



Press Conference

**On the Occasion of the EUROMAP General Assembly
Bologna - October 30th-31st, 2008**

By Mr. Bernhard Merki – EUROMAP President



EUROMAP

- European-level trade association for plastics and rubber equipment
- Promotes profitability of members and customers
- Members – national associations
- Based in Frankfurt
- Established in 1964
- Production 17 billion Euro

Economic performance

- Slowdown in sales growth
- Western Europe – construction and automotive
- Processors hit by high raw material and energy costs – difficult to pass on
- USA construction hit : longstanding difficulties in housing market pre-dating recent crisis

Strengths 1

- Diversified markets - Export destinations 2007
 - EU 27: 28.2%
 - China: 10.6%
 - Rest of Asia: 19%
 - USA: 9.6%
 - Russia: 4.5%

- Current financial performance solid: bulk of EUROMAP members have satisfactory or better levels of turnover and profitability

Strengths 2

- Major opportunities in geographical markets
 - China:
higher specification machines
 - Middle East:
build up of plastics processing
Forthcoming EUROMAP study
 - India:
12.5% annual growth in plastics processing expected
over next decade

Strengths 3

- Leading edge technology
 - Collaboration with university and institutional infrastructure

- Attention to quality
 - ‘Pro-Original’ Campaign:
encourage use of original equipment

- Ability to transfer experience of serving sophisticated European market
 - Helping processors reach quality standards of OEMs

Strengths 4

- Transference of understanding of how ‘Sustainability’ is applied to manufacturing
 - EU legislation
 - Energy efficiency
 - Conservation of physical resources
 - Recycling
 - Energy - EUROMAP Technical Committees to standardise energy efficiency measurements and conditions

Strengths 5

- EUROMAP Export Strategy – Supported Events
 - K-show
 - Arabplast
 - Interplastica
 - India Rubber Expo
 - Plastindia
 - Plast
 - Chinaplas
 - NPE
 - Tiprex

Website



Go to:

www.euromap.org

Contact

Bernhard Merki
President of EUROMAP

c/o Plastics and Rubber Machinery Association
Lyoner Strasse 18
60528 Frankfurt/Main
Germany

Tel: (+49 69) 66 03 18 32
Email: euromap@vdma.org