

DATE: 28 MARCH 2016

CIRCULAR NO: 11/2016

TO: ALL MEMBERS

Advertise in the MPMA Directory 2016-2017

MPMA is in the midst of preparing the MPMA Directory 2016-2017. In this regard members are strongly encouraged to advertise in the Directory and attached is the MPMA Directory Rate Card with the Order Form.

WHY SHOULD MEMBERS CONSIDER ADVERTISING IN THE MPMA DIRECTORY?

The most important reason is because the MPMA Directory is the **ONLY** register of plastics manufacturers in Malaysia.

If you do business in a special sector – such as plastics, it makes sense to ensure that you are listed in the relevant trade or business directory such as the MPMA's Directory that have a long shelf life as the MPMA Directory is printed on a biennial basis, and the people who consult them are predisposed to buy goods and services in your sector. Potential customers use these directories as industry references, and it is often the first place to look for new suppliers.

If you are not advertising in the MPMA Directory, then you are missing a great opportunity to place your business in front of professionals and consumers who are searching for businesses and services like yours.

Like any directory, you will be listed alongside your competitors, so it pays to advertise to ensure you communicate what is special about your business. In other words, make sure your business is found – via an advertisement, when someone is looking for you.

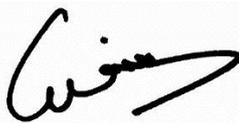
In essence, advertising in MPMA's Directory is important, simply because it helps companies find what they are looking for.

Don't miss out on this opportunity to GET NOTICED and REACH NEW CUSTOMERS by advertising in the MPMA Directory.

For more information please contact Ms Mandy Kok or Mr Francis Valladares of the MPMA Secretariat at T: 603-7876 3027.

Thank you.

Yours sincerely,



ST GIAM
Executive Director