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The organisational machine for Plast 2026 is up and running

Ready to tackle the challenges of the third millennium

Following the success of the 2023 edition, preparations for Plast 2026 – the leading international exhibition for the plastics and rubber industry – are now officially underway. The event is scheduled to take place from 9 to 12 June 2026 at Fiera Milano in Rho. Six exhibition halls will offer a comprehensive overview of the entire supply chain: from processing technologies to innovative materials, from semi-finished and finished products to wood-plastic composites. All key industry players will be represented, demonstrating how plastics can evolve towards greater sustainability for the benefit of society as a whole.

By Giampiero Zazzaro

Plast 2026, the international benchmark exhibition for the plastics and rubber industry, will take place from 9 to 12 June 2026 at Fiera Milano in Rho.

Promoplast, the organising company, has begun preparations for the twentieth edition of Plast, one of the most prominent trade fairs worldwide for the sector. The initial phase has focused on launching a promotional campaign targeted at exhibitors, including special offers and discounts to secure prime exhibition space. Expectations are high, fuelled by the strong results of the previous edition.

However, Plast 2026 will be more than a showcase: it will serve as a platform for reflection and debate on the major challenges of our time – geopolitical instability, the energy crisis, and environmental sustainability – all of which significantly impact the plastics industry. In this context, the exhibition aims to provide a space for dialogue and strategic vision, uniting expertise and markets to boldly face an uncertain future.

Figures that reflect success

With over 50,000 square metres of net exhibition space and 38,000 visitors, the 2023 edition of Plast reaffirmed its status as a key event for industry professionals. A total of 1,323 exhibitors participated, with a substantial international presence accounting for 47%.

Another indicator of the event's global reach was the presence of visitors from 109 countries, with international attendees representing 26% of the total. The geographical breakdown highlights the exhibition's strong European appeal: 64% of foreign visitors came from Europe, followed by Asia (20%), Africa (7.58%), the Americas (7.56%), and Oceania (0.75%). This significant international component was further supported by the Italian Trade Agency (ICE), which coordinated the attendance of around 300 selected foreign buyers, thereby facilitating





commercial exchanges and strengthening Plast's role as a hub for the internationalisation of Italian industry.

A proven format geared towards innovation

Plast has firmly established itself as a trade show capable of representing every facet of the plastics and rubber processing sectors. One of its defining features is the presence of satellite shows, which will return for the 2026 edition to enrich the event: Rubber, entirely dedicated to the rubber supply chain; 3DPlast, focusing on 3D printing, rapid prototyping, and additive manufacturing technologies; PlastMat, a space for innovative, high added-value materials.

These thematic areas allow for targeted promotion of specialised technologies and facilitate a more focused visitor experience for professionals with specific interests – while maintaining cohesion within the broader sector.

Synergies and new alliances

The 2026 edition aims to strengthen its positioning through a synergistic strategy designed to broaden its audience and highlight technological convergences. As Mario Maggiani, General Manager of Promoplast, stated:

"To tackle the increasingly demanding challenges of the industry, it is essential to adopt innovative and creative strategies. Plast 2026 will take place alongside Xylexo, the biennial international exhibition for woodworking and furniture industry technologies, allowing visitors to move freely between the two events. This synergy is particularly significant, as there are complementarities between the sectors – for example, some woodworking machinery is also used in plastics and other material processing".

The partnership between Plast and Xylexo is not merely logistical but conceptual. Both events will be brought together under a new exhibition umbrella, MATEC – MATerials and TECnologies, the result of collaboration between Amaplast and Acimall, the Italian association of woodworking machinery manufacturers.



Adding further value will be the launch of the new Composites Future conference and exhibition, organised with the support of Assocompositi and dedicated to the world of composite materials – an increasingly natural bridge between the plastics and wood sectors.

Plast confirms its role as a strategic hub for the internationalisation of Italian companies in the sector.

A European showcase and global platform

With European production continuing to lead the world in terms of quality, efficiency, and technological innovation, Plast 2026 once again aims to be a premier showcase for European manufacturing technology – particularly for plastics and rubber processing systems.

The next edition will pursue a dual objective: on the one hand, consolidating the sector's position in traditional markets; on the other, fostering dialogue with emerging economies, which today serve as key drivers of economic growth and applied innovation. In this sense, the exhibition also seeks to be a global platform for international exchange, encouraging the industry's evolution on a worldwide scale.

A business-driven exhibition

Plast 2026 will not only be a technological showcase but also a concrete business opportunity. Through synergies with promotional bodies, the involvement of trade associations, and a keen focus on company needs, the event is positioned as an effective tool for commercial development and networking. More than ever, the upcoming edition will aim to connect supply chains, promote international partnerships, and provide exhibitors with an operational environment conducive to generating tangible economic opportunities.

The restart of the organisational machinery behind Plast 2026 sends a positive signal to the entire plastics and rubber sector, in Italy and beyond. In a global context shaped by technological change, ecological transition, and geopolitical shifts, the Milan-based event reaffirms its status as an essential point of reference for industry professionals – underscoring the enduring value of trade fairs as places of learning, dialogue, and vision. The date is set: from 9 to 12 June 2026, Milan will once again be the global capital of plastics and rubber. **MP**

Plast 2026 will also feature a comprehensive programme of conferences and round tables.

