

ArabPlast

**16th INTERNATIONAL TRADE SHOW FOR PLASTICS, RECYCLING,
PETROCHEMICALS, PACKAGING & RUBBER INDUSTRY**

13 - 15 December 2023

POST SHOW REPORT

Organiser



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ARABPLAST stands tall as the Middle East's unrivaled trade fair, holding the esteemed title of the region's largest and most influential platform dedicated to Plastics & Recycling, Petrochemicals, Packaging, and Rubber. With each successive edition, the exponential growth in global participation underscores ArabPlast's pivotal role as the paramount exhibition for unveiling products, pioneering innovations, showcasing cutting-edge technologies, and fostering invaluable networking opportunities. Facilitating a nexus where industry leaders, innovators, and key stakeholders can explore and implement progressive strategies, ARabPlast works as a catalyst for progress by providing a distinguished platform for industry pioneers to present the latest advancements in material, processes and technologies.



ArabPlast is the Region's Premier Trade Show for Plastics, Recycling, Petrochemicals, Packaging and Rubber Industry. It serves as a catalyst for business success, going beyond being just an exhibition. ArabPlast 2023 uncovered groundbreaking technologies that are reshaping the plastics, recycling, petrochemicals & allied industries for a more sustainable & resilient global ecosystem.

Nadhal Mohamed Kadar
General Manager
Al Fajer Information and Services

ArabPlast a gateway to the latest innovations in the plastics, recycling and allied industries, spotlights UAE's commitment, investments and significant progress for sustainable practices, circular economy and tech progress in plastics and recycling industries.



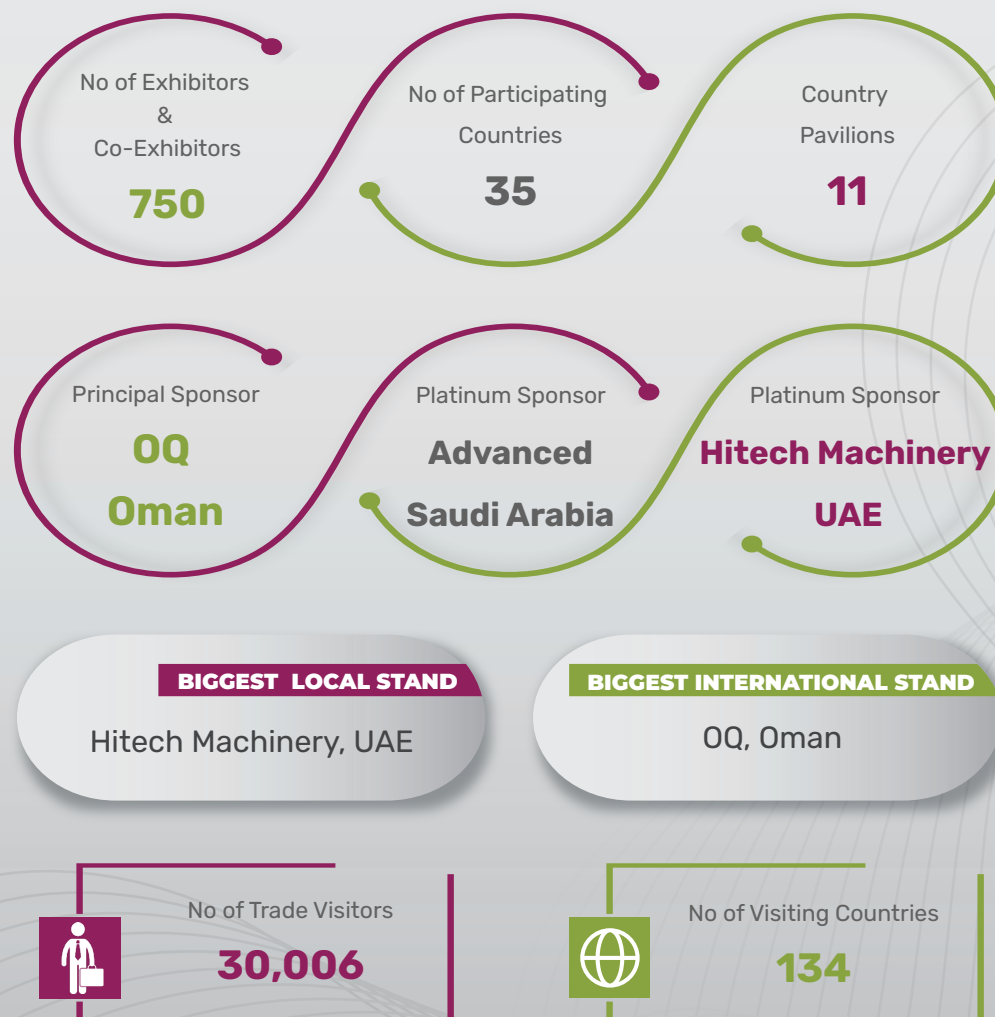
Mhd Rachid Mbayed
ArabPlast Exhibition Manager
Al Fajer Information and Services

In a world that is ardently transitioning towards a more sustainable and environmentally conscious economy, ArabPlast stands at the forefront bearing testament to the commitment of industries in the Middle East and beyond.

The trade fair has become a hub to strengthen business relationships, elevate collective industry objectives, and to maintain an unwavering focus on sustainable development to promote circular economy principles.

Factual Information

Frequency	Biannual
Edition	16th (32 Years)
Dates	13 – 15 December 2023
Timing	10.00 am to 6.00 pm
No. of Halls	Hall No. 1 – 6
Exhibition Floor Space	23148 sqm
Venue	Dubai International Convention and Exhibition Centre
City / Country	Dubai, United Arab Emirates



Opening Ceremony

Date: 13th December 2023

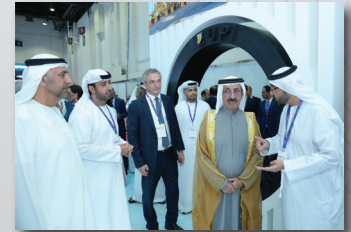
Time: 11.30 am

Hall No: 4

Guest of Honor: His Highness Sheikh Hasher bin Maktoum bin Juma Al Maktoum
Member of the Ruling Family & Chairman of Dubai Media Incorporated

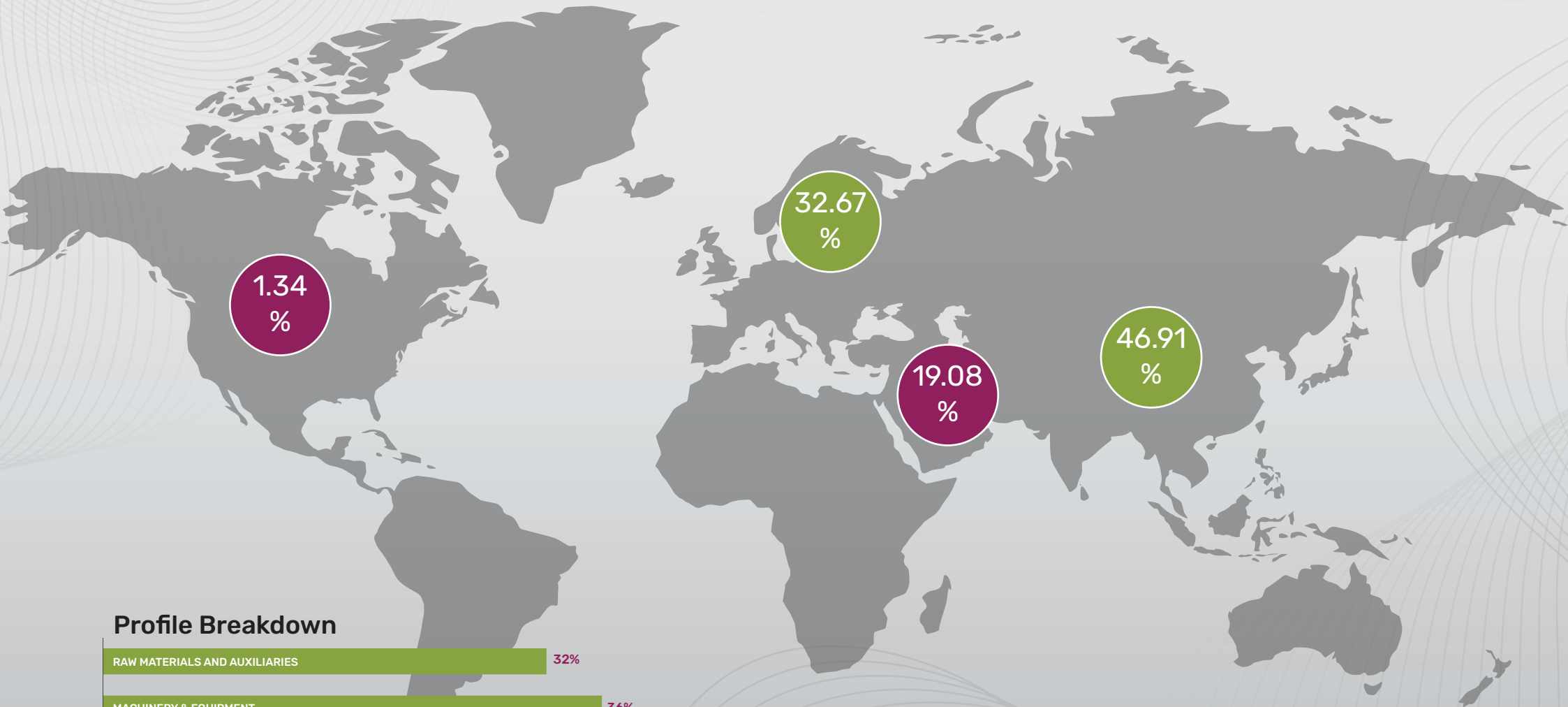
Glimpses of Opening Ceremony & VIP Tour

ArabPlast[®]

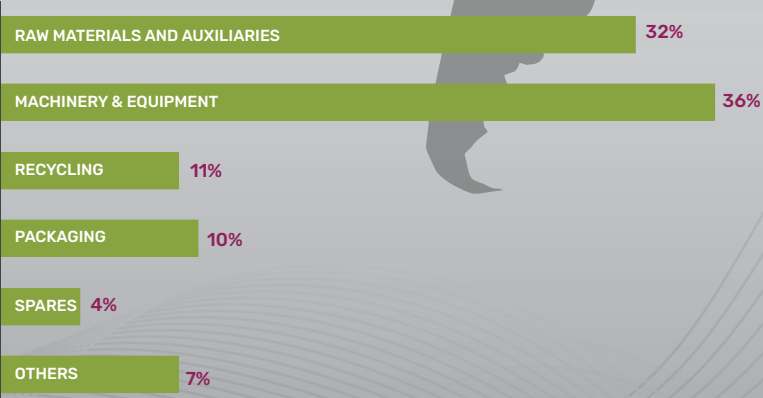


Day 01 - 13th December 2023, 11.30 am

Exhibitor Participation Profile

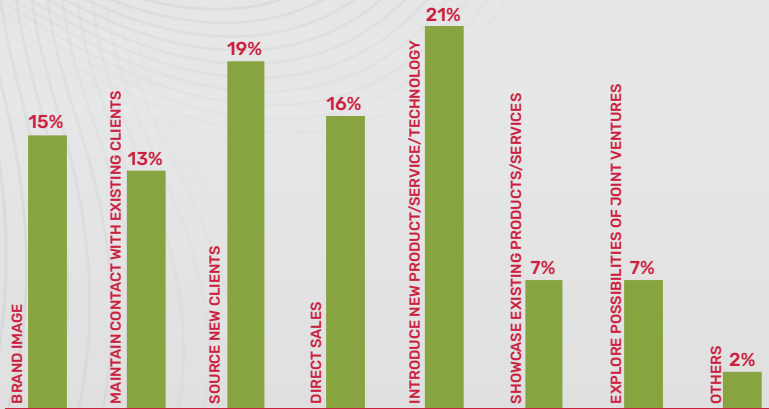


Profile Breakdown



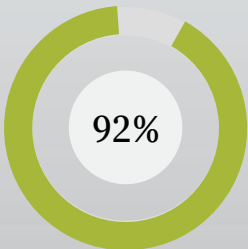
Exhibitor Feedback

Objectives of Participation

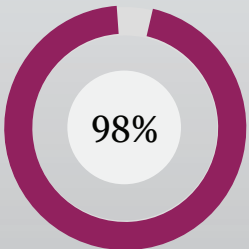


Realization of Objectives

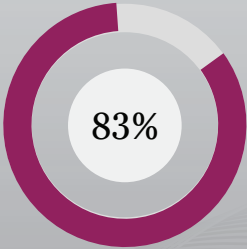
Important for Business



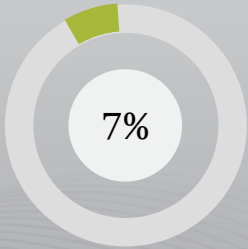
Quality of Business Visitors



Met or Exceeded ROI



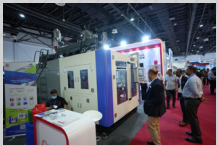
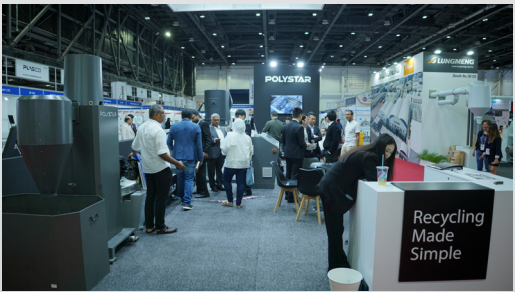
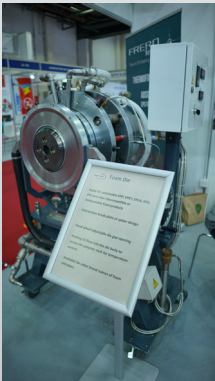
Deals Sign



On-spot Machine Sales

MACHINES FROM TAIWAN – 100%

OTHERS – 19%



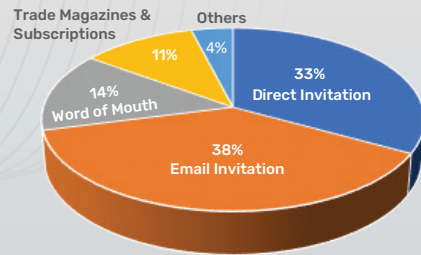
88% of Exhibitors showed interest to re-exhibit in Y2025

Business Visitor Statistics

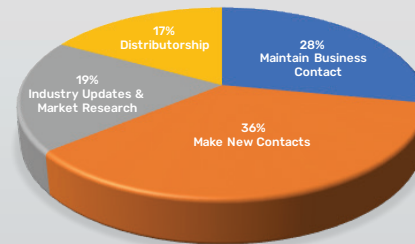
Day	Show Timing	No of Global Visitors
Day 1	10 am - 6 pm	7,068
Day 2	10 am - 6 pm	11,233
Day 3	10 am - 5 pm	11,705



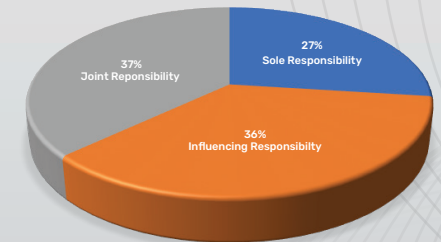
Source of Information



Purpose of Business Visit



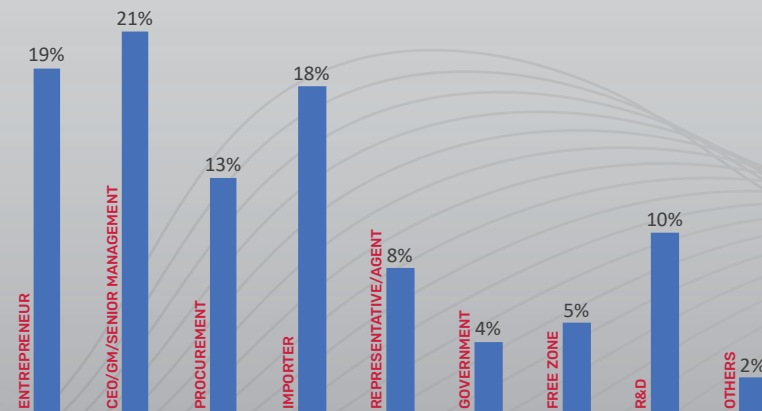
Role in Decision-making



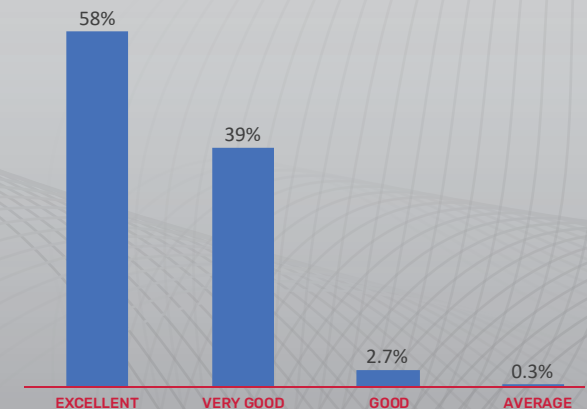
Factors Influencing Business Visit

- Opportunity to source new products
- Know-how and application of new technologies
- Networking with industry leaders
- New suppliers
- Global market research
- Forge alliances
- Seek dealerships

Profession of Business Visitor



Exhibition Rating



Marketing, Advertising & PR

Duration of Campaign: October – December 2023

PR Value: US\$ 2,062,193

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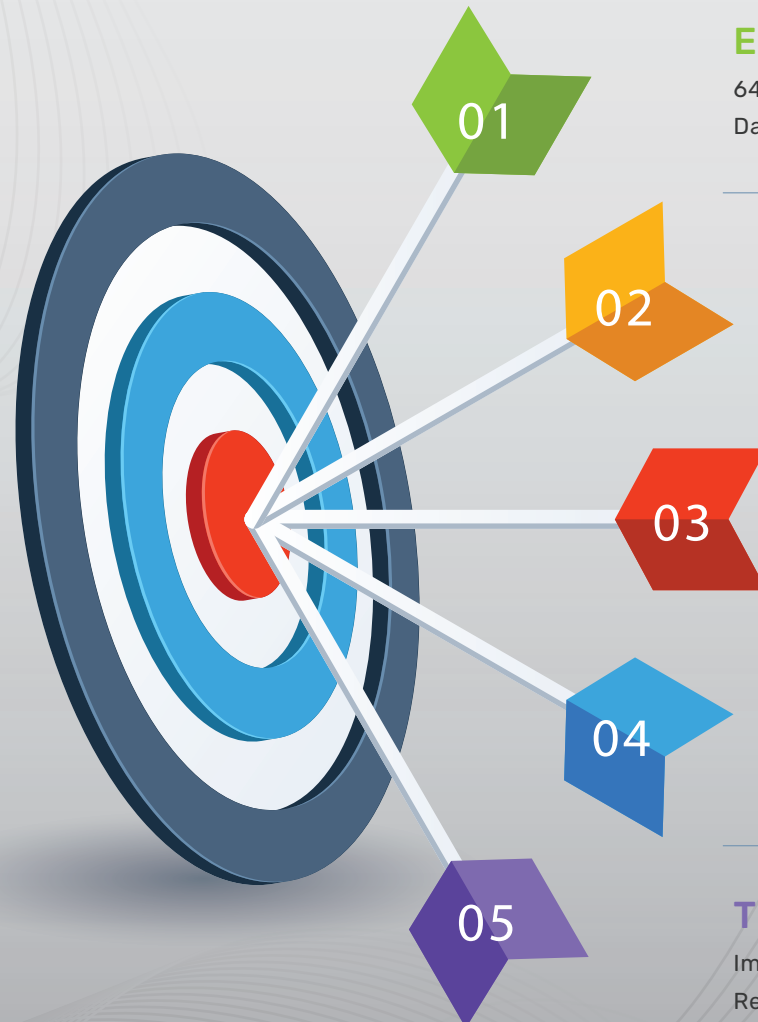
Global Partners - 8



Media Partners : 35



Social Media: 72000+ Followers



EMAIL MARKETING

64 Email campaigns
Database Strength: 1,942,323+

GOOGLE ADS

Impressions 7,912,386 Clicks: 349,372
Video Views: 126,019 CTR: 4.42%

LINKEDIN

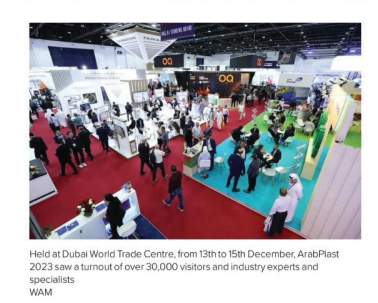
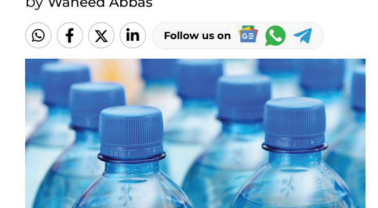
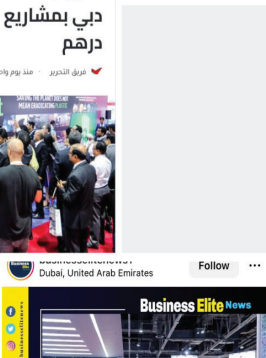
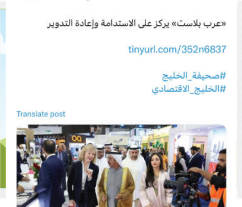
Impressions: 1,186,712
Reach: 297,831

FACEBOOK & INSTAGRAM

Impressions: 3,413,567
Reach: 2,009,780

TIKTOK

Impressions: 1,852,480
Reach: 991,946



News Referrals



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