

5th CEE Rubber & Tire Markets

20-21 Oct 2011 / Vienna
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DAY 1 - 20 Oct 2011, Thursday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introduction
- 09:10 **Going Global – Strategies to Remain Competitive in the Tire Industry**
• Managing change, growth & costs
Sunam Sarkar, Chief Financial Officer, Apollo Tyres
- 09:40 **Tire Business in Poland & Baltics: Today and Tomorrow**
• Historical data and trends
• Comparison with other European countries
• Forecast of the future development
• Conclusions
*Sergejs Pusnakovs
General Manager (Poland & Baltics)
Bridgestone Sales Polska*
- 10:10 **Natural Rubber Supply Outlook & Challenges**
*Robert Simmons, Head of Rubber & Tire Research
LMC International*
- 10:40 Discussion followed by Refreshment Break
- 11:10 **Raw Material Cost Drivers & Market Determinants: How will it Impact the CEE Markets**
*Bernd Helbing, Director for C4 & Derivatives (EMEA)
CMAI Europe GmbH*
- 11:40 **Shifting the Supply Demand Dynamics: Butadiene Market Scenario**
• New capacity in South America & impact on global/European market
• Alternative technology for BD production – bio-feedstock options
• Meeting rubber segment demand in Latin America & Europe
*Fernando Luis Weber
Europe Manager (Basic Petrochemical Units)
Braskem Europe*

- 12:10 **Outlook, Challenges and Opportunities for BD Derivatives Businesses – A European Consumer Perspective**
*Rafael Cayuela, Commercial Manager Butadiene & Global Strategic Business Analyst
Styron Feedstock Europe*
- 12:40 Discussion followed by Networking Lunch
- 14:00 Chairman's Introduction
- 14:10 **EU Regulatory Policies & Impact on International Tire Trade**
*Dr. Stuart Cook, Director of Research
Tun Abdul Razak Research Centre TARRC*
- 14:40 **Development of Bio-Based Process for Isoprene**
• Why develop a bioprocess to make isoprene?
• Nature of joint development program with Genencor
• Review of results of bioprocess and polymerization of bioisoprene
*Dr. David A. Benko, R&D Fellow
Goodyear Tire & Rubber Company*
- 15:10 **Developments in Cellulose Biogenic Polymer for Tire Cords**
*Dr. Kurt Uihlein
Marketing, Development & Raw Materials Manager
Cordenka GmbH*
- 15:40 Discussion followed by Refreshment Break
- 16:10 **Tire Recycling in CEE – From Sourcing to Market, What is the Scenario?**
• CEE legislations for tyre collection
• Overview of the tire recycling companies operating in CEE (volume)
• Markets for tire recycling material (rubber / steel / textile)
Robert Weibold, Executive Board Member, WIL AG
- 16:40 **Commercialization of New Materials & Product Developments from Tire Recycling**
Cezary Janicki, Product Manager, Eco Logic Sp
- 17:10 Discussion followed by End of Day 1

DAY 2 - 21 Oct 2011, Friday

- 09:00 Chairman's Introduction
- 09:10 **Anti Dumping & Anti Subsidy – Trade Barriers for the Tire Industry**
*Dr. Georg Berrisch, Partner
Covington & Burling LLP*
- 09:40 **Russian/CIS Synthetic Rubber Market Recovery & Polymer Production Outlook**
• Domestic demand and export opportunities
• Growth in SBR and tire sector
• Market trends and challenges
- 10:10 **Synthetic Rubber Demand & Outlook for Czech Republic**
• Economic outlook in Czech Republic
• Tyre making / demand
• Synthetic rubber supply and demand
• Specific challenges
*Sim Elman, Director of SBR Marketing & Sales
Synthos Kralupy a.s*
- 10:40 Discussion followed by Refreshment Break
- 11:10 **Sustainable Mobility - How LANXESS Brings it on the Road**
*Christoph Kalla
Head of Marketing (Performance Butadiene Rubbers)
LANXESS International SA*
- 11:40 **Naphthenic Black Oil for Fuel-Efficient Tyres**
• Global tyre oil market update and refining trends
• Performance study of tyre oils in SSBR and ESBR tyre tread compounds
Dr. Markus Hoffmann, Technical Market Support (Naphthenics), Nynas AB
- 12:10 Final Discussion followed by Closing Lunch
- 13:30 End of Conference