

SPI TRADE MISSIONS

Connecting Members to Markets

Through trade missions, SPI seeks to connect U.S. plastics industry businesses to international markets that they have not explored as yet or assist these businesses in maximizing their growth in select markets they have already entered. The U.S. Department of Commerce states that “96 percent of the world’s consumers reside outside the U.S., and most foreign markets are growing from 4 to 10 percent each year;” an amazing statistic that provides a call to action. Whether you have an exploratory interest in foreign markets or want to enter a joint venture with existing corporations, SPI is here to assist and advise you in all aspects of market entry.

The process begins with members providing a profile of their company that allows SPI to organize a mission that is most likely to result in success as defined by the company itself. The information shared will not raise any proprietary concerns and is maintained in the strictest confidence.

Our trade missions take place in all regions of the world from Santiago, Chile to Ho Chi Minh City, Vietnam; this ensures a wide range of markets that have the potential to positively affect all segments of the plastics industry. Locations are selected on the basis of their growth in GDP, middle class consumerism, and as an export market destination, in conjunction with favorable trade agreements. The specifics of each mission are tailored to the needs of those attending, but frequently involve the following components:

- “Doing business in the market” presentations and discussion
- Networking receptions
- Non-business meetings to understand the political environment and build important government or political relationships
- Cultural events
- Admission to a trade show as an SPI guest

Attendees of an SPI trade mission typically involve C-level executives and senior management of a smaller company or VP level employees from larger. The networking of plastics industry executives in and of itself is a very rewarding feature of the missions.

Depending on the location of the trade mission, time spent in country will correlate with travel time and will usually be spent in one or two cities. Preparation for these trips, in addition to providing a company profile, will include webinars covering travel visas, vaccinations, passport procedures, and coordinating arrangements with organizations that will meet during the mission.

Michael Taylor, SPI Senior Director, International Affairs and Trade, handles all aspects of the trade missions and is available to members for any assistance they may need.

“The goal of SPI trade missions is for business to be transacted on the mission, or business to be transacted as a result of the mission.”

Michael Taylor



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SPI Trade Missions Schedule

2014

- Ho Chi Minh City, Vietnam March 4-6, 2014 in conjunction with Plastics & Rubber Vietnam 2014 or Ho Chi Minh City, Vietnam September 3-6, 2014 in conjunction with Vietnam Plas 2014
- Seoul, South Korea May 27-30, 2014 in conjunction with Korea Pack 2014
- Istanbul, Turkey, December 4-7, 2014 in conjunction with Plast Eurasia 2014 and PAGDER

“ Participating in the SPI Trade Mission in India last year assisted us in making key contacts to help us expand our business in India.”

Jason Pizcazotowski International Sales Director Neutrex, Inc.

Being my first trade mission and first time in Chile, I was not sure what to expect. Overall, this was a great experience for me. I was able to talk with every potential representative in Chile. I met with customers at Fullplast 2013 and I had an in-depth discussion on doing business in Chile with the U.S. Commercial Service group. There is no way I could have achieved that on my own. If you are looking at expanding into a country where Michael is running a trade mission, I would highly recommend attending.

Stephen Montalto Vice President, International Sales Parkinson Technologies, Inc.

It has been a pleasure joining the SPI Trade Mission to the Fullplast Trade Show in Chile. I appreciated your personal effort in coordinating the meetings with possible prospects, as well as establishing local contacts including the local Trade Association and the Commercial Services of the US Embassy. The fact that SPI also had a booth at this event was certainly helpful in further facilitating these contacts.

Jan van Bakergem Global Managing Director, Compounding Systems

SPI worked with the local plastic association, APIMA, to set up meetings with local companies for CMD at the SPI booth. The meetings were very professional, and provided CMD with insights and connections it would have taken years to acquire on our own. As a manufacturer of high-performance converting equipment, it is extremely important that CMD connects with qualified prospects throughout the world. We were very satisfied with this service offered to SPI members and plan to utilize it in the future for other regions and trade shows.

Shaughn Hanley Director of International Marketing and Sales, CMD Corporation

Michael Taylor

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