

PRESS RELEASE

For Immediate Release

10TH MPMA INTERNATIONAL PLASTICS CONFERENCE 2024 KICKS OFF WITH KEY INSIGHTS ON INNOVATION AND SUSTAINABILITY

Petaling Jaya, Selangor, Malaysia - 15 October 2024 - The Malaysian Plastics Manufacturers Association (MPMA) proudly announced the opening of the 10th MPMA International Plastics Conference (MIPC) 2024, held from 15 – 16 October 2024 at the Avante Hotel, Petaling Jaya. The Conference, themed “Innovation and Technological Advances for Sustainability,” highlights the importance embracing cutting-edge technologies and practices within the plastics industry to drive sustainable development and economic growth. It underscores the need for industry stakeholders to collaborate on innovative solutions that enhance productivity, reduce environmental impact and meet evolving market demands.

In his keynote address, MPMA’s President, Mr CC Cheah emphasised the role of the plastics industry in Malaysia’s economy, noting that the sector comprises over 1,400 companies, generating more than RM60 billion in annual sales and employing approximately 160,000 people. As Malaysia seeks to achieve sustainable economic growth, Cheah stressed that the plastics industry must adopt innovative technologies and invest in workforce development to remain competitive globally.

This year’s Conference aims to address the pressing need for the industry to adapt and innovate in response to global challenges, including the ongoing negotiations for a Global Plastics Treaty. The treaty, expected to conclude in November 2024, seeks to create legally binding obligations for responsible management of plastics throughout their lifecycle, aligning with the industry’s commitment to sustainability.

“Regardless of the outcome from the Global Plastics Treaty, MPMA has committed to reducing or eventually eliminating the plastics pollution issue. In April 2024, we developed the Plastics Neutrality Masterplan aimed at achieving zero plastics to landfill and net-zero emissions by 2050,” the President stated.

Speaking in front of more than 150 participants, industry leaders and speakers, Mr Cheah emphasised the significance of partnerships with organisations like the Malaysian Investment Development Authority (MIDA) in promoting the growth of the plastics sector and its alignment with the government’s New Investment Policy, which emphasises sustainable economic development through high-value and high-skilled employment opportunities.

In addition, collaborations with educational institutions, particularly Technical and Vocational Education and Training (TVET) programmes, is to ensure that training is aligned with industry needs. By working closely with academic institutions, the industry can influence curriculum development to ensure graduates are job-ready and possess the necessary competencies. This reduces the gap between education and employment, making it easier for companies to find qualified skilled workers.

The emphasis on these partnerships reflects MPMA’s commitment to building a resilient workforce capable of meeting the challenges and opportunities facing the plastics industry in a rapidly changing global landscape.

The 10th MIPC 2024 attracts a diverse range of participants, including decision-makers, senior executives from leading plastics manufacturing companies, engineers, product developers,

sustainability officers, academicians and government representatives. More than 40 expert speakers, both local and international, will share their knowledge on innovation, material and processing technologies as well as insights on future recycling technologies via panel discussions and breakaway sessions.

The 10th MIPC 2024 not only serves as a significant event for the plastics industry but also plays a crucial role in driving positive economic outcomes for Malaysia. By fostering innovation, developing skills, promoting sustainability and enhancing collaboration, the Conference supports the overall growth and competitiveness of the Malaysian economy in an increasingly globalised market.



From L-R: Mr Alvin Ang, Organising Chairman, 10th MIPC 2024, Mr Reo Kawamura, Economic Research Institute for ASEAN and East Asia (ERIA), Ms CY Wee, Vice-President, MPMA, Mr CC Cheah, President, MPMA, Mr Jürgen Lang, Association of European Manufacturers of Expanded Polystyrene (EUMEPS).

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About MPMA

The Malaysian Plastics Manufacturers Association (MPMA), established in 1967, is a progressive trade association providing leadership and quality service to its members and the plastics industry. MPMA is the official voice of the Malaysian plastics industry, representing its members and the industry in Government interaction, spearheading the plastics industry's growth and providing the platform to assist members in being globally competitive. MPMA currently has about 750 members comprising

Ordinary members, which represent about 60 per cent of plastics manufacturers in the country and account for 80 per cent of the country's total production of plastic products, as well as Associate members who are mainly raw material and machinery suppliers.