

International Plastics News for China

Multi Media Platforms that cover the Plastics market in China

— 2023 Media Planner —

Events – Direct marketing – Print – Social media – Mobile – Content marketing



国际
塑料商情
中国塑料及橡胶业决策者寻求设备和材料必读

One Brand that can provide you with multiple channels to reach the Plastics community in China

International Plastics News for China provides strong engagement with the plastics sector on a continuous basis by utilizing comprehensive qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues.



Market Introduction

Fast urbanization and industrialization in emerging economies have pushed the sales of plastic in the global market despite the lingering impact of COVID-19. According to Future Market Insights (FMI), the global plastics market is expected to grow by 3.7% annually from 2022-2032 to reach US\$885 billion by 2032.

By sector, plastic packaging remains the frontrunner, accounting for the biggest share in terms of application. According to Grand View Research, the global plastic packaging market size will continue to post robust annual growth of 4.2% to reach US\$492.3 billion by 2030. This positive prospect is brought about by the continued growth in online shopping for daily fresh foods, FMCG products, and electronic gadgets as well as clothing and fashion products. The trends in packaging point towards the introduction of innovative packaging solutions such as active packaging, modified atmosphere packaging, edible packaging. Increased market acceptance of environmentally-friendly packaging has also intensified focus on packaging from recycled materials and those from bio-based sources.

Apart from packaging, emerging applications in industries such as 5G, consumer electronics, automotive and infrastructure will also drive the growth of the plastics market. With the popularization of 5G technology, the consumer electronics market represented by mobile phones will usher in a new round of growth in the future. Relevant data shows that the global consumer electronics market has reached US\$800 billion already and will further expand in the future. However, designing and manufacturing products that combine performance and beauty, safety and durability, fashion and environmental friendliness is a major challenge for the consumer electronics industry. In the field of automobiles, the biggest difference between new energy and traditional vehicles in lightweight materials lies in materials related to electricity, such as connectors, charging interfaces, and materials for power batteries. Among them, the much-discussed plastic packaging materials for power batteries not only need to be resistant to impact, vibration, extrusion and puncture, but also need to be resistant to high and low temperatures, have to be fire and flame retardant, and meet thermal management requirements etc.

In addition, medical plastics are one of the bullish areas in the global plastics market. The global medical plastics market is anticipated to reach US\$88.4 billion by 2030, registering a CAGR of 7.5% from 2022-2030, according to projections by Grand View Research, Inc. In addition to widely used polycarbonate, polypropylene, polyethylene, etc., high-performance and engineering polymers have seen an increasing penetration in the industry. Except meeting the highest quality standards and regulations, these materials must withstand aggressive disinfectants, pharmaceuticals and resist different sterilization procedures without sacrificing its mechanical performance. Also, they need to exhibit excellent process ability. The rising popularity of 3D printing technology also allows the medical industry to adapt to more personalization or customization.

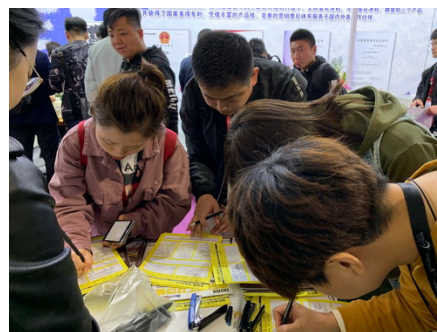
Circular economy has been the overwhelming focus of the plastics industry and its players. The technical layout of physical and chemical recycling has been quietly rolled out. The former has high-cost performance and wide application in processing high-value waste plastics, such as PET and HDPE; while the latter mainly deals with waste plastics that cannot be recycled by physical recycling, or have low recycling efficiency, or are degraded to non-recyclable after physical recycling. The world's leading brands in packaging, retail, chemical, and resource recycling are rapidly deploying production capacity around the world in recognition of the chemical recycling as a core approach to achieving their plastic sustainability goals.

According to the statistics of projects under construction, the global chemical recycling capacity will increase from 10,000 tons in 2020 to several million tons in 2025. With the improvement of global waste plastic recycling technology and the increase of production capacity, it is expected that by 2030, the recycling rate of waste plastics could reach 50%, of which physical recycling accounts for 22%, nearly doubled, and chemical recycling accounts for 17% with huge room for growth.

Another development in relation to physical and chemical recycling technologies is the application of biodegradable plastics, which is projected to greatly alleviate the enormous pressure brought about by plastic pollution and the reduction of non-renewable energy sources. According to MarketsandMarkets, the global biodegradable plastics market size is expected to post a CAGR of 24.9% to reach US\$ 23.3 billion by 2026. However, low barrier properties to air, water and oxygen and poor heat resistance are the main performance problems faced by biodegradable plastics. At the same time, economies of scale have not yet been realized as related processes are still under development and the cost of material polymerization is high. In the future, biodegradable plastics hold great opportunities in new end-application industries such as electronics, medical and automotive, not just packaging, consumer goods, textiles, agriculture and horticulture etc. at the current stage.

Regardless of the field of plastic products, plastic processing technologies such as injection molding, extrusion, film blowing, and thermoforming etc. sustain their contribution to the industry's innovation drive. For example, injection molding systems are integrated with high precision, stability and scalability for high-end and complex applications; complete sets of injection molding equipment for high-value recycling of plastics; flexible uniaxial orientation (MDO) units and complete machine technology of blown film equipment; core foaming with rigid surface of co-extrusion production line; precision continuous co-extrusion die technology; high-performance lithium battery separator production equipment.

As far as the plastics market is concerned, a plastic market survey conducted by FMI found that the global target market is mainly driven by the Asia-Pacific region, which represents for up to 44% share of the global revenues. Among them, the Chinese market has contributed greatly to the global plastics market with rapid urbanization, better financial conditions and rising infrastructure activities.



People were signing up for the magazine at Ringier's booth

Multiple Delivery Channels for Content : Print + E-zines + Apps + Website + E-newsletters + Social Media + Video + Mobile



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Ringier Plastics

APP



Total Readership: 98,710

Digital Editions Include Embedded Videos and Interviews From Trade Shows and Factory Visits.

International Plastics News for China, in a strategic editorial partnership with Germany's **Kunststoffe** and backed by a team of authoritative editorial advisors in China, has been the leading magazine for the plastics industry since 1998. The print and digital magazine provides plastic products manufacturers in China with comprehensive information ranging from advanced processing technologies to upcoming market trends to help them develop high value added products.

The print and digital magazines, along with a dedicated vertical website, bi-weekly & vertical sector e-newsletters- **Plastics and Composites for automotive** industry, **Compounding and master batching**, **Plastics Recycling**, **Packaging industrial Robotics**, as well as magazine apps with video links on iTunes, Google Play, Wandoujia APP store, 360 APP store are source of up-to-date reports on

machinery as well as process technologies, R&D, industry trends and market developments. For machinery and material suppliers, **International Plastics News for China** is an effective interactive platform which provides professionals with their latest technology and solutions. Through a dedicated Plastics & Rubber vertical website, the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from trade shows as they happen – to keep the industry informed.

Biweekly e-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to plastic product manufacturers in China with your latest company information.



In partnership with UK based AMI - a leading events and content company for the plastics industry

Changing media usage pattern?

Your customer is a different media consumer than 5 years ago, not only the media channels they use but the message content that they respond to- Our commitment is to ensure that we deliver your message using the communication channels that meet their needs - with content that informs - interacts with them and generates a response;

From WeChat to Douyin (Tiktok), Desktop to mobile, Print to video. **Print however remains the most trusted medium, enjoying high pass along readership with no restrictions to accessing the content.**

Trending Right now?

Postponement of many trade shows- can't meet customers face to face - don't worry - Virtual events- single sponsored and multi sponsored virtual conferences complete with interactive booths, multiple high quality speakers and content, one on one chats put your "face to face" with prospects. Then you continue with marketing solutions on Wechat.



知链公关 PR-Shanghai Smart Link Consulting Company Ltd. (SLC)

PR or "below the line advertising" that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.



An Annual "Plastics", "Recycling" series of conferences bringing together the key industry players in different cities across China.

2023 Editorial Calendar

ISSUE	February	March	April	May	June
Ad Closing Dates	January 9	February 6	March 7	April 12	May 8
Technoscope	Industry 4.0 and Intelligent Manufacturing Flat Die Auto Cockpit Technology Polyurethane Foaming Magnetic Template Technology	Thin-Wall Injection Molding IML Multilayer Barrier Film Production Line Drying and Conveying Cap and Closure Injection	Precision Injection Fiber Reinforced Thermoplastics Extrusion Thermoforming Lens Injection Feeding and Metering System	Micro Injection Molding Medical Silicone Injection Molding Online Inspection & Quality Control Technology Central Feeding System Screw and Barrel	Optical Injection IML CMF Design Hot Runner Technology
Raw Materials & Additives	Flame Retardant Fiber Reinforced Thermoplastics	PET Recycling Transparent Agent	Polycarbonate (PC) Halogen-Free Flame-Retardant Material	Anti-bacterial Plastics Thermoplastic Elastomer	Trends in 5G Material Application Masterbatch and Pigment
Special Report	Lithium Battery Diaphragm Production Line	Additive Manufacturing	Highlights of CHINAPLAS 2023 Special Report: 18 th Ringier Technology Innovation Award - Plastics Industry- (Part I)	Chinaplas 2023 Review – Focus on Medical Plastics Special Report: 18 th Ringier Technology Innovation Award – Plastics Industry (Part II)	Chinaplas 2023 Review-Focus on Auto Plastics
Supplement	Automotive Electronics	Packaging for Ready-to-eat Food	New Energy Vehicle	Clean Room Solutions for Medical Plastics	Consumer Electronics

Trade Shows & Ringier Events	<ul style="list-style-type: none"> Mar., Shenzhen Composites Expo 2023, Shenzhen Mar., Int'l Additive Manufacturing Expo, Xi'an Mar.2-4, The 28th China International Exhibition on Packaging Machinery & Materials, Guangzhou Apr, The 20th Shanghai International Automobile Industry Exhibition, Shanghai Apr. 17-20, Chinaplas 2023, Shenzhen May · China International Medical Equipment Fair (CMEF 2023), International Component Manufacturing & Design Show (ICMD 2023), Shanghai Ringier events and future announcements 				
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Editorial content, trade show and conference schedule subject may change without notice.

Month	January	February	March	April	May	June
Theme of Newsletter	Emerging Technologies in 2023 in the Plastics Industry	Applications of High Temperature-Resistant and Flame-Retardant Materials in Battery Management System of BEV	Technical Difficulties & Trends in Precision Injection Molding for Medical Instruments	CHINAPLAS 2023 Preview	Medical Consumables Market Dynamics	Developments in the Application of Fiber Reinforced Composites
	-	-	Advances in Packaging for Ready-to-eat Food	Special Report on the 18 th Ringier Technology Innovation Award – Plastics Industry	Blown Film and Flat Film Extrusion Trend Report	Integration of 3D Printing and Injection Molding

2023 Editorial Calendar

ISSUE	July	Buyer Guide SPECIAL ISSUE	September	October	November	December	
Ad Closing Date	June 2	July 10	August 4	August 31	September 28	November 6	
Technoscope	Ultra High Voltage Cable Extrusion Production Line	Long-Term High Performance Insulation Pipe Forming Technology (Applications in Oil and Gas, Municipal Heating) Industrial 4.0	Profiles Extrusion	Foaming Plastics	Granulation System	Barrel and Screw	
	Large Diameter Pipe Extrusion		Automobile Interior and Exterior Decoration	Catheters Extrusion	Single Material Film Production		
	Online Measurement		Flexible Manipulator	Small Batch Compounding	In-Mold Decoration Technology		
	Gear Box		Additive Manufacturing	Clean Room Production	Chemical Recycling		
	Multi-Material Injection Molding		Compounding	Color Measurement			
Raw Materials & Additives	Cable Color Masterbatch	Buyer' s Guide 2023-2024 : Injection Molding/Extrusion/Post Processing Machines (Thermoforming & Others)/ Blow Molding/ Key Components/ Machines & Equipme nt for Pre-Processing and Recycli ng/ 3D Technologies/ Raw Materials and Co mpounds/Semi-Finished Products/Ad ditives/Molds and Components/Auxiliary Equipment/Measure ment and Testing/ Automation/Others	PVC Stabilizer	Recycled Carbon Fiber		Impact Resistant Modifier	
	Flame Retardant		Mineral Filler	Carbon Additives	Plasticizer	Bio-based Plastics	
				Masterbatch and Pigment	TPU		
Special Report	Melt Filtration			Top Chinese Plastic Processing Machinery Enterprises(Part I)	Top Chinese Plastic Processing Machinery Enterprises(Part II)	Hot Spots for In-Vitro Diagnostics Market	Interview: Trends and Prospects on Plastics Market
			Plastic Profiles for Door and Window	Anti-bacterial Technology			
Supplement	Cable Extrusion		Building Waterproof	Lightweight Construction in Automoble	Medical Consumables	Packaging and Recycling	
Trade Shows & Ringier Events	<ul style="list-style-type: none">July 5-8, Automotive Manufacturing Technology & Materials Show 2023 (AMTS) , The 15th International Assembly & handling Technology Exhibition (AHTE), ShanghaiSept. , China Composites Expo 2023, ShanghaiSept. , Medtec China 2023, ShanghaiTBD, TCT Asia 2023, ShanghaiRingier events and future announcements						
Editorial content, trade show and conference schedule subject may change without notice.							

Month	July	August	September	October	November	December
Theme of Newsletter	New properties of Flame-Retardants	High-Performance Cable Materials	Automotive Lightweighting Technology	Paint-free Plastic : More Environmentally Friendly, More Beautiful	In-mold Labeling (IML) and Manipulator	Meeting Low-Carbon Future: Recycled and Biodegradable Plastics
	-	-	Advances in Large Diameter Pipe Extrusion	Top Chinese Plastic Processing Machinery Enterprises	Building Waterproofing/ Insulation	Outlook 2024 : Upcoming Trends in the Plastics Industry

Regular Features

- Industry Updates
- Boardroom Connection
- Leaders View
- Raw Materials & Additives

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Online Editorial Features—Daily Updates and Online Exclusives

- **Business in China** - the latest information about China policies, regulations and manufacturing trends
- **Industry News** - news on important events, people, companies and industry developments from China and around the world
- **Trade Show Updates** - latest news, onsite interviews and videos, and e-show daily of major trade events
- Follow us on Ringier Plastics WeChat - Communicate with industry followers on a daily basis!
- website: www.industrysourcing.cn/plastics

Digital Direct Marketing (E-newsletter)

Scheduled **Industry** and **magazine** e-newsletters targeting specific industries, job functions and decision making responsibilities in China and S.E.Asia deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.

Plastics in Automotive Language: Simplified Chinese | Frequency : 6X | Subscriber: 7,530

ISSUE	January	March	May	July	September	November
Theme	Improved Properties of Flame Retardant Materials	Prospects of Fiber Reinforced Plastics	Additive Manufacturing as Applied in Automotive Industry	Automotive Lightweight Construction - Material, Process & Design	Technology Innovation in Interior and Exterior Design and Decoration	Material Advances in Automotive Thermal Management

Compounding Masterbatching Language: Simplified Chinese | Frequency : 6X | Subscriber: 11,000

ISSUE	January	March	May	July	September	November
Theme	Flexible Options for Feeding	Carbon Additives for Low-Carbon Future	Efficient Small Batch Production	Developments in Wire and Cable	Compounds for Electric Vehicles	Overview of PVC Market

Plastics Recycling Language: Simplified Chinese | Frequency : 12X | Subscriber: 11,200

ISSUE	January	February	March	April	May	June
Theme	Regulations/Requirements in Single-Use Plastic Ban, and Recycling Certification	Technical Challenges and Applications of Food-Grade RPET	Techniques in Plastics Recycling and Update on Sorting Technology	Innovative Applications of Pcr (Post-Consumer Recycled) Plastics	Developments in Physical Recycling Technology	Minimizing Odor Emission From Plastic Recyclates
ISSUE	July	August	September	October	November	December
Theme	Recycled Plastic Granulation Extrusion Technology	Recycling of WEEE Plastics Sector	Recycled Marine Plastics and Related Applications	Highlights of Latest Chemical Recycling Technology	Melt Filter Application in Plastic Recycling	Yearend Review: Major Events in Plastics Recycling in 2023

Additive Manufacturing Language: Simplified Chinese | Frequency : 12X | Subscriber: 15,100

ISSUE	January	February	March	April	May	June
Theme	Metal 3D Printing Laser Powder Bed Fusion	Additive Manufacturing outlook 2023	IAME 2023 Preview	IAME 2023 Review	Biodegradable Materials unlock New Opportunities for 3D Printing	Carbon Fiber Composite 3D Printing Technology
ISSUE	July	August	September	October	November	December
Theme	Additive Manufacturing Promotes Circular Economy	3D Printing in Orthopedic Implants	Application of 3D Printing in Automobile Manufacturing	Innovative Application of Additional Manufacturing Technology	Material in Medical Additive Manufacturing	Hybrid Manufacturing

*Editorial Calendars are subject to change without prior notice

Ringier Trade Media Ltd.



From print media to integrated multimedia solutions Ringier Trade Media Ltd has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 25 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts, suppliers and users.

Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

Events

- Conferences(Hybrid events) - China/S.E. Asia
- Webinars- China/S.E. Asia
- Innovation Awards
- Custom Events
- Virtual Conferences
- Workshops

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

Data Base-Direct Marketing

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

PR

- Article Content/Press release/Application story/Brand story
- Media management/ Press Release/Mass media
- Video Shooting/Editing
- WeChat Account Operation

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Ask your Ringier representative on how you can avail of the special rate

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