

Frankfurt, February 11th 2011

Press Release

Export Plastic Program brings Brazilian design in plastic housewares to Ambiente 2011

For the third consecutive year, the Export Plastic Program brings the best in plastic housewares from Brazil to **Ambiente**, held from February 11 to February 15 in Frankfurt, Germany.

Seven Brazilian companies will be exposing their portfolio of tableware, kitchenware, bathware, organizers, office and stationery products and more in **hall 5.0, booth D45**. The Brazilian plastic houseware products are known for its quality, diversity and creative design.

The Export Plastic Program has 70 associated companies, 40 of them specialized in plastic houseware products. These companies export to more than 30 countries in Europe, North and South America and Africa. Their exports of housewares in 2010 were about US\$ 36 million, a value increase of 12,5% in 2010 compared to 2009.

In the 2010 edition of Ambiente, 13 Brazilian companies participated in the program's booth and made 462 contacts with international buyers. The business volume during the show reached US\$240,000 in contracts, plus other US\$1,5 million expected for the following 12 months.

About the Export Plastic Program

The Export Plastic Program was created in December 2003 when the Brazilian integrated plastic chain, ranked among the 10 largest in the world and renowned for its high technology as well as for the qualification of its human resources, in partnership with the Ministry of Development, Industry and Foreign Trade through Apex-Brasil (Brazilian Trade and Investment Promotion Agency), took the decision to promote the exports of converted plastic products under the coordination of Brazilian Plastic Institute (INP).

The objective of the Export Plastic Program is to increase the exports of finished plastic products through encouraging Brazilian converters to venture into exports, to help them develop and expand their overseas business and to establish a substantial international operation.

**Export Plastic Program (7 Brazilian manufacturers in one booth)
Hall 5.0, booth D45, Ambiente
February 11th to February 15th**

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