



## - related Marketing Tools

CPRJ is the Official Publication of Chinaplas. Every year, CPRJ features a Chinaplas preview and a review, and publishes two customized show publications during the show period to help both exhibitors and advertisers to run their marketing campaigns with maximum effectiveness.



## Chinaplas Show Newspapers

It is the most impactful and direct onsite promotional channel available, with 3 editions designed to reach all visitors of Chinaplas: Chemical & Raw Materials, Machinery & Equipment and Chinese Suppliers.

## International Visitors Guide for Chinaplas

It is the Official English Guide targeting more than 11,000 overseas buyers and delegates from over 110 countries and regions. We are honoured to have the Organization of Plastics Processors of India, Philippine Plastics Industry Association and Vietnam Plastics Association, and others, whose support has benefited our circulation and promotion.



## Concurrent Conferences

CPRJ also organizes non-metal and plastics technology conferences concurrent with Chinaplas. The aim of these conferences is to introduce the products, services, equipment and technology from a variety of industrial experts and suppliers to a tightly defined and targeted audience. Topics always focus on the latest and fastest growing sectors, namely electrical, electronic, and automotive, etc.