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FOR THE SECOND TIME, *TECNOLOGÍA DEL PLÁSTICO* AND *CONVERSIÓN* MAGAZINES LAUNCH TECHNICAL SEMINARS IN SPANISH DURING NPE 2009

(Miami, FL, USA.) *Tecnología del Plástico*, *Conversión* and the **Society of the Plastics Industry (SPI)** join efforts once more to launch the seminar: "**Trends, opportunities and technologies to improve the competitiveness of the Latin American plastics industry**" during the international trade show **NPE 2009**. This is the second time that NPE presents a technical and business seminar series 100% in Spanish, addressed to Spanish speaking professionals who visit the show. The seminar series will be held during the morning hours of June 23, 24 and 25, 2009.

Natalia Ortega, editor of *Tecnología del Plástico* and Academic Director of the event, commented: "The seminar was designed to provide up-to-date information focusing on the Latin American market. The program will include the following sessions: 1. Sustainability and Efficient Production; 2. Manufacturing of Flexible Packaging; and 3. Market Opportunities for Bulk Molded Products. The first session offers useful tools to raise the competitiveness of the Latin American professionals in the plastics industry, regardless of the transformation processes they use or the markets they serve. The second session includes conferences with the following topics: Industry trends; advances in raw materials and additives to enhance performance; business opportunities that offer solutions for high performance flexible packaging; developments in processing technologies and success stories. The last session looks to provide information for injection and blow molders in Latin America to help them access specialized markets." Ortega added: "These topics will be addressed by professional consultants, technology experts or specialized scholars. Some of them can have commercial bonds with companies that provide plastics transformation technologies. All presentations will focus in current market trends, challenges and success stories. This seminar also counts with the support of the Flexible Packaging Division of the Society of Plastics Engineers (SPE), entity that has a strong tradition as a leading generator of high-level technical information for all sectors of the plastics transformation industry."

Alfredo Domador, Executive Director of the seminar, commented: "The academic program in Spanish presented for the first time in NPE 2006 was a success. At that time we welcomed more than 160 Latin American visitors in the three sessions combined and we counted with the support of nine important suppliers who sponsored the event. It should be noted that visitors and suppliers who participated in 2006 expressed their desire to participate again in a second edition, reason why *Tecnología del Plástico*, *Conversión* and SPI decided to launch a second and enhanced academic program in NPE 2009. We are very pleased to announce that at this early stage we already count with nine suppliers that confirmed their support as sponsors, an early and positive sign that promises a greater participation and success for this second seminar edition."

As a way to thank our pioneer attendees, the organizers are extending a 10% discount to those professionals who participated in the Spanish seminars at NPE 2006. The event is made possible by the sponsorship of the following suppliers: Arburg, Arkema, Conair, D-M-E, Gloucester Engineering Co, Macro Engineering, Milacron Inc, Motan and Pillar Technologies.

<http://www.plastico.com/seminarios/npe09>