
- The GCC construction sector, which has US\$ 500 billion worth of opportunities in store, accounts for 25 per cent use of resins, the second largest after packaging.
- New construction trends such as no-dig pipes and geotextiles and membranes to further boost consumption of plastics resins.
- Petrochemical projects worth US\$ 19 billion are under execution in the GCC, while projects worth US\$ 81 billion are in different stages of planning.
- GPCA expects GCC petrochemical capacity to increase from 77.3 MTPA to 113 MTPA by the end of 2015.

Plastivision Arabia & Arabia Mold 2014 – Great Expectations

Given that the lunch editions of both the shows were a huge success, the second editions of Plastivision Arabia Mold & Arabia Mold have already generated keen interest in the regional and world plastics industry.

Local industry majors like Borouh and Sabik, Sahara have already agreed to be the platinum and silver sponsors, while most of the exhibitions who took part in the 2012 edition of the biennial event have either booked their space or shown interest in participating in the forthcoming show.

Along with this exhibition we have a conference by GPCA (gulf chemical and petrochemical association) which is the leading association of all major polymer manufacturers and petroleum product manufacturers across GCC countries. It will be an excellent opportunity to showcase and attract investment into PCPIR region (Petroleum, Chemicals and Petrochemical Investment Regions).

Plastivision Arabia will continue to have:-

Consultants' Clinic, offering free technical, business &

legal advice and troubleshooting for processors

Placement Pavilion, which will help companies recruit technical manpower

Business Opportunity Pavilion, to exchange buy/sell leads among visitors, facilitate sourcing needs from large end – users

Product Design & Innovation Pavilion, which will help add value to products through designs & presentation

Green Pavilion, espousing and spreading awareness on the green values of plastics.

Added attraction

Plastivision Arabia 2014 will be held along with Arabia Mold, in association with DEMAT, the organizer of world – renowned Euromold, the world's leading fair for mold-making & tooling, design and application developed.

Arabia Mold will provide an ideal opportunity for the regional dies and molds industry to upgrade its know-how and keep pace with the latest developments in this segment.

Print Pack Arabia 2014 will aim to be a comprehensive sourcing platform for commercial and package printing in the region. It will be promoted as an important event that will attract printers, industry professionals, buyers and design agencies.

Extensive Display Range

Plastic Raw Materials, Blow Moulding Machines. Multilayer film plants, Woven Sack Plants & looms, Thermoforming Machines, Lamination & Coating Machines, Plastic Welding Machines, Materials & Spares for Moulds, Auxiliary Equipment, Packaging Lines, Flexo gravure Printing Machines, Screen Printing machine, Consumables & supplies for printing, Material Handling Equipment, Finished & Semifinished Products, and many more.

Vast visitor profile

Plastic Processors, End Users from: Packaging, Automobile, Construction, Healthcare, Agriculture sectors, Manufacturers from various sectors. Agents.

Undoubtedly PLASTIVISION ARABIA 2014 will prove to be an excellent platform to transact one-to-one business under one roof with visitors from more than 66 countries for 4 days.