

INTEGRATED PROMOTION SOLUTIONS

中国
CPRJ 塑料橡胶
China Plastic & Rubber Journal
<http://plastics.2456.com>



Chinaplas Marketing Tools

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



Chinaplas Show Newspapers

These newspapers are the most impactful and direct on-site promotional channel available, with 3 editions designed to reach all visitors of Chinaplas: Chemical & Raw Materials, Machinery & Equipment, and Chinese Suppliers.



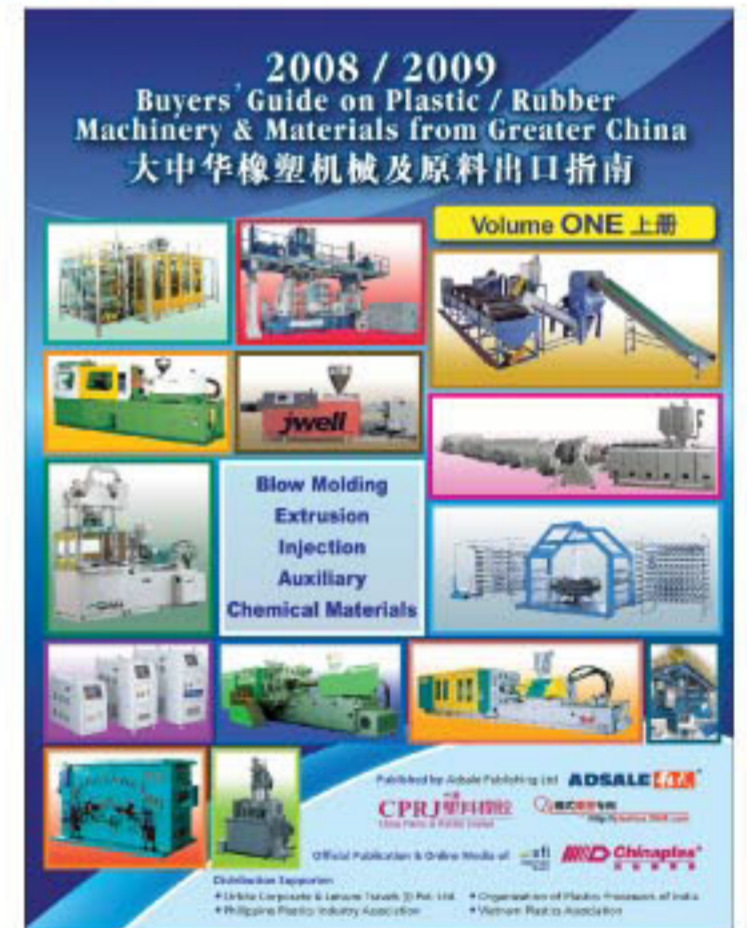
International Visitors' Guide for Chinaplas

It is the Official English Guide targeting more than 11,500 overseas buyers and delegates from over 115 countries and regions. Published and uploaded to <http://plastics.2456.com> before the show, the Guide provides visitors with the most updated show information and exhibit highlights.



Buyers' Guide on Plastics / Rubber Machinery & Materials from Greater China

This English guide is more than a manufacturers' directory for it allows Chinese suppliers to promote their products and raise brand awareness among prospective overseas buyers. The publication is distributed each year at selected influential global plastics and rubber shows such as K, NPE and Chinaplas.



Concurrent Conferences

CPRJ also organizes non-metal and plastics technology conferences. 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 & electronics, automotive, and architecture, etc.

