



UNITED STATES DEPARTMENT OF COMMERCE
The Under Secretary for International Trade
Washington, D.C. 20230

Dear Potential U.S. Exhibitor

Exhibiting at a leading industry exhibition can result in tremendous export opportunities for U.S. companies. However, researching the options on which countries and which events to target can be difficult.

Trade Show Opportunities – Made Easy

The U.S. Department of Commerce encourages you, as an American plastic products and services provider, to exhibit at the **PLASTIMAGEN MEXICO 2013, 18th Edition** held March 12-15, 2013, in Mexico City, Mexico. This trade show is certified under the Department of Commerce, Trade Fair Certification Program. **PLASTIMAGEN** is internationally recognized as the leading plastics exhibition in Mexico providing the best forum for market entry for all of Latin America.

Sales Potential

PLASTIMAGEN MEXICO is a long running trade show focused on selling and business development into a growing plastics industry. Mexico ranks as the 12th largest plastic consumer on earth; plastics account for 5.3% of its manufacturing sector and 1% of GDP. During 2010, Mexico imported plastics machinery worth \$1.7 billion and exported \$160 million in products. There are about 3,600 plastics companies in Mexico; 60% are micro companies (less than 10 employees); 24% are small (less than 500 employees); and the rest are large companies. In the past decade, the plastics industry has been growing at a 3-5% annual rate. The U.S. Commercial Service considers the plastics industry one of the leading sectors of export opportunity in Mexico.. Most plastics producers in the country are located around Mexico City, near to this event. In 2013, **PLASTIMAGEN** will attract about 30,000 buyers from more than 40 different countries, and 90% of the visitors come from Mexico and the rest of Latin America. In 2011 there was a 6.4% increase in buyer attendance.

Learn More

For additional information about exhibiting at **PLASTIMAGEN MEXICO 2013**, contact Nancy Marshall of E. J. Krause & Associates by telephone: 301-493-5500 and email: marshall@ejkrause.com. One may find more show information at the show website: www.plastimagen.com.mx. Additional information on expanding your export business in Mexico is available from the U.S. Commercial Service website: <http://www.buyusa.gov/mexico/en/>.

Sincerely,

Michael Thompson
Program Manager
Trade Fair Certification Program

