

TFT Italy Edition

Italian Exhibition Group Acquires Majority Stake in Movestro

Ecomondo 2025 Italy:

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Top Exhibition Venues of Italy:

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MADE Expo 2025

A key event for the building industry

Exclusive QnA



Mario Maggiani
CEO,
Promoplast Srl



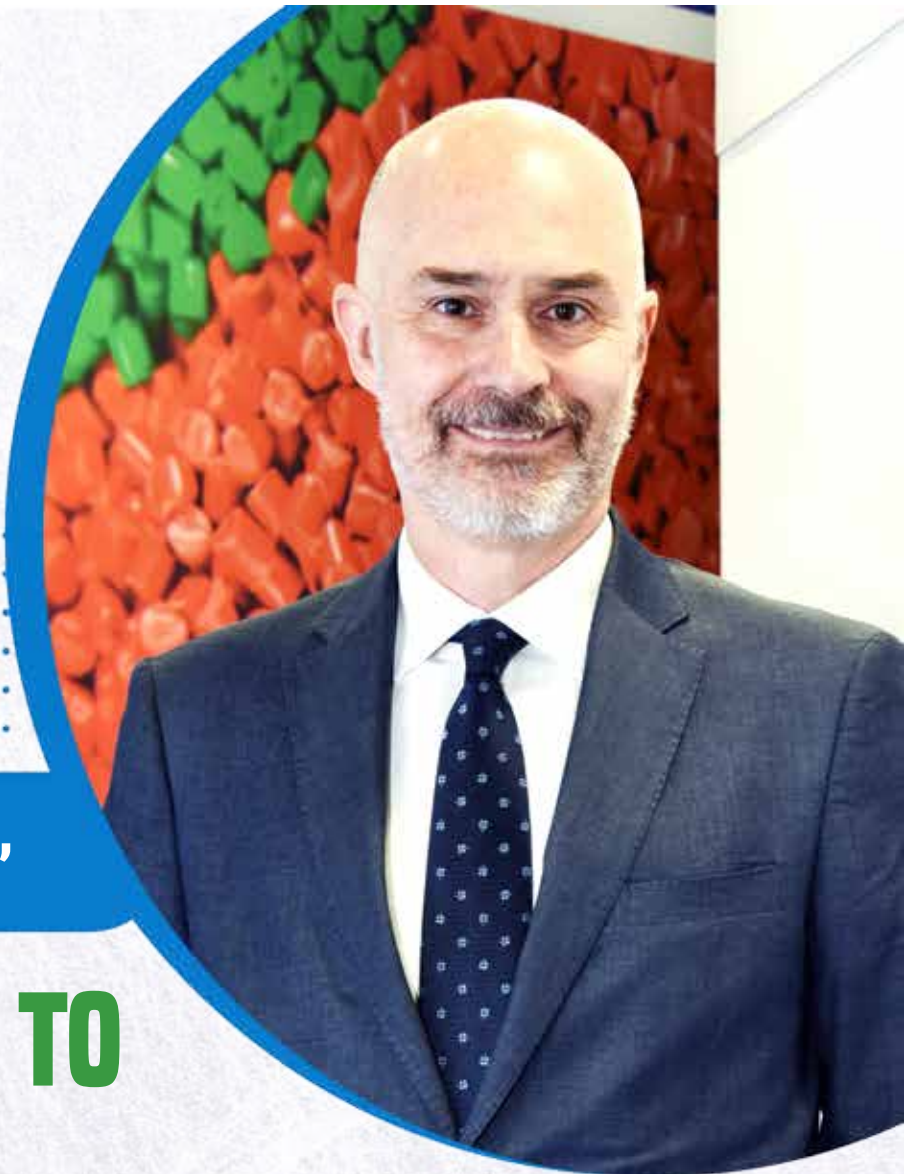
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Comm. PR and Mktg.
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9-12
JUNE
2026
MILANO



Mario Maggiani,
CEO, Promaplast Srl

FROM MILAN TO THE WORLD : MARIO MAGGIANI ON THE GLOBAL SIGNIFICANCE OF PLAST



Promaplast will continue to strengthen its role as the leading European organizer in this sector. We aim to keep adapting and growing PLAST to reflect the global shift towards responsible, high-tech manufacturing, ensuring it remains a vital catalyst for international business, especially with key markets like India.

TFT : Promaplast Srl is one of the leading exhibition organizer in Italy. Please tell us about the company and the upcoming exhibition!

Mario Maggiani : Promaplast srl is the commercial entity of AMAPLAST (Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association). This relationship places us at the very heart of the Italian technology sector, giving us an unparalleled understanding of the industry's needs, trends, and innovation cycles. We're not just fair organizers, we're industry facilitators.

Our flagship event, PLAST – International Exhibition for Plastics and Rubber Industries, held in Fiera Milano Rho (Milan) every three years, is the premier showcase for this technology in Europe. The upcoming edition from June 9 to 12, 2026 will consolidate our role as a vital business platform, offering a comprehensive display of machinery, ancillary equipment, moulds, raw materials, and services, with a strong focus on sustainability, automation, circular economy, and Industry 4.0.

TFT : What has been Promaplast's vision in shaping exhibitions for the plastics and rubber industry?

Mario Maggiani : Our core vision is to serve as the technological compass for the global plastics and rubber community. Since its inception, PLAST has been committed to showcasing the entire value chain—from raw materials to finished products—but our primary focus is on high-quality, efficient, and innovative machinery.

We created a triennial hub where industry professionals don't just see the technology of today but actively engage with the solutions of tomorrow. This vision is now powerfully centred on sustainable innovation, which we believe is the non-negotiable future of the sector.

TFT : Plast is recognized as one of the most important trade shows for the plastics and rubber industry. What makes this exhibition stand out globally?

Mario Maggiani : PLAST stands out for three main reasons: Italian excellence, completeness, and timing.

Italian technological excellence: Italy is a global leader in manufacturing plastics and rubber processing machinery, with an extraordinary export quota. PLAST is the direct expression of this vibrant, quality-driven industry.

The "Milan System": We benefit from being hosted in Milan, an international hub of business and design. Our show integrates several specialized satellite areas—like Rubber, 3D PLAST, and Plast-Mat—ensuring visitors find every

segment of the industry covered.

Strategic timing: Our triennial schedule is strategically aligned with the innovation cycle of the machinery sector, ensuring that each edition features truly new and groundbreaking technologies, making attendance highly valuable for serious buyers.

TFT : In terms of participation, what trends have you noticed in recent years—both from exhibitors and visitors?

Mario Maggiani : We've observed several key trends:

- **from exhibitors :** there's a noticeable shift towards presenting integrated solutions rather than just single machines. The focus is heavily on energy efficiency, automation, digitalization (Industry 4.0), and particularly on machinery for recycling and bioplastics. Exhibitors are investing more in showcasing equipment that supports the circular economy.
- **from visitors :** the profile is becoming more specialized. Visitors are increasingly high-level decision-makers, production managers, and R&D specialists who come to the exhibition with specific investment goals. They are actively seeking solutions and technologies that reduce operating costs and meet strict sustainability mandates. This trend confirms PLAST as a "must-attend" sourcing event.

TFT : Italy is home to many globally recognized exhibitions. How do you see the current state of the exhibition industry in Italy?

Mario Maggiani : The Italian exhibition industry is robust, resilient, and highly specialized. We see a strong return to in-person events after the challenging years. Italian fairs are thriving due to two factors: the strength of the underlying Italian manufacturing sectors (like machinery, fashion, and food) and the high service quality offered from our fairgrounds.

For Promaplast, our position is secured by our direct link to AMAPLAST, which guarantees that PLAST remains a highly technical event driven by real industrial demand.

TFT : Plast attracts participants from across the world. Is there any significant participation from Asian Countries especially India?

Mario Maggiani : Absolutely. International participation is a cornerstone of PLAST's success. Asian countries, and especially India, are crucial markets for us. We consistently see strong exhibitor groups from across Asian countries, demonstrating

the region's importance in global manufacturing.

For India specifically, the presence is significant. We view India as a country-continent with immense growth potential. We have seen a steady increase in both the number and quality of Indian visitors, recognizing the crucial role of Indian converters and manufacturers in the global plastics economy.

We actively run promotional campaigns and maintain relationships with key industry bodies in India to foster even greater engagement.

TFT : How do you view India as a market for plastics and rubber technology, and what synergies exist between Italian and Indian companies?

Mario Maggiani : India is a dynamic and essential market for our sector. With its rapidly growing middle class and expanding infrastructure, the demand for plastics applications—particularly in packaging, automotive, infrastructure, and medical devices—is exponential. This necessitates significant investment in advanced machinery.

The synergy with Italian companies is deep. Indian companies provide a large, dynamic, and competitive market for our technologies, often leading to joint ventures, local manufacturing collaborations, and technological transfer. Italian companies recognize that a strong local presence in India is key to future growth.

TFT : Where do you see Promaplast Srl in the next 5-10 years?

Mario Maggiani : Promaplast will continue to strengthen its role as the leading European organizer in this sector. We aim to keep adapting and growing PLAST to reflect the global shift towards responsible, high-tech manufacturing, ensuring it remains a vital catalyst for international business, especially with key markets like India.

TFT : Finally, what message would you like to share with international exhibitors and visitors who are considering participating in your exhibition?

Mario Maggiani : To all international exhibitors and visitors, especially our partners in India: PLAST is where the future of plastics and rubber manufacturing is decided.

If you want to see the most innovative and efficient machinery in Europe and to network with high-level decision-makers from over 100 countries, PLAST in Milan is the essential appointment.

We look forward to welcoming you to the next edition!