

PLAST 2026: GROWING NUMBER OF NEW EXHIBITORS

Plast 2026 is preparing for its twentieth edition, scheduled for 9-12 June 2026 at Fiera Milano, registering a positive performance despite the complex international geopolitical and economic scenario characterised by trade tensions and instability in global markets.



The Milan-based event, Europe's premier trade fair of the year for the plastics and rubber sector, demonstrates its resilience with the participation of over 160 new exhibitors to date compared to the previous edition, 30% of which are represented by international companies.

This result takes on particular significance in a decidedly complex market context, which sees strategic sectors such as automotive undergoing a phase of transformation and adaptation to current global dynamics.

The ability to attract new exhibitors in this scenario confirms the solidity and international appeal of Plast and underlines the sector's growing confidence in the Milan event as a reference platform for presenting innovations and developing commercial partnerships.

The organisation also aims to significantly increase the presence of international visitors with representatives from the main destination countries for Italian exports, thanks to buyer delegations organised in collaboration with ICE Agency and strategic agreements with important trade associations, both within the sector and representative of target markets.

Free pre-registration for visitors will be active from March 2026.

The event will further enrich its offering with a programme of side events to be announced in the coming weeks.

A market of strong potential

The "Made in Europe" machinery segment is characterised by a strong export orientation, including towards





emerging markets with growing investment propensity, and maintains a strategic role in the global scenario. Access to these markets represents a fundamental lever for consolidating the excellence of European companies, particularly manufacturers of machinery for plastics and rubber processing.

Innovation and technology at the centre

The twentieth edition promises to be an exclusive showcase for the most advanced solutions for the plastics and rubber industry, confirming the tradition of excellence that has characterised the Milan event for decades and responding to growing requirements in terms of technological innovation and environmental sustainability in the sector.

Plast

Plast 2026 is Europe's leading trade fair of the year dedicated to the plastics and rubber industry, scheduled for 9-12 June at Fiera Milano.

Organised by Promaplast, the event represents the reference platform for the presentation of processing equipment for plastics and rubber and state-of-the-art raw materials for the production of semi-finished and finished

products, as well as a unique opportunity for establishing new commercial relationships.

Event details

Dates: 9-12 June 2026

Venue: Fiera Milano, Rho Pero (Milan)

www.plastonline.org

SECTORS

- ✓ PLASTICS & RUBBER
- ✓ PROCESSING
- ✓ SUSTAINABILITY & MATERIALS

