

Chicago, March 10th 2012

Press Release

Home & Housewares to feature the best in Plastic Housewares from Brazil

Renewable materials, social responsibility in the supply chain and design as part of a conscious cycle

Buyers have a unique opportunity to purchase the best in plastic housewares from Brazil, courtesy of the Export Plastic Program. The Brazilian companies will feature attractive plastic housewares at the **Home & Housewares International Show** in Chicago, from Saturday March 10th through Tuesday March 13th. They will be showcasing their portfolio of tableware, kitchenware, bathware, organizers, office and stationery products and much more in the **North Pavilion, Booth # N6324**. The Brazilian plastic houseware products are highly appreciated for their quality, diversity and creative design.

As a special attraction, this year the program brings the Brazilian Design Show Case, where visitors will be able to verify ten products representing Brazilian design, such as e.g., pet accessories, lemon squeezers, baskets, woven bins, baby bottles, etc. Furthermore, members of the media attending our booth will be entitled to register for a chance to win a VIP Invite for two to attend the "São Paulo Indy 300", the IZOD IndyCar Series race to take place in São Paulo, Brazil, on April 29th, 2012. The winners will receive US-Brazil-US air tickets, courtesy of the Export Plastic Program, and lodging, meals, ground transfers and VIP access to the IndyCar events courtesy of Apex-Brasil.

The Export Plastic Program has 70 member 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 houseware products in 2011 amounted to about US\$ 50 million, a value increase of 62% compared to 2010.

At the 2011 edition of **Home & Housewares**, 24 Brazilian companies participated in the program's booth and made 411 contacts with international buyers. The volume of businesses resulting from the show reached US\$ 365,000 in contracts, plus other US\$ 2,1 million in deals expected to close during 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 the 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 (More than 20 Brazilian manufacturers in one booth)

Mc Cormick Place – Chicago - North Pavilion, booth #N6324

Home & Housewares International Show - March 10th to 13th

For further press information about the Export Plastic Program, please contact:

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