

Program topics, speakers and schedules listed herein are confirmed as at printing time.  
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# 3<sup>rd</sup> Rubber & Tire RUSSIA/CEE MARKETS

14-15 October 2008 / Krakow, Poland  
Novotel Krakow Bronowice Hotel

*“Staying competitive amid soaring raw material costs and fast consolidating markets”*

Sibur Tires

Lanxess

LMC

Rosava

MLPC-International

Raiffeisen Central Bank

Fenner Dunlop

MITAS

Reifen-Ihle

Green Rubber Global

Birla Carbon

Bekaert

Synthos

Shanghai Tyre & Rubber

promotion partners

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Korea Chemical Market Research Inc.

**EURASIAN**  
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INTERNATIONAL BUSINESS MAGAZINE

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**IBIS** Polymers, Plastics & Rubber  
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**RubberAsia**  
THE COMPLETE MAGAZINE ON RUBBER



## Day 1

Tuesday, 14<sup>th</sup> October 2008

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome Remarks
- 09:10 **NATURAL RUBBER MARKET OUTLOOK**
- What is happening in rubber producing countries?
  - Demand situation : will it continue increasing given the global economic slow-down?
  - How long will the supply shortage prevail ?
  - What is the scope for new sources of NR ?
- Robert Simmons, Head Rubber and Tyre Research Division  
**LMC International Ltd**
- 09:45 **OTR MARKET IN CIS**
- Overview and value of market share
  - Growth forecast & expansion plans in the future
  - Main exports and demand drivers
  - Future developments and challenges
- Igor Karavaev, Deputy CEO Strategy & Development  
**Sibur Tires**
- 10:20 Discussion followed by Refreshment
- 10:50 **MACRO ECONOMIC OUTLOOK OF RUSSIA/CEE**
- Inflation is back - for longer than anticipated ?
  - Reasons for a trend reversal of the deflation process in CEE
  - Labour market conditions causing a wage/price spiral?
  - Interest rate trend responding to inflation outlook
  - Strong currencies reflecting interest rate differentials
- Peter Brezinschek, Head of Research  
**Raiffeisen Central Bank**

- 11:25 **MARKET OUTLOOK FOR BUTYL RUBBER**
- Richard Dobson, Marketing Director EMEA/LATAM Business Unit Butyl Rubber  
**Lanxess International SA, Switzerland**

- 12:00 **CEE'S SYNTHETIC RUBBER MARKET**
- Demand-supply dynamics
  - Impact of rising feedstock costs
  - Challenges and opportunities
- Sim Elman, Commercial Director - Synthetic Rubber and Monomers  
**SYNTHOS SA**

12:35 Discussion followed by Lunch

- 14:00 **NITROSAMINE-FREE ALTERNATIVE TO OTOS IN NATURAL RUBBER COMPOUNDS**
- How it helps save costs ?
  - Trends in the industry & commercialization prospect
  - Future outlook
- Pierre LUGEZ, Development & Customers Technical Support Manager  
**MLPC-International**

- 14:30 **RAW MATERIAL SOURCING STRATEGIES AND CHALLENGES**
- Craig Collins, North American Sourcing Leader  
**Fenner Dunlop**

- 15:00 **TRACTOR TIRES – TENDENCIES IN DEVELOPMENT**
- Basic requirements in different tire application groups
  - Effect of technology changes in agricultural machinery on product range and outlook on future developments
  - Development of tractor market
  - Development in characteristics of tire:
    - tire dimensions & volume,
    - load/speed figures
    - dynamic tire characteristics
- Hans-Ulrich Klose, Director for Product Management/Automotive Engineering  
**MITAS**

15:35 Discussion followed by Refreshments

- 16:05 **POTENTIAL FOR STEEL TIRE CORD IN RUSSIA/CEE**
- Boudewijn De Loose  
Global Marketing Manager Steel Cord  
**Bekaert SA**

- 16:40 **REACH LEGISLATION IMPLEMENTATION & ASSESSING ITS IMPACT ON THE RUBBER & TIRE INDUSTRY**

17:15 Discussion followed by End of Day One

17:30-1830 hrs.

*Networking Reception*  
for Speakers & Delegates

## Day 2

Wednesday, 15<sup>th</sup> October 2008

- 09:00 Chairman's Introduction
- 09:05 **TIRE RECYCLING TRENDS, NEW TECHNOLOGY AND POTENTIAL**
- Steve Nieto  
Senior Vice President, Americas  
**Green Rubber Global**
- 09:35 **CHINA'S ROLE AS A TIRE EXPORTER AND ITS IMPACT ON RUSSIAN DEMAND**
- Fan Xian, Board Chairman  
**Shanghai Tyre & Rubber Co Ltd**
- 10:10 **UKRAINE'S TIRE MARKET TRENDS**
- Investment prospects
  - Demand/supply balance
  - Coping with rising raw material costs
  - Growth outlook
- Olga Shurpach, Marketing Director  
**Rosava JSC**
- 10:40 Discussion followed by Refreshment

## FROM OTR TO TRACTOR TIRES, TIRE RECYCLING, OPTIMAL SOURCING STRATEGIES IN VOLATILE MARKETS...

### 11:10 POTENTIAL FOR RETREADING INDUSTRY

- Economics & environmental factors
- Competition & investment outlook
- Future prospect and direction of retreading business

Senior Representative  
**Reifen - Ihle GmbH**

### 11:40 GLOBAL CARBON BLACK MARKET PROSPECT

- Demand-supply dynamics
- Expansion plans updates
- Impact of rising raw material costs and how it'd impact the industry
- Future challenges and prospect ahead

Rahul Kohli, Global Marketing Head  
**Birla Carbon**

### 12:15 TIRE DISTRIBUTION & MARKETING TRENDS

12:45 Final Discussion followed by  
Close of Conference and Lunch

#### YOU WILL NETWORK WITH

- MDs & CEOs • VP • GM • Sourcing Directors/Managers
- Product Directors • Sales & Marketing Directors/Managers
- Business Development Directors/Managers • Material Suppliers • R&D Directors/Engineers • Technology Design Engineers • Consultants/Analysts **from natural & synthetic rubber producers, tire manufacturers, rubber chemical processing producers, carbon black producers & all companies involved in tire and rubber industry.**

*Kraków is one of Europe's picturesque and charming cities. She is one of Poland's most important economic centres and has traditionally been one of the leading centres of Polish scientific, cultural and artistic life. Krakow has a history encompassing more than a thousand years and remains the spiritual heart of Poland. It is situated at Europe's crucial crossroads between Germany and Ukraine and between Scandinavia and the south of the continent with convenient and international air and road networks. Krakow's historic centre which includes the Old Town, Kazimierz and the Wawel Castle is on the list of World Heritage Sites.*

*Apollo Tyres to build a greenfield plant in Hungary with an investment of 200 million euros.*

*~ The Economic Times, Mar 10, 2008*

*For the first time in three years, a foreign tire-maker may build a plant in Russia. The U.S. company Goodyear is considering a \$200-250-mln project in Yaroslavl region to produce up to 5 mln car tires a year.*

*~ LexisNexis, May 19 2008*

Prices for synthetic and natural rubber have risen tremendously amid rising crude prices and harvest woes of natural rubber plantations. As material substitution for rubber is minimal, buyers need to juggle costs with more efficient sourcing strategies. What are the challenges and procurement strategies available?

A boom in mining and agriculture activities invariably means a rise in **Off the Road Tires (OTR)**. There is a global shortage now and Bridgestone, whose OTR sales rose by more than 5% last year, plans to increase its output of large and ultra large radial tires by 40% by 2012. (Source: Tire Review, April 1 2008). What is the market dynamics for OTR tires in the CIS region ? The increase in OTR demand has also sparked a demand for retreading. What is the potential and will the growth be parallel to other markets like USA?

While cost management remains important, tire makers in Russia/CEE will also need to continuously innovate to maintain their market position in meeting international industry standards. What are the latest tire trends in the region?

As going "green" becomes more important, will tire recycling play a more important role in the future? What are the trends and prospects ?

### Key Reasons to attend CMT's 3rd Russia/ CEE Rubber & Tire Markets

- Gain valuable input from key tire producers on the outlook of **OTR** market in the CIS & development trends of **tractor tires**.
- Latest tire market trends in Ukraine.
- Analyse demand-supply dynamics of raw materials : natural rubber, synthetic rubber, carbon black, steel tire cord, etc.
- Assess the cost-effectiveness potential of Tire Recycling.
- How REACH legislation will impact the rubber & tire industry.
- Impact of Chinese tire exports on the Russia/CEE region.
- Explore optimal sourcing strategies and options to protect your bottom line.
- Identify the growth potential of retreading business and future developments
- Renew your contacts and network with key industry decision makers
- Enjoy over 6 hours of business networking opportunities

Sign up with your team today at [www.cmtevents.com](http://www.cmtevents.com) to stay connected with leading industry practitioners. For further queries, please contact [emily@cmtsp.com.sg](mailto:emily@cmtsp.com.sg)

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## REGISTRATION

### 3<sup>rd</sup> Rubber & Tire RUSSIA/CEE MARKETS

14-15 October / Krakow, Poland

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#### CONFERENCE VENUE

CMT has arranged special discounted room rate at Euro 103 nett / Euro 111 nett (Single/Double) per room per night inclusive of 1 daily American Breakfast (subject to room & rate availability) for delegates at **Novotel Krakow Bronowice**. Please reserve your room with the hotel directly, providing full credit card number and expiry date to:

**Novotel Krakow Bronowice**

Ul. Armii Krajowej 11, 30-150 Kraków, Poland  
Phone: +4812 622 64 91 Fax: +4812 622 64 05  
Email: [rez.nov.bronowice@orbis.pl](mailto:rez.nov.bronowice@orbis.pl)  
Reservation number: 08 / 976  
Cut off Date for Room Booking: 1 October 2008

#### PRIORITAIRE

En cas de non remise prière de retourner à Postfach 1100 36243 Niederaula ALLEMAGNE	Deutsche Post
	Port payé 60544 Frankfurt Allemagne
	Luftpost / Prioritaire

**Fees:** The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

1 Person	Group fee for 3 or more* (from the same company)
EUR1,195	EUR995 (MIN SAVINGS OF EUR600)

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

#### TO REGISTER

Online: [www.cmtevents.com](http://www.cmtevents.com)  
Email: [emily@cmtsp.com.sg](mailto:emily@cmtsp.com.sg)  
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#### TELEGRAPHIC TRANSFER

Account Name: **Centre for Management Technology**  
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TT must include additional EUR18 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

#### CUSTOMISED SPONSORSHIP PACKAGES AVAILABLE

This event is an excellent platform to promote your organisation to influential players and investors in the industry. Sponsorship opportunities available include Corporate, Exclusive Luncheon, Cocktail & Documentation sponsor. Exhibition / catalogue display can be arranged upon request. Contact [cynthia@cmtsp.com.sg](mailto:cynthia@cmtsp.com.sg) or (65) 6346 9132.

Photocopy Registration Form to Preserve Brochure Copy. Oct 2008

#### CMT'S UPCOMING EVENTS

### 2<sup>nd</sup> Global Silicone Business Outlook 2009

22-23 September | Shanghai, China

*"Managing parallel challenges of continuous innovation against rising raw material costs"*

### 16<sup>th</sup> APS

ASIA PETCHEM SUMMIT

9-10 October | Bangkok, Thailand

*"Evolving the value chain to strategize for the downturn"*

### 6<sup>th</sup> MENA Olefins & Polyolefins Markets

11-12 November | Dubai, UAE

*"How will the Gulf tip the balance in the world's olefins & polyolefins markets?"*

### 5<sup>th</sup> Specialty Elastomers /TPEs

19-20 November | Shanghai, China

*"Moving towards higher value added products & technological advances to increase market growth"*

### 2<sup>nd</sup> Arabplast Summit 2009

12-13 January | Dubai, UAE

In conjunction with **Arabplast Exhibition**  
(10-13<sup>th</sup> Jan 2009)

### 4<sup>th</sup> Asia Rubber & Tire

26-27 February 2009 | Singapore