

China Plastics & Rubber Journal (CPRJ)





We aim to offer a wide range of media services and events, which reinforce communication and cooperation among industry leaders, effectively spread technological thoughts, share market insights and inspiring ideas, help advertisers to expand their business and enhance brand awareness.

The ONLY Official Media of CHINAPLAS

- Official Website
- eNews
- Show Daily
- International Visitors' Guide
- Live Streaming



600,000+ Global Members

Exclusive 180,000+
CHINAPLAS Visitor Database

No. of New Reader Data in the 1st Half of 2019: 116.936

By Job Function

32%

Chief Engineer / Senior Engineer / Production / Equipment Manager & Engineer

25%

Product Design / R&D / Technical / Quality Control Manager & Engineer



21%

Managing Director / General Manager / Factory Manager

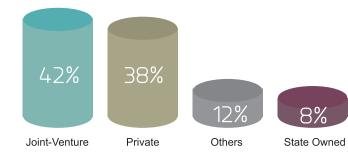
19%

Purchasing Manager & Executive

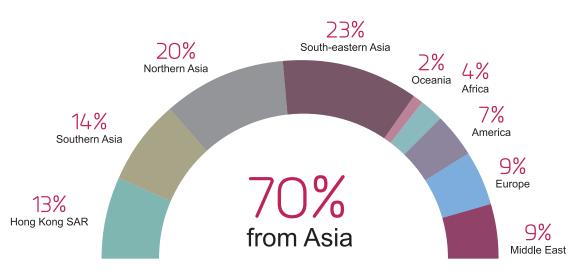
3%

Others

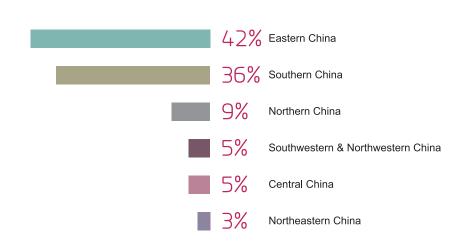
By Ownership



• Qualified Members in 193 Countries & Regions

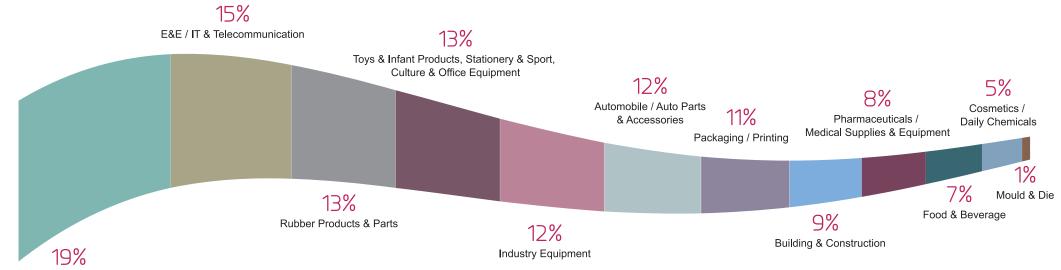


China Readers by Geographical Categories



By Sector

Plastics Products & Parts







Online Media

- 90,000+ Monthly Users
- 6 Webinars with 1389 Audiences in the past 4 Months
- 500,000+ Live Streaming Views in 2019



Social Media

- 60,000+ WeChat and Facebook Followers
- 9,000+ Views on Average for Every Weibo Post







We Are Your Best Choice

- Loyal membership database by constant and precise screening
- Integrated marketing tools to maximize your brand exposure and investment return
- Strong editorial team and 100+ contributors globally, delivering industry news, technology updates, market trends and insights
- Close collaboration with industry associations, experts and leading event partners
- Bonus promotions at 40+ local and international events

Prints

- China Plastic & Rubber Journal (CPRJ)
 Bi-monthly magazine since 1982, reaches 29,000+
 Chinese readers per issue
- CPRJ International Edition
 Quarterly magazine since 2009, reaches 15,000+
 overseas readers per issue



Conference & Customized Events

- 8,000+ Attendees in the past 3 Years
- Targeting Sectors: Automotive, Packaging, Medical, Appliance, 3C Electronics, Recycling & Circular Economy and more



Content Marketing is the Trend

Hottest topics and industrial innovations such as circular economy, sustainable packaging, new mobility, 5G applications, Industry 4.0 and 3D printing will be introduced to readers seamlessly through our channels. Advertisers enjoy the maximum exposure of their product innovations through our platforms, which helps to build confidence, positive and lasting effect on brand promotion.

Online Media

Adsale Plastics Network – One-Stop Resources Sharing Platform

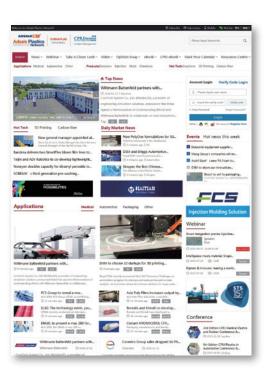






- Content website with brand new design and upgraded features
- Expert insight, video news and show coverage supplement
- Connecting top suppliers with global buyers all year round

Our goal is to maximize your ROI!





AdsaleCPRJ.com

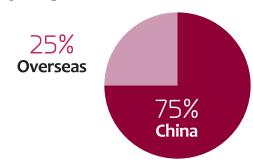


Average Monthly Visitors



38% users visit our website by mobile.

User by Region



From 193 countries and regions

User Behavior

- Average Engagement Time: 1 minute 12 seconds
- Bounce Rate: 42.9%





CPRJ Weekly eNews

- News Highlight of the Week
- Every issue is sent to around 200,000+ members
- 22.4% readers now read our responsive eNews on mobile devices.

CPR JInternational		More Newsletters He
		Forward >>
Advolo CPRU.com 100 100		Contact Us >>
	each out to 135,000	
REGISTER NOW!	plastics datasheets	POLYSTAR
Top News		
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AUS-ETHIOLISC LLC	. POLYDNE SHANGHW CO., LTD	
UARGOONS LIANSU MACHINERY MANUFACTURING	 WELLTEC WACHINERY LTD. DONOROWN ALFA AUTOMATIC 	

Top 5 Readership Ranking

- 1 China
- South Korea
- **3** USA
- 4 Singapore
- 5 India

Source: 2019 July Figures

Page Views

2019	Monthly Page Views
Jan to Jun Average	195,060
Highest	255,276

Social Media



52,000+

WeChat followers



1.6 million

Weibo followers



10+

Groups by application industry



8,000+

Facebook followers

Targeted Emailing

- Find your potential customers among Adsale's 600,000 global members
- Guaranteed 100% successful delivery rate

Open Rate







Opened by Mobile: 24.3%

Data Source: www.google.cn/analytics

5 Simple Steps for Your Customized Service

- Select your targeted group by product category and region
- Confirm order and delivery date
- Submit your HTML message and subject
- Settle payment
- Email sent

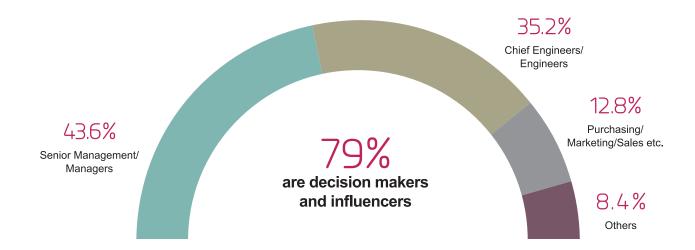


html sample

Webinar@CPRJ Live

One-Stop Customized Solution

- Targeted audience invitation
- Customized registration
- Audience screening
- Interactive game/survey
- Post-event video broadcasting
- Analytic report with attendees' comments



Average per Webinar



28 Questions



Data source: CPRJ Webinars in past 12 months





























Participants (Partial)



Apple | Huawei | Cisco | Philips | Fitbit



Coca Cola | Mars | Amcor | Nestle | P&G



Midea | Gree | Haier | Foxconn | Xiaomi



Oliver | MicroPort | Baxter | GE Healthcare



Yanfeng Motor | Great Wall | Honda | BAIC | Ford

and more...



CHINAPLAS Official Media





CPRJ has been CHINAPLAS' preeminent partner since 1985, helping exhibitors reach potential buyers before, during and after the show.







3-6 August 2020, Shanghai, China | Organizer: Adsale Exhibition Services Ltd.

Estimated Figures







You will see CPRJ throughout CHINAPLAS

As the official media partner of CHINAPLAS, CPRJ is its exclusive and most prominent media. CPRJ prints, online and social media promotions can be found throughout the fair. We also provide editorial newscasts and cross-media packages to maximize your visibility and generate more sales leads in CHINAPLAS, which include:



ChinaplasOnline.com

Connect with International Buyers All Year Round

- Up to 254,695 active users during CHINAPLAS show month
- Enjoy FREE priority listing in "Product Category" search results
- User by Language



Data source: Jan 2018 to Dec 2018

Unique Visitors (2019)

JAN 73,348

U-U FEB 192,231

MAR 211,185

APR 123,185

MAY 254,695
(CHINAPLAS Show month)



CHINAPLAS eNews

Pro-active Promotion Channel to Attract the Attention of Visitors

- Reach out to CHINAPLAS pre-registered visitors and Adsale plastics members
- Total 8 issues are delivered before, during and after CHINAPLAS
- Total page views in 2019 reached 181,045 with 15,160 ad clicks

Pre-show

4 issues delivered 1-6 weeks prior to the show

Mid-show

3 issues delivered during the show

Post-show

1 issue delivered 1 month after the show



More details: ChinaplasOnline.com/WebSponsor

Previous eNews: AdsaleCPRJ.com/CPSeNews

CHINAPLAS Official Media





Show Daily

Published in 3 editions to serve visitors with different interests:



International Edition (in English)

- The ONLY onsite newspaper with the most direct and impactful promotional materials for visitors.
- eCopy is available at *ChinaplasOnline.com* & *AdsaleCPRJ.com* and delivered via the eNewsletter to Adsale Plastics members.



Scan to view eCopy









International Visitors' Guide

The **ONLY** Official English Guide for CHINAPLAS





Scan to view eCopy

- This is the ONLY publication distributed to overseas visitors at the registration counter, with extra copies available in the VIP lounges, CPRJ stands and at free magazine counters.
- eCopy is sent by email prior to the show to international readers, cooperating associations and overseas delegations, also available at *ChinaplasOnline.com* & *AdsaleCPRJ.com*.

Overseas Associations (Partial)

Gujarat State Plastic Manufactures Association Malaysian Plastics Manufacturers Association PAGEV – Turkish Plastics Industry Foundation The Philippines Plastics Industry Association Thai Plastic Industries Association The All India Plastics Manufacturers' Association Vietnam Plastics Association and more ...







CPRJ Conference & Showcase





Spotlighting the industry's up-to-date trending topics and connecting industry experts, technology end-users and plastic processing manufacturers for discussions of market insights and case studies. We help sponsors to enhance professionalism, brand exposure and sales lead generation.

2020 Schedule



2nd | Recycling & Circular Economy April 20 · Shanghai



6th | 3C Electronics

June · Eastern / Southern China



8th | Packaging

August 6 – 7 · Eastern China



6th | Home Appliance

September · Eastern / Southern China



3rd | Medical

October 21 – 22 · Shanghai



10th | Automotive

November · Shanghai

Previous Co-organizers/Partners:





































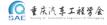


















- CPRJ has served over 8,000 conference attendees in the past 3 years.
- 98% of the attendees rated for the overall organization of conferences as Satisfactory to Excellent.
- 78% participants were management grade, engineers, product designers, experts with decision making authorities.
- 70%+ of the attendees were from end-users, brand owners, OEM / ODM of target application manufacturing sectors.

*Sources: Over 90% of sponsors completed survey during the 2019 CPRJ conferences.

Feedback from Sponsors and Audiences

Marketing tools including online and offline channel to impact and coverage strengthened our brand image, which can further influence the buyers.

Multitech Machinery (Shenzhen) Ltd.

With the well organized for the conference and showcase, it helps exposure our brand image via CPRJ Conference.

Wacker Chemicals (China) Co., Ltd.

There're so many big wigs gathered in the conference, fruitful content included a lot of cutting-edge technology and information, especially through this conference, designers and materials experts from different fields to exchange ideas face to face. I hope the conference will be better and better.

Guangzhou Automobile Group Co., Ltd. & Automotive Engineering Institute

The content was professional. Not just the professional knowledge delivered, we could get to know CMF professionals and high-quality suppliers. The agenda was reasonable, and there were professional guides, as well as time slot for learning and communicating.

Konka Group Co., Ltd.

Collaborate with International Brands, Partners and Local Supporters

Automotive





























Medical























Packaging





































Appliance/ 3C Electronics































CPRJ One-stop Conference Customized Service





Customized Concurrent Workshop

Excellent opportunity to introduce new technologies and success stories in a 60-minute private meeting during CPRJ conferences. Highly efficient platform plus premier brand exposure in all promotion channels.

Post-Conference Tour

- Best way to showcase your technology and enhance customer engagement.
- Allow targeted buyers to access production areas and understand the culture of your organization with a guided group tour in your plant or technology center.

Customized Event

- One-stop event marketing and promotion service
- Industry experts and visitors are invited as per clients' needs and focused sectors



Live Streaming

- Strengthen your brand presence and reach potential customers from all over the world.
- Watch presentations and interviews given by the industrial experts anytime, anywhere via desktop and mobile device.
- All video clips will be uploaded at *AdsaleCPRJ.com* for 1 year and spreaded on CPRJ social media, such as Facebook and WeChat in real time.



Views of Morning Session 199.000+

Average 3000+
Views per Session

Scan to Explore





Recycling & Circular Economy



102 Presentations and Interviews in Total

All-in-one Live Streaming Platform

Accumulated Views

550.000+



Main Page

The entrance to the live streaming for all modules.



Speech

Visitors may click to view recorded sessions and videos anytime, anywhere without boundaries.



Interview

Bigwigs and sponsors share their innovations and insights on the hot topics in our studio.

CPRJ Editorial Plan 2020



The newest information below will be published simultaneously on CPRJ, CPRJ International, Adsale Plastics Network, social media, etc.

Column/Issue	Feb/Mar	Apr/May (A)	Apr/May (B)	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan (2021)
Perspective	3D printing & plastics processing • Innovative 3D printing materials • Innovative applications of 3D printing • Integration of 3D printing and plastic processing	Circular economy & plastics industry Innovative recycling solutions Research and applications of post-consumer recycled (PCR) plastics Life Cycle Assessment (LCA) & reasonable use of plastics	CMF & plastics innovation Coating-free materials & processing In-mold decoration Color trends and solutions	Consumer electronics in 5G era • Smart phone revolution • Base stations • Other consumer electronics	Innovative technologies & applications of injection molding • Optical products • Double/Multi color injection molding • smart manufacturing	Innovative applications of engineering plastics • High performance & more functional • Applications in automotive industry • Applications in medical industry	Innovative technologies & applications of extrusion Blending & modification High efficiency & speed Industry 4.0
Focus of AdsaleCPRJ.com	Feb: 3D printing & plastics processing Mar: Circular economy & plastics industry, CHINAPLAS 2020	Apr: Circular economy & plastics industry, CHINAPLAS 2020 May: CMF & plastics innovation		Jun: Consumer electronics in 5G era Jul: Innovative technologies & applications of injection molding	Aug: Innovative solutions & trends of plastic packaging Sep: Trends of home appliances/small home appliances	Oct: Potential markets & innovative solutions of medical plastics Nov: Plastics facilitate automotive lightweighting & intelligentization	Dec: Innovative technologie & applications of extrusion Jan: Innovative applications of plastics
Frontline	2019 global plastics industry outlook	Trends of lightweighting & plastics applications		A new chapter of smart manufacturing (Automation, Big date, Information technology)	Opportunities brought by the Olympics	Technology trends of medical plastics	Market demand & trends of general plastics
Plastic Application	Caps & closures Synthetic leather	Indoor and outdoor decoration Home appliance/Consumer electronics		Optical products Applications of PCR plastics	3D printing New energy vehicles	Leisure, entertainment Intelligent driving	Mono-material design Drink capsules
Product Design	Case study *Resent reports: R	o Plastic Prize, Ecological energy sa	ving box, Takeaway lunch bowls, S	PE PLASTICS for Life, etc.			
Chemical & Raw Materials	Polycarbonate Electromagnetic interference shielding material Silicone	Modified polypropylene Antimicrobial agent Clarifiers		Specialty engineering plastics High temperature resistant materials Flame retardants	Coating-free materials Modified polyethylene Polyamide	High performance bioplastics Anti-static materials Light stabilizers	Thermoset plastics PCR plastics Pigments & masterbatches
Processing Technologies & Machinery	Thin-walled molding Blown film technologies Surface treatment	Multi-component injection Liquid silicone rubber molding Blow molding		In-mold labelling Thermoforming WPC processing technologies	Woven bag Film extrusion Printing & labelling	Foamed product processing Pipe extrusion Smart compounding	Vertical injection molding Inline recycling Rotational molding
Equipment & Components	Hot runners Dryers Information technology	Molds Inspection equipment Central material processing		In-mold decoration Robots Screws & barrels	Flat dies Plastic welding Solution control systems	Screen changersColoring systemsAutomation	Cooling/Mold temperature Slitting & winding Mold flow analysis
Rubber & TPE	Silicone 3D PrintingSeal parts for home appliances	Rubber injection molding machines Waterproof consumer electronics		Liquid silicone rubber Cables & wires	Seal strips for automobiles Medical silicone and elastomers	Rubber products Elastomers for shoes	Non-pneumatic tires Innovative applications of elastomers
Market & Business Opportunity	Vietnam	China		Indonesia	Japan	The US/Mexico	Europe

Bigwag Face-to-Face	Face to face discussions with	top management, industry associations and professionals on	latest market trends, technology	innovations and development	strategies.	
Environmental Protection	Plastic waste recycling & garbage classification Factory energy saving	Automated inline recycling New energy saving processing	Plastic waste granulating New materials promote energy saving	Modification of recyclates Dryer-less technology/ Highly efficient drying	Plastic waste sorting Cleaner production/waste reduction	Solventless lamination & printing Energy saving standards and regulations
Events Preview/ Special Supplement	Sino-Pack CHINAPLAS Preview I & II (Rich contents covering more than 100 pages including national pavilions, new exhibits, concurrect events) Recycling & Circular Economy Conference		CHINAPLAS Review Packaging Conference 3C Electronics Conference	Home Appliance Conference Taipei Plas	Medical Conference Automotive Conference	ArabPlast
In every issues	News, Products, Show Preview/Introduction, Plastic/Rubber Innovations, User Interview, Reports of Associations & Leading Professionals, Readers' Survey					
Booking Deadline	15 Jan	24 Feb	22 May	20 Jul	18 Sep	11 Nov

CPRJ International Editorial Plan 2020



Column/Issue	Apr	Jun	Jun Oct		
Cover Story	CHINAPLAS 2020 in Shanghai CHINAPLAS 2020 review Fakuma 2020 preview		Fakuma 2020 preview	Fakuma 2020 review	
Focus of AdsaleCPRJ.com	Jan-Feb: 3D printing Mar-Apr: Circular economy, CHINAPLAS 2020	May: CMF & plastics innovation Jun: Consumer electronics in 5G era Jul: Injection molding	Aug: Plastic packaging Sep: Trends of home appliances Oct: Potential of medical plastics	Nov-Dec: Plastics facilitate automotive lightweighting & intelligentization	
China in Focus	Chinese plastic processing and machinery makers report	Strategic expansion of Chinese enterprises	Circular economy in China	Blooming new energy vehicles market in China	
Market Lookout	Southeast Asia	Europe	North America	Middle East	
Processing Technologies	Caps & closures / Hot runners	Robots / Industry 4.0 & digital platforms	Extrusion / Sorting & recycling	Monomaterial processing / Dies & molds	
Plastics Applications	5G	Sports equipment & stadium construction	Electric vehicles	Sustainable packaging	
Chemicals & Raw Materials	EMI shielding materials for electric vehicles	Materials for 3D printing	Additives and masterbatches for better sustainabililty	Chemical recycled materials	
Rubber & Elastomers	TPE for consumer electronics TPU for automotive LSR for medical Rubber injection		Rubber injection		
People	Face to face discussions with top management, industry associations and professionals on latest market trends, tecehnology innovations and develoment strategies.				
Product design	Case study of new plastic products design				
Industry Update	Insight on latest news, rules and regulations, M&A and other developments.				
Events Preview / Special Supplement	CHINAPLAS Interpack	CHINAPLAS Review ProPak Asia	Fakuma Vietnam Plas IPF Japan	Plastic & Rubber Indonesia JEC Asia Innovation Awards Competition & Gala (IAC&G)	
Booking Deadline	24 Feb	22 May	14 Aug	11 Nov	

2020 Bonus Distribution





CPRJ and CPRJ International are distributed at more than 40 local and international events every year to reach new readers. We help advertisers maximize exposure not only in China but also globally.

	Overseas	
Date	Event Name	City/Country
Jan 13-16	International Plastic & Petrochemicals Trade Exhibition	Riyadh, Saudi Arabia
Jan 15-17	Automotive Lightweight Technology Expo	Tokyo, Japan
Jan 28-31	INTERPLASTICA	Moscow, Russia
Feb 11-13	The WestPack Expo	Anaheim, USA
Feb 12-15	IPF - Bangladesh International Plastics, Printing & Packaging Industry Fair	Dhaka, Bangladesh
Feb 23-26	International Polyolefins Conference	Texas, USA
Feb 24-27	Plastivision Arabia	Sharjah, UAE
Mar 5-7	Complast - Nigeria	Lagos, Nigeria
Mar 6-8	3P Pakistan - International Exhibition for Plastic, Printing and Packaging Industries	Karachi, Pakistan
Mar 16-19	PLASTIVISION Arabia	Sharjah/UAE
Mar 18-20	Indonesia International Trade Show for Automotive Industry $({\rm INAPA})$	Jakarta, Indonesia
Mar 27-28	ACI's World Elastomer Summit	Lyon, France
Mar 30-Apr 2	Society of Plastics Engineers Annual Technical Conference (ANTEC)	San Antonio, USA
May 7-13	Interpack	Düsseldorf, Germany
Jun 8-11	RosUpack - International Exhibition for the Packaging Industry	Moscow, Russia
Jun 17-20	ProPak Asia - International Processing and Packaging Exhibition for Asia	Bangkok, Thailand
Jun 24-27	Interplas Thailand	Bangkok, Thailand
Aug	Plastic & Pack Pakistan	Pakistan
Aug	International Plastics, Machinery Industry Fair(CIMIF)	Cambodia
Sep 2-5	The Indonesian Internatioanl Plastics, Processing, Packaging and Printing Exbihitons	Jakarta, Indonesia
Sep	Annual SPE Automotive Composites Conferences & Exhibiton (ACCE)	USA
Oct	Vietnam International Plastics & Rubber Industry Exhibition (VietnamPlas)	Vietnam
Oct 4-7	TPO - Automotive Engineered Polyolefins Global Conference	Detroit, USA
Oct 6-10	International Plastic Fair (IPF Japan)	Chiba, Japan
Oct	International Plastics, Rubber, Printing, Packaging Industry Exhibition	Myanmar
Oct 13-17	Fakuma	Germany
Nov 10-13	Plast Imagen	Mexico City, Mexico
Nov	JEC Asia	Seoul, South Korea
Nov	Innovation Awards Competition & Gala (IAC&G)	USA
Nov	Plastic & Rubber Vietnam	Hanoi, Vietnam
Dec	Plast Eurasis Istanbul - International Istanbul Plastic Industries Fair	Istanbul, Turkey

	China	
Date	Event Name	City/Countr
Feb 19-21	TCT Asia	Shangha
Feb 25-28	Shanghai Intelligent Factory Exhibition	Shangha
Feb 26-28	Guangzhou International Mould & Die Exhibition (Asiamold)	Guangzho
Feb 26-28	SPS – Industrial Automation Fair Guangzhou (SIAF)	Guangzho
Mar 4-6	China (Guangzhou) International Exhibition on Packaging Products (PACKINNO)	Guangzho
Mar 4-6	China International Exhibition on Packaging Machinery & Materials (Sino-Pack)	Guangzho
Mar 4-6	China International Exhibtion on Label Printing Technology (Sino-Label)	Guangzho
Apr 9-12	China International Medical Equipment Fair/ International Component Manufacturing &	Shangha
	Design Show (CMEF/ ICMD)	
Apr 13-15	China (Guangzhou) International Auto Parts Expo (CAPE)	Guangzho
Apr 21-30	Beijing International Automotive Exhibition (Auto China)	Beijin
Apr 21-24	International Exhibition on Plastics and Rubber Industries (CHINAPLAS)	Shangha
Jun 22-24	International Processing and Packaging Exhibition (ProPak China)	Shangha
Sep 9-13	Taipei International Plastics & Rubber Industry Show (Taipei Plas)	Taipe
Sep	Medical Fair China	Suzho
Sep	China Composites Expo	Shangha
Sep	Medtec China	Shangha
Oct 13-16	International Brew & Beverage Processing Technology and Equipment Exhibition for China	Shangha
Oct 27-29	International Exhibition on Electric Power Automation Equipment and Technology /	Beijin
	International Exhibition on Electrical Power Equipment	
Nov	China DMP International Mould, Metalworking, Plastics & Packaging Exhibition (DMP)	Shenzhe
Nov	Guangzhou International Electric Vehicles Show	Guangzho
Nov	Guangzhou International Auto Parts & Accessories Exhibition (Auto Guangzhou)	Guangzho
Dec	Automechanika Shanghai	Shangha

For updated event calendar and CPRJ's bonus distribution, please visit: AdsaleCPRJ.com/Event

Special Thanks to Advertisers & Supporters (Partial)

Chemical & Raw Materials



























































































































































































































































Industry Associations, Trade Shows and Others



























Global Network







The China Trade Promotion Specialist Since 1978

Established in 1978 in Hong Kong, the Adsale Group is a dynamic trade media group in Asia Pacific with 300 staff members, for many years literally millions of buyers, end-users, exhibitors and advertisers have benefited from Adsale's extensive year-round support and its wealth of the www,Adsale,ocm,hk cross-industry database,

HEAD OFFICE – HONG KONG

ADSALE PUBLISHING LIMITED

6th Floor, 321 Java Road, North Point, Hong Kong

- +852 2811 8897
- □ cprj@adsale.com.hk
- AMS. JANET TONG

PR CHINA – SHANGHAI

Unit 1103-1104, 11/F. Vanke Centre, 970 Nanning Road, Xuhui District, Shangahi, 200235

- +86 21 3325 5688/3325 5615
- info@sh.adsale.com.hk / media@adsale.com.hk
- AMR. ERIC SHEW / MS. TINGKI ZHU

PR CHINA - SHENZHEN

Unit 2005-2010, 20/F., Tower B, Excellence Meilin Centre Plaza, 126 Zhong Kang Road, Futian District, Shenzhen, 518049

- +86 755 2354 7232
- cprj@adsale.com.hk

 com.hk

 com.hk
- AMR. BOURNE XU

PR CHINA – BEIJING

Room 312, 4th Floor, Hall 1, CIEC, No. 6 Beisanhuan East Road, Chaoyang District, Beijing, 100028, (Beijing 5403 mail box)

- +86 10 8460 2766
- info@bj.adsale.com.hk
 info@bj.adsale.com.hk
- AMS. LIU LI

SINGAPORE

ADSALE PEOPLE(S) PTE LIMITED

Suite 77, The Octagon 105 Cecil Street #07-01 Singapore 069534

- **+**65 3157 3101
- info@sq.adsale.com.hk / JeanHam@sq.adsale.com.hk

 info@sq.adsale.com.hk

 info@sq.adsale.com.hk
- & MS. JEAN HAM

Media Representatives

GERMANY & AUSTRIA

VERLAGSBUERO KOEHLER

Erikaweg 47, D-40723 Hilden, Germany

- +49 2103 23292
- ek@koehler-adservice.de
- A MRS. EDELTRAUD KOEHLER

USA & CANADA

JUST GLOBAL, INC.

1321 Sydney Dr, Sunnyvale, CA 94087, USA

- +1 408 799 2839
- promotion@justglobal.net
- A MS. MONICA YEUNG

ITALY

SFINT SRI

Centro Direzionale Milanofiori, Palazzo F1 20090 ASSAGO, Milan, Italy

- +39 02 825 3326
- seint@seint.com
- A MR. CLAUDIO CELATA

SOUTH KOREA

PLASTIC HANDLER

501 Samyang Solribeu, 28, Dusan-ro, Geumcheon-gu, Seoul, 08583

- +82-70-4440-9583
- A MR. SUK PAEK











