



## **MARKET PROFILE**

### **Plastic waste and scrap, nes TO CHINA**



**Bangladesh**

**July 2015**

## Market Profile

SMEs face difficulty in identifying potential and existing export market of a particular product. As a result, with comparative advantage in terms of raw materials or labor force, SMEs are unable to exploit these advantages by targeting a prospective foreign market. Market Analysis tools of International Trade Centre (ITC) help to identify export market opportunities. It provides data and information on international trade trends, national export performance, export markets and help to analyze market in depth. SME Foundation has taken an initiative to prepare product-wise market profile using Market Analysis Tools and Market Profile Template developed by ITC. The main objective of the project profile is to guide and help the SME entrepreneurs to analyse international market of their products.

This market profile provides data, information and analysis of a exportable product which includes HS code, production, consumption, world import and export, annual growth in value and quantity, demand and supply analysis, country trade performance, Time series analysis, graphical analysis, market screening, identify potential attractive market, competitor analysis, tariff advantage in potential markets, target market selection, PEST analysis, market access (Tariff and non-tariff measures), packaging & labeling regulations, price, distribution channels, promotion, buyer list and many other issues.

Although, the material included in this document is based on data/information gathered from various reliable sources; however, it may differ from case to case. As the data are dynamic, it is changing frequently. Further study and in some cases professional advice are required before taking any decision to act upon the information. The actual results may differ substantially from the presented information due to various factors. SME Foundation does not assume any liability for any financial or other loss resulting from this document.

The annual data in this market profile is based on COMTRADE, the world's largest trade database maintained by the United Nations Statistics Division, and monthly or quarterly data are collected by ITC from national custom offices or regional organizations. The market access data is directly retrieved from the Market Access Map application.

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## Executive Summary

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This market profile reviews the China market for **Plastic waste & scrap nes** and its future prospects for new suppliers entering the market. The purpose of this market profile is to guide possible new entrants into the **Plastic waste & scrap nes** market.

China is the formal member of World Trade Organization (WTO) since 2001 and from the date, China enjoyed all the rights the WTO gives to other members and full participates in WTO activities.

China is the largest importing country for plastic waste representing around 56%wt. of the global market.

A total of 4893 million US\$ of this products is imported and 4132 million US\$ of this product is exported in the world in 2014.

Annual growth of world import of this product is increased by 5% between 2010-14. China, Hong Kong, China and USA are the largest importer of this product.

Bangladesh already exports this product. Export earnings from Plastic waste and scrap was US\$ 35893(US\$ thousand in 2014). Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 13% in 2010-2014 while world average growth rate was 9%. The major importing countries are: China, Taipei Chinese, Hong Kong china, Korea, Netherlands, Hungary, Germany, USA and so on.

China, Hong Kong, China and USA are the attractive markets for the Plastic waste and scrap exported by Bangladesh. Among these countries, China has been selected as target market for this product market profile for the following reasons:

- China is the 1<sup>st</sup> largest Import market for plastic waste and scrap
- China is importing market of plastic waste & scrap commanding 50.6% share of world imports.
- There is a prospect for market diversification of Bangladesh of plastic waste & scrap in the China market (bubble graph).
- China import has grown by -10% over the last 5 years in the world.
- China is a growing market for Bangladeshi product of plastic waste & scrap over the last 5 years (9%).
- Tariff applied by china to Bangladesh is 0% for this product.

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## A. Product Description

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This market profile illustrates the **china** market for plastic waste & scrap nes and is intended for the use of producers and exporters of plastic waste & scrap nes in Bangladesh.

### A.1 Definition and description of product and its application(s)

- Waste that either has no economic value or only the value of its basic material content recoverable through recycling.
- Plastic waste means waste that is made of plastic
- The scrap metal was put to use as the metal was melted and then formed into a material that could be sold.
- Convenient plastic scrap recycling programs have become more available to a broad swath of the consumer market. Almost 200 million Americans have access to a plastic waste recycling program

### HS code

Specific codes to identify the product category are as follows:  
HS (Harmonized System) Code<sup>1</sup>:

4-digit HS: 3915

6-digit HS: 391590

### A.2 Production

#### World production

1. China is the first and most large country to consumption of plastic waste it is one-fourth in the world and one-sixth of the world average. (**Thermolysis of waste plastics to liquid fuel: A suitable method for**).
2. Hindu Business line, January 21, 2006 reveals India will be the third largest plastics consumer by 2010 after USA and China.



ESP: Spain, GRC: Greece, HUN: Hungary, NDL: Netherlands, JPN: Japan  
FRA: France, USA: United States of America

Figure 1: Increased Plastic Percentage within the Municipal Waste in selected OECD Countries

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<sup>1</sup> HS Codes are internationally standardized names and numbers that classify traded products that are developed and maintained by the World Customs Organization (WCO). The WCO is an independent organization of 160 countries based in Brussels, Belgium. The HS system represents almost 98 percent of world trade, which includes 200 countries. [www.wcoomd.org](http://www.wcoomd.org)

## Bangladesh's production

Though Bangladesh is low economic growth have started producing more plastic waste due to plastic packaging, plastic shopping bags, PET bottles and others goods/appliances using plastic as the major component e.g. Dhaka produces about 140 tons of plastic waste every day.



Figure 2: Plastic Waste Generation in 7 OECD Countries and in 7 Asian Cities

Source: UNEP and IETC International Environmental Technology Centre

## A.3 Consumption

- Consumption of plastic scrap by Chinese manufacturers was 13.6 million metric tons in 2013, a 14.5 percent drop when compared to a total consumption of 16 million metric tons in 2012.

(<http://www.environmentalleader.com/2014/07/09/chinas-plastic-scrap-imports-and-consumption-drops/>)

## B. Global Trade Overview

### **B.1 World Trade characteristics for selected product**

#### **B.1.1 How much in total of this product is imported in the world in 2014?**

Value imported in 2014 (USD thousand) 4,893,330

#### **B.1.2 How much in total of this product is exported to the world in 2014?**

Value exported in 2014 (USD thousand) 4,132,626

#### **B.1.3 Have the world imports grown or declined in the last 5 years? Annual growth in value between 2010-2014 (%) Annual growth in value between 2009-2013 (%)**

Annual growth in value between 2010-2014 is increased by 1% and annual growth in quantity is decrease by -2% between in 2010-2014

#### **B.1.4 Is there a difference between the world's growth rate in value and world's growth rate in quantity?**

From above we can see that the growth in value has increased (1%) but the growth in quantity has decrease (-1%). It means the price is increasing but the demand of the product has decreased.

#### **B.1.5 Approximately how many countries import and export the selected product?**

Approximately 166 Countries import and 167 countries export the product in the world.

### **B.2 World imports characteristics:**

#### **B.2.1 which countries are the 3 largest importers (in value in 2014) of the product?**

Ranking	Importers	Share in World Imports, %
1	China	50.6
2	Hong Kong, China	19.2
3	United States of America	4.8

#### **B.2.2 What share of world total imports do the 3 main importers make up together?**

74.6%

#### **B.2.3 Does this indicate that the world demand for this product is concentrated?**

Yes

#### **B.2.4 Among the list of top 20 importers (in value) in 2014 is there country for which the trade balance (in value) is positive in 2014.**

1. United States of America	3. Germany	5. Canada	7. Indonesia
2. Netherlands	4. Belgium	6. Taipei, Chinese	8. France

Reason: Export>Import

**B.3 World Exports characteristics:**

**B.3.1 Which countries are the 3 largest exporters (in value in 2014) of this product? What is the value of their exports?**

Ranking	Exporters	Share in World Exports, %
1	Hong Kong, china	17.2
2	United States of America	11.6
3	Japan	11.1

**B.3.2 What share of world total exports do the 3 main exporters make up together?**

39.9

**B.3.3 Does this indicate that the world supply for this product is concentrated?**

No

## C. Country trade performance for your selected product

### C.1 Bangladesh's export performance for selected product in the world market

#### C.1.1 Does Bangladesh already export this product? YES

What is Bangladesh's ranking in world exports and world market share of this product in 2014?

Ranking: 23                      World Market Share: 0.9%

#### C.1.2 How much in total of this product is exported by Bangladesh to the world?

35893 (US\$ thousand in 2014)

Quantity: 52043 tons/units

#### C.1.3 Is Bangladesh winning or losing market share in the world market?

Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 13% in 2010-2014 while world average growth rate was 9%.

#### C.1.4 Who are the three biggest importers for your product in 2014?

1. China 2. Taipei, Chinese 3. Hong Kong, China

Importer	Exported value 2014 (USD thousand)	Share in Bangladesh's exports (%)	Exported quantity 2014	Quantity unit	Unit value (USD/unit)	Exported growth in value between 2010-2014 (% p.a.)	Exported growth in quantity between 2010-2014 (% p.a.)	Exported growth in value between 2013-2014 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total import growth in value of partner countries between 2010-2014 (% p.a.)	Tariff (estimated) faced by Bangladesh (%)
Total	35893	100	52043	Tons	690	9	12	13		100	1	
China	35062	97.7	50787	Tons	690	10	13	12	1	50.6	1	0
Taipei, Chinese	332	0.9	388	Tons	856	-51	-3		12	1.2	0	6.5
Hong Kong, China	226	0.6	427	Tons	529	-18	-5	-35	2	19.2	-9	0
Korea, Republic of	195	0.5	287	Tons	679				24	0.3	1	0
Netherlands	38	0.1	108	Tons	352				5	1.9	4	0
Hungary	24	0.1	23	Tons	1043				56	0	18	0
Germany	7	0	16	Tons	438			-82	7	1.8	15	0
United States of America	5	0	3	Tons	1667	-54	-65	-90	3	4.8	7	0
Switzerland	2	0	1	Tons	2000				41	0.1	-1	0
Total	35893	100	52043	Tons	690	9	12	13		100	1	

## **C.2 Tariff faced by Bangladesh in the world**

Geographical distribution for tariffs applied by all importing countries to Bangladesh

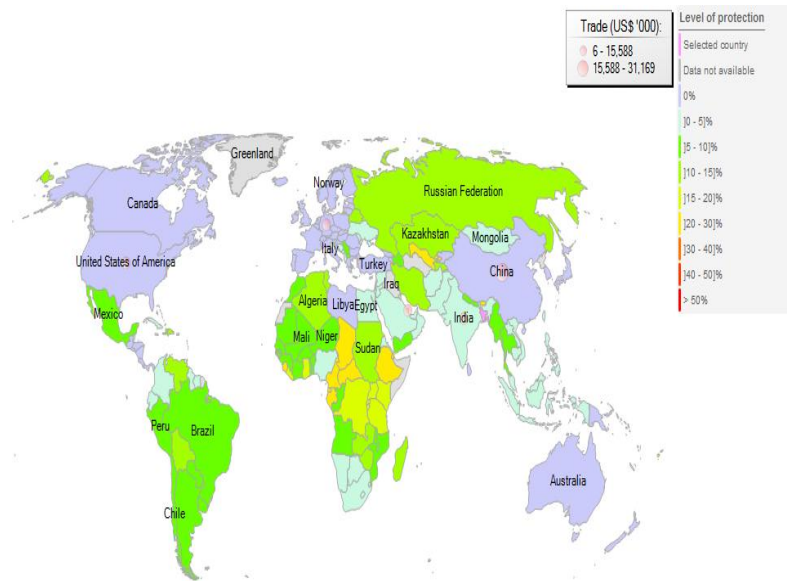
Product: 391590 - Waste, parings and scrap of plastics

Trade year: 2013

Applied tariff data source: ITC (MAcMap) complemented by WTO (IDB)

Trade data source: ITC Normalized trade matrix

AVE Methodology: AVE based on the World Tariff Profile (WTP)



## C.3 Graphic Analysis

### Time Series Data

Unit : US Dollar thousand

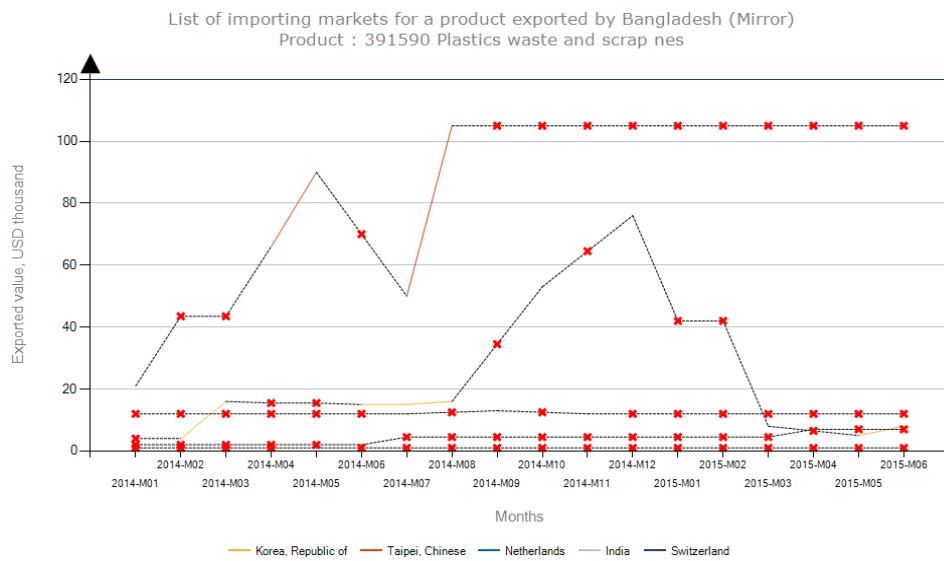
List of importing markets for a product exported by Bangladesh <sup>i</sup>  
Product: 391590 Plastics waste and scrap nes

Unit: US Dollar thousand

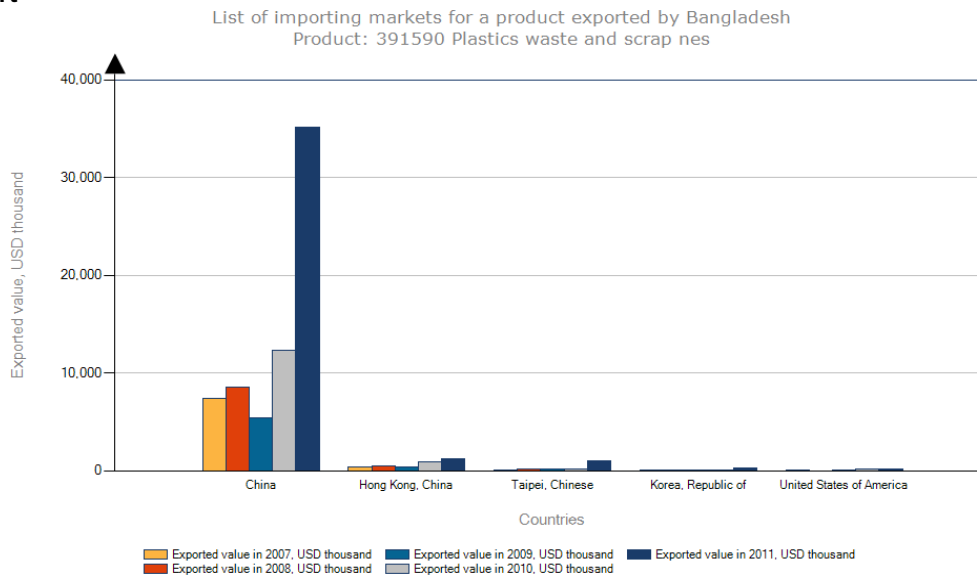
Table Graph Map Companies FDI data Tariff data Standards

Download Time Period (number of columns): 5 per page Rows per page: Default (25 per page)

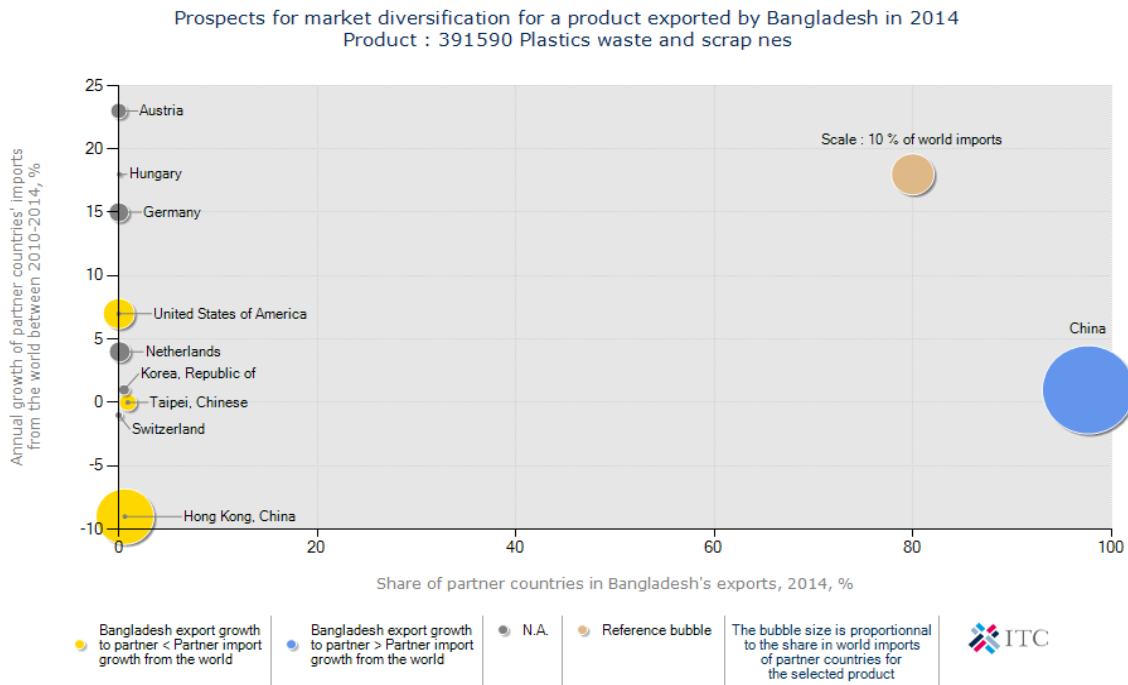
Bilateral & digits	Importers	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010	Exported value in 2011
	World	9,098	11,336	6,400	13,840	37,958
	China	7,403	8,545	5,458	12,352	35,145
	Hong Kong, China	393	495	331	889	1,244
	Taipei, Chinese	65	142	153	179	980
	Korea, Republic of	64	3	52	25	276
	United States of America	3	0	2	125	161
	Viet Nam	658	965	200	61	138
	Malaysia	7	14	21	25	10
	Netherlands	0	0	0	0	3
	French South Antarctic Territories	0	1,028	0	0	0
	Area Nies	357	25	25	0	0
	Canada	0	0	0	0	9



## Bar chart



## Bubble graph



Note: When Bangladesh export growth to partner < Partner import growth from the world That means Bangladesh is losing market share in partner countries

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### D. Market Screening

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**Which importing countries have the highest imported value in 2014? And what are their respective annual growth rates in value and in quantity between 2010 and 2014, share in world import and Average tariff?**

Sl. No.	Importing Country	Value imported in 2014 (USD thousand)	Annual growth in value between 2010-2014 (%)	Annual growth in quantity between 2010-2014 (%)	Share in world imports (%)	Average tariff (estimated) applied by the country (%)
1	China	2,474,169	1	0	50.6	9.8
2	Hong Kong, China	937,220	-9	-10	19.2	0
3	USA	234,173	7	2	4.8	0.1
4	India	103,699	22	16	2.1	7.4
5	Netherlands	91,276	4	7	4	1.4
6	Ireland	88,364	0	-1	1.8	1.4
7	Germany	88,017	15	24	1.8	1.4
8	Italy	70,815	1	0	1.4	1.4
9	Belgium	68,953	5	-1	1.4	1.4
10	Viet Nam	62,510	-5	-9	1.3	11.1

**Which countries would you consider as potential attractive markets for the Plastic Waste & Scrap exported by Bangladesh?**

1. China
2. Hong Kong, China
3. USA

**D.1 Identify attractive potential markets.**

**D.1.1. which are three attractive markets for exporting this product?**

	Target Country	Value Imported (million \$)	Unit Value (US\$/unit)	Growth Rate in value 2010-14 (%)	Growth Rate in quantity 2010-14 (%)	Share in world imports (%)	Average tariff (estimated) applied by the country (%)
1	China	2,474,169	727	1	0	50.6	9.8
2	Hong Kong, China	9,37,220	400	-9	-10	19.2	0
3	USA	234,173	691	7	2	4.8	0.1

**D.1.2 Who would be your main competitors in these countries and why?**

	Target Country	Bangladesh's main competitor in target market	Market Share in 2014 (%)	Gaining or loosing market shares(2010-14)
A	China	Japan	11.1	2 (gaining)
		Hong Kong, China	17.2	-8 (loosing)
		Thailand	5.4	3 (gaining)
B	Hong Kong, China	United States of America	11.6	-10 (loosing)
		Japan	11.1	-8 (loosing)
		Germany	5.1	-1 (loosing)
C	USA	Mexico	5.7	12 (gaining)
		Canada	5	2 (gaining)
		Ecuador	0.5	50 (gaining)

**D.1.3 Identify the tariffs and tariff advantages in your potential markets?**

Identify the tariffs and trade regimes that Bangladesh faces in the three attractive markets.

	Target Country	Trade Regimes	Tariffs applied
A	China	Preferential tariff for 2 Least Developed Countries	0%
		MFN applied duty rates	6.50%
B	Hong Kong, China	MFN applied duty rates	0%
C	USA	MFN applied duty rates	0%

**Do you have tariff advantage advantages/disadvantages vis a vis your main competitors in the three target markets?**

	Target Country	Competitors	Tariffs faced by competitors average
A	China	Japan(MFN duties (Applied))	6.50%
		Hong Kong, China (MFN duties (Applied)) (Preferential tariff for Hong Kong)	6.50% 0%
		Thailand (Preferential tariff for ASEAN countries)	0%
B	Hong Kong, China	United States of America(MFN duties (Applied))	0%
		Japan (MFN duties (Applied))	0%
		Germany (MFN duties (Applied))	0%
C	USA	Mexico (MFN duties (Applied))	0%
		Canada (MFN duties (Applied))	0%
		Ecuador (MFN duties (Applied))	0%

#### **D.2 Target Market Selection**

**Taking into consideration the trade patterns that you observed in the last section and the market access considerations that you just reviewed, which of these countries should you select as a target market for this Market Profile and why?**

Target market is: **China**

Comments:

- China is the largest Asia market for Plastic waste.
- share of china in Bangladesh export is 97.68%
- China is the 3<sup>rd</sup> largest importing market of Plastic waste and scrap commanding 50.6% share of world imports.
- There is a prospect for market diversification of Bangladeshi plastic waste and scrap in the Chinese market (bubble graph).
- China import has grown by 10% over the last 5 years in the world.
- China is a growing market for Bangladeshi Plastic waste and scrap over the last 5 years (9%).
- Tariff applied by china to Bangladesh is 0% for this product.

## E. PEST Analysis

Political	Social
<p>1. China is a large and 1st importing country in the world of plastic waste &amp; scrap. China has also grown to become one of the strongest powers. The legal system too has been improved. Foreign investors seek business in China mainly because of 3 things. They are:</p> <p>2. Size of the market</p> <p>3. The very low cost of labour</p> <p>4. China's growth potential together</p> <p>Government regulations:            ---Tariffs are high, but on decreasing slopes            ---stable political environment.            Political situation is stable.</p>	<p>1. The social and cultural aspect of China plays an important role as the demographics constantly change. China is a collectivistic culture, based on Geert Hofstede's value dimensions.</p> <p>2. There are 420 million Internet users in the country. As there is internet access, Chinese people often shop online.</p> <p>3. E-commerce has changed how local consumers see shopping. However, there is still a group who wish to avoid the perceived risk associated with online shopping. They prefer physical shopping and like the face to face contact.</p>
Economic	Technological
<p>1. GDP Growth:9.5%, Per capital: \$8.394, Unemployment: 6.1%            Labor force: 815.3million(2010), Agriculture : 10.2%, Industry: 46.9%</p> <p><b>2. Labor cost:</b>            Export: \$1.581% (trillion)            Import \$1.327 (trillion)            Expenditure &amp;1.137(trillion-2009)</p> <p>3. The growth rate is impressive, but it can slow down. Some of the worrying trends in China are:</p> <ul style="list-style-type: none"> <li>• High inflation rate (3.2%)</li> <li>• High property prices</li> </ul> <p>4. The People's Bank of China has increased interest rates. The reserve requirement for commercial banks is also nine times higher now. Moreover, the central bank is urging banks to lend less and impose limits on home purchases.</p> <p>5. China's economy has experienced a strong annual GDP growth rate of 10% during the last five years. It is expected to continue its growth momentum and surpass the US in GDP by 2020.</p>	<p>1. Some common technological factors studied in PEST are:</p> <ul style="list-style-type: none"> <li>• New products being developed</li> <li>• New purchasing mechanisms such as the intranet and extranet</li> <li>• New production technology</li> <li>• New distribution mechanisms like Internet</li> <li>• New methods of working like mobile telecommunications</li> </ul> <p>2. A major technological problem in China is that the development of the B2C industry does not have a safe and stable online payment system. As Chinese buyers are on high Uncertainty Avoidance level and Long-Term Orientation, the problem is strengthened.</p>

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## F. People & Product

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- Chinese people generally recognize that there is value to be generated from many types of household solid waste. Informal peddlers often pay consumers for their waste, which they then sell to brokers, scrap dealers, refurbishes and recyclers.
- Informal waste collectors are generally able to pay consumers a higher price for their waste materials than formal collectors, due to lower labour costs and flexible and diverse distribution channels. They are also able to offer convenient door-to-door collection.
- Because Chinese consumers often sell their waste to the highest bidder, the competitive advantage should lie with the informal sector. On the other hand, formal collectors are less efficient in collecting.
- Four major factors influenced Chinese people that's are recycling habits, economic benefits, convenience of recycling facilities and residential conditions.

### Market segmentation

- Plastic Waste Management Market by Service & Equipment-Collection, Recycling, Incineration, Disposal Polymer (PP, LDPE, HDPE)
- Its Source- Commercial, Residential, Industrial,
- Use Sector Packaging, Construction, Textile

The global Plastic Waste Management Market is projected to be valued at around USD 26,573.3 million by 2020, growing at a CAGR of 3.02% from 2015 to 2020.

*[Source:<http://www.prnewswire.com/news-releases/plastic-waste-management-market-worth-265733-million-usd-by-2020-540784051.html>]*

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## G. Permission: Market Access

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### G.1 Tariffs

#### United Kingdom

	Market share	Tariff (estimated applied by China(%))	Tariffs faced	Total ad valorem equivalent Tariff	Trade Regime	
Bangladesh	1.4	0	--	0%	Preferential tariff for least developed countries	
<<Bangladesh's>> main competitors in target market	Market share	Tariff (estimated applied by China (%))	Tariffs faced by competitors	Total ad valorem equivalent Tariff	Trade Regime	Tariff advantage for Bangladesh (yes or no)
1 Japan	16	6.5	-----	6.50%	MFN duties (Applied)	
2 Hong Kong, China	13.5	0	-----	0%	Preferential tariff for Hong Kong	
3 Thailand	8	0	-----	0%	Preferential tariff for Turkey	

### G.2 Non-tariff measures

Technical barriers to trade

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## H. Packaging and Labelling Regulations

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### ***Packaging and labelling regulation in China***

#### **Packaging**

- It must be in conformity with the medical and safety regulations. Packing materials must not be poisonous, and dangerous and must be easily degradable and recyclable.
- Languages Permitted on Packaging and Labeling
- All products sold in China must have their labels or notes in Chinese.
- Unit of Measurement
- The metric system is used in China, but Chinese measuring units are also used.
- Mark of Origin "Made In"
- Information on the country of origin of the product must clearly be indicated.
- Labeling Requirements
- Name and address of the distributor registered in the country.
- Specific Regulations
- Labels for food products must contain the net weight, the list of ingredients, the address of the Chinese distributor, the date of production and the expiry date. The General Administration of the RPC Condition for the Supervision of Quality, the Inspection and the Quarantine (AQSIQ) must be competently handled by the labeling management. All wood packages should carry an IPPC mark, or it will be subject to further requirements. Products requiring the China Compulsory Certification CCC mark, in addition to undergoing an application and testing process, must have the mark physically applied on products before entering or being sold in China.

#### **Commercial and industrial norms in China**

- National Standards Organizations
- Standardization Administration of China (SAC)  
Chinese Association for Standardization (in Chinese)
- Integration in the International Standards Network

SAC is the member of:

- The International Standardization Organization (ISO) and of the International Electronic Commission (IEC)
- The APEC/SCSC, Sub-committee of Standards and Conformity of the Organization of Asia-Pacific Economic Cooperation
- The ASEM/TFAP/SCA, Plan and Standards of action for facilitation of commercial exchanges and evaluation of conformity of the Asia-Europe Dialog (ASEM)
- The Congress of Standards for the Pacific Zone (PASC)

#### **Obligation to Use Standards**

Standards in China fall into at least one of four broad categories: national standards, industry standards, local or regional standards, and enterprise standards for individual companies. National standards can be either mandatory (technical regulations, protection of public health, private property and safety) or voluntary, and take precedence over all other types of standards. Laws and regulations can reference voluntary standards, thereby making the voluntary standard, in effect, mandatory. For certain products, China requires that a safety and quality certification mark (CCC) be obtained. Numerous government agencies in China mandate industry-specific standards or testing requirements for products under their jurisdiction in addition to the GB standards and the CCC mark.

## **Classification of Standards**

- GB
- List of Chinese Codes and Standards.
- Assessment of the System of Standardization
- Respect of standards is important for the Chinese.
- Online Consultation of Standards
- Publications relating to the Chinese standards of the SAC.
- Certification Organizations
- CCC Chinese Obligatory Certification
- Canadian Network on Corporate Accountability (CNCA) Administration of certification and accreditation of China
- Certification organizations
- AQSIQ
- Associations of Standards Users
- Chinese Association for Standardization (CAS)

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## I. Price

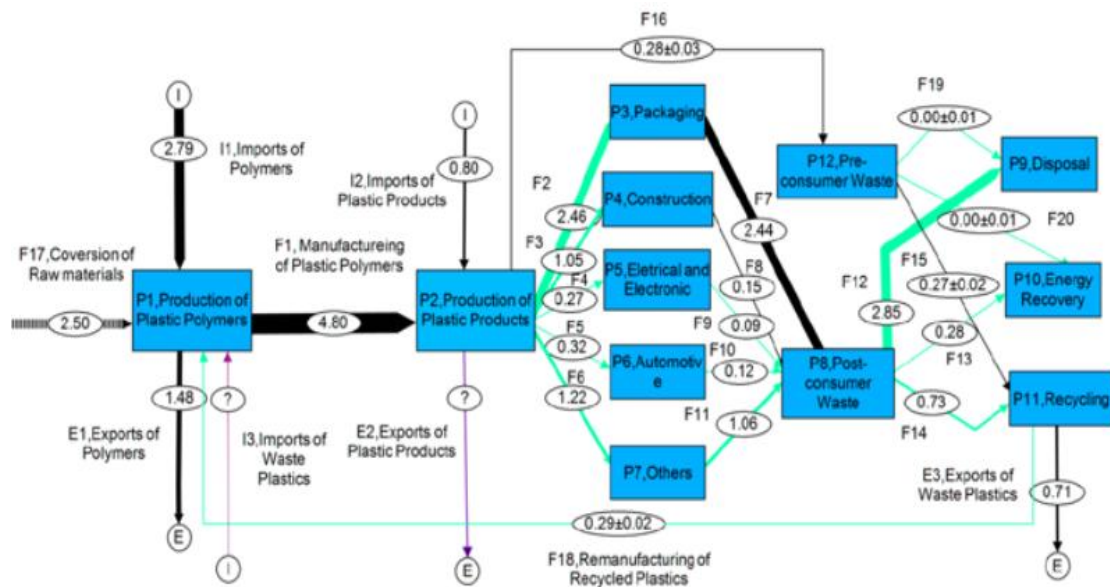
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Average price of spices: 3,991 US\$ per ton (Trade Map)

Pet ( <b>Plastic</b> ) Bottle Flakes WHITE	1 Metric Ton US \$650-750 / Metric Ton (FOB Price)
Pet Bottle Flakes, Chips, <b>Scrap</b>	42 Metric Tons US \$680-850 / Metric Ton (FOB Price)
POM SCRAP	50 Metric Tons US \$400-500 / Metric Ton (FOB Price)
All kind of Garments, <b>plastic scrap</b>	1 Ton US \$2000-3000 / Ton (FOB Price)
pet psf waste yarn	20 Metric Tons US \$400-800 / Ton (FOB Price)

Source: <http://www.alibaba.com/countrysearch/BD/plastic-waste.html>

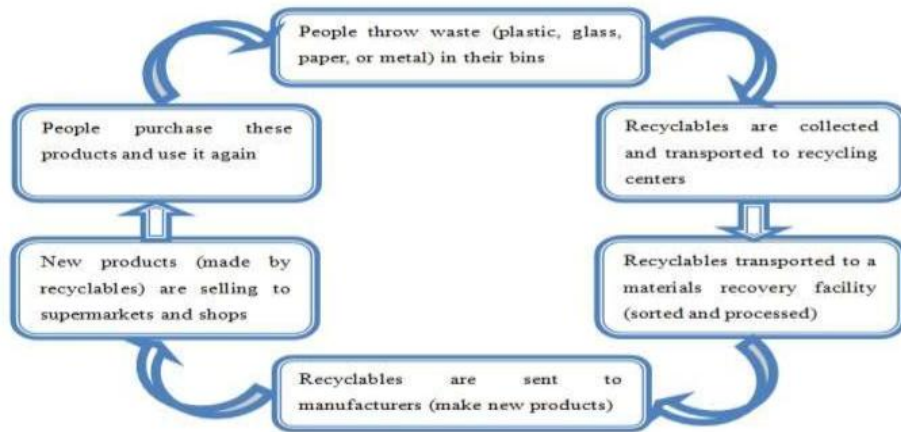
## J. Placement: Distribution Channels



Applications	Recycled Polymer	Typical Products
Packaging	PE	Bottles, buckets, bins, salvers, films
	PP	Bags, trays, recycling bins
Construction	PVC	Floors, pipes, panels, tubes, cables, window and door profiles, warning labels, binders
	PE	Fences, pipes
	P5	Flooring, insulation boards and frames
	PP	Pipes
Others	PET	Clothes, bedding, blankets
	P5	Hangers, pencil boxes
	PP	Automotive battery cases
	SAN, ABS, PC & etc.	Car parts, wood-plastic composites

Source: A report from the ISWA Task Force on Globalization and Waste Management Date: September 2014, Author: Dr Costas Velis

**Figure 3: The Recycling Circle**



*Source: Bouanini (2015)*

*Source: Solid waste management | International Development | KOKUSAI ...*

**\*Note:**

China imports of waste plastics from 117 countries and regions. In China plastic waste outlets have all over the country forming a number of large-scale recycling of plastic recycling market and the processing and distribution center. Mainly distributed in Guangdong, Zhehejiang, Jiangsu, Shandong, Hebei, Liaoning provinces.

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## K. Promotion

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- An excellent way of gaining some exposure is to visit and have a stand at a trade fair or conference. It is also a good way to meet your buyer face-to-face. There are no specific trade fairs for Plastic waste in China, but there is a Multiproduct expo (MATRADE's Trade Promotion Activities 2015) which might be interesting to visit..
- E-waste in China
- China buyers greatly appreciate adopting modern methods of communication (e.g. LinkedIn, Skype, Facebook, Allibaba.com, importer.tradekey.com) and having a good website, company brochure and business cards.
- A good way to promote product and organization is to be able to prove performance regarding product quality. Ask buyers about their specific requirements.

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## L. Potential Prospects

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### Buyer List

SI	Organization	Country	Contact no.	Website
1.	Qingdao Lianda Lifeng International Trading Co. Ltd.	China, Qingdao, Shandong	<b>Phone:</b> 86 532 85931281 <b>Fax</b> : 86 532 85931282 <b>Executives-</b> Xing Jun (GM)	<a href="http://www.kompass.com/c/ldlf">http://www.kompass.com/c/ldlf</a>