

➤ Plasportal



PLASPORTAL of ECEBD
THE ULTIMATE PASSPORT TO THE PLASTICS INDUSTRY

PLASPORTAL is a new initiative by ECEBD designed to supply market information in different local languages to regional primary plastics processors and compounders. The content of the PLASPORTAL has not been available in the past. Being an online multi-lingual platform, its aim is to facilitate successful business development by means of comprehensive and unique set of data sources to disseminate up to date and value added information across the CEE countries and Turkey.

➤ For anyone who is:

Raw material manufacturer, masterbatch and additive producer, manufacturer of plastic processing machinery and auxiliary equipment, seller of second hand plastic machinery, recycled plastic granules, manufacturer of plastic products/items, trader, distributor - PLASPORTAL covers the entire spectrum of the plastics supply chain in order to improve interaction among the players of plastics market and create a more constructive environment for successful business development.

➤ Any language you speak

PLASPORTAL is a multi-lingual web-application that makes it possible to collect and disseminate information in English, Polish, Romanian, Hungarian, Serbian, Czech languages. PLASPORTAL allows you to reach your potential customers and create new contacts in a client tailored way. Any announcements you post on PLASPORTAL about your products, machinery and the latest innovations of your company will be available in a language your prospective customers speak.

➤ Whatever your needs

Explore new prospects for your business development in the CEE and CIS region

- Sell/Buy a wide range of raw materials, plastic products/ items or machinery
- Target CEE primary converters and compounders
- Receive daily news and comprehensive reviews on CEE plastics markets
- Release industry and technology specific materials
- Monitor polymer price updates
- Networking
- Recruiting

PLASPORTAL provides broad-range of business opportunities for the players of the plastics industry by offering up-to-date information and technical support.

➤ Anywhere you are

PLASPORTAL is an on-line platform, connecting plastics, additives and machinery suppliers and buyers by overcoming geographical, cultural or language difficulties and physical constrains. In this way, creating new sales channel opportunities in a real time access, expanding existing markets and generating profits in a time and cost-efficient way is so easier.

➤ Unique way of distribution

PLASPORTAL will be distributed free of charge approximately to 30000 market players mainly of CEE CIS countries via PLASPORTAL's weekly newsletters. All other enquirers (suppliers) of the regional plastics industry may apply for free readership as well. Readers of PLASPORTAL will receive the e-newsletter summarizing the refreshed content of the portal on weekly basis in their language of choice.

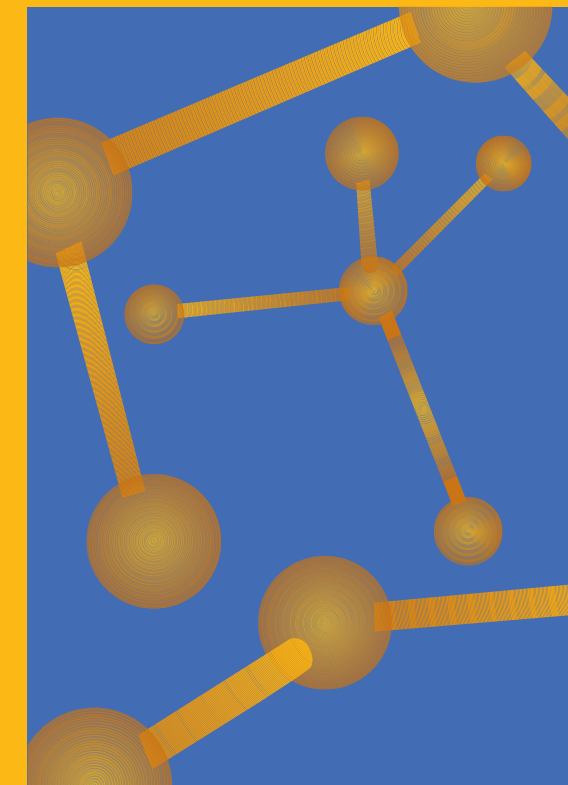
Further information see:

<https://www.ecebd.com>

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Eastern and Central



ECEBD

European Business
Development Ltd.

➤ Introduction

Eastern and Central European Business Development Ltd. (ECEBD) is a regional market research company which provides research, consulting and analytical services on the plastics industry in marketing and technical related topics.

We publish commercial and technical information for and about the plastics industry in Eastern- and Central Europe and C. I. S. region. We also offer up-to-date, as well as a wide range of information services and consultancy in our sector.

We speak the language of the client and have an extensive knowledge about its culture. This enables us to understand the needs and questions up to the highest level, which helps us to provide a high quality of service.

Our consultants have spent decades in executive positions as technical and marketing professionals of leading regional raw material producers and processing companies in the plastics industry.

Our mission is to make the plastics markets in Central and Eastern Europe transparent. We are aiming to facilitate the advance of regional manufacturers and thereby helping the free movement of goods and services.

It is also our priority to make information available on raw materials and machinery for the plastics (processing) industry within the region in order to improve their competitiveness.

We mainly provide our services to:

- Plastics and petrochemical industry
- Resin manufacturers
- Additive and batch material manufacturers
- Distributing houses
- Machine manufacturers
- Financial institutions

➤ Database services

Chemit

Access to our annually updated database (ChemIT), which includes close to 10,000 plastic converter profiles in the CEE and C. I. S., Turkey regions focusing on the following pieces of information:

- Plastic buyer's contact information and activity (plastic processor, manufacturer, merchant, etc),
- Contact person's (purchaser) name, telephone number, and email address,
- Name, telephone number, and email address of decision maker in procurement,
- Annual plastic converting capacity of the specific company,
- Type of base plastics material,
- Annual raw material consumption by type,
- Type of end product (film, pipe, appliances, box, etc.),
- Customer segment served by the company,
- Applied converting technology,
- Expected short-term trend analysis.

ChemIT includes

close to **10,000**

plastic converter profiles

Further information see:

www.ecebd.com/database

Up to **85-90%**

of different raw material consumptions are covered

➤ The features of ChemIT database

- Up to 85%-90% of different raw material consumptions are covered by the companies profiled in the database for the CEE, C. I. S. and Turkey regions.
- The data in ChemIT reflect the status in years 2009 and 2010, which will be updated in accordance with our annual research schedule on a continuous basis.

Countries covered:

Serbia, Bosnia-Herzegovina, Macedonia, Slovenia, Croatia, Bulgaria, Romania, Hungary, Czech Republic, Slovakia, Poland, Ukraine, Russia, rest of C. I. S., Estonia, Lithuania, Latvia, Turkey, Kazakhstan, Albania.

➤ Consulting

➤ Single client studies

In case of specific interest, we provide customized studies to your convenience. We can provide a detailed analysis on any kind of plastic market related information in the CEE region and the C. I. S. region.

➤ Customer prospecting

ECEBD assists you to identify new markets or new opportunities in your existing and future markets.

We help you :

- to enter new markets,
- to introduce new products to existing markets,
- to identify cross sales opportunities,
- to define and find the appropriate clients,
- to understand the buying behavior of the selected companies and markets,
- to find the appropriate indication to diversify your sales portfolio,
- to monitor your own sales activities,
- to compare your own sales activities with your competitors' actions

By

- collecting information on your clients and potential clients,
 - analyzing their behavior regarding supplier selection,
 - analyzing the parameters of their satisfaction
- in any designated area of Central- and Eastern Europe as well as the C. I. S. region.

We assist you

to **identify new markets**

or new opportunities

in your existing and future markets