

1-2 June 2010 | Shanghai, China

# 5<sup>th</sup> Global Rubber & Tire Markets

*Will Asia be Driven by Performance or Sheer Volume to Remain Competitive?*

### You will network with

- MDs & CEOs • R&D Directors/Managers
  - Technical Directors/Managers
  - Technology Design Engineers
  - Sourcing Directors/Managers
  - Product Directors/Managers
- Business Development Directors/Managers
- Material & Equipment Suppliers
  - Consultants/Analysts from Natural Rubber Producers
  - Raw Material Suppliers
    - Tire Manufacturers
  - Rubber Chemicals & Additives Companies • Tire Cord Producers
- Carbon Black Producers & all companies involved in rubber & tire industries

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The global market is rebounding with demand being accelerated with capacity expansions in China, India, Russia and other parts of Asia Pacific. But with recovery comes challenges. What is expected of the global markets & trade performance for the rubber & tire industry?

### Key Highlights:

- Global tire markets – **China, India, Brazil, Iran, Russia**, etc.
- Raw materials and Butadiene supply – will capacity meet demand going forward?
- Natural Rubber & Synthetic Rubber – market trends and outlook
- Gaining mileage through fuel saving tires and material substitution
- Tire producers perspective on performance based technology & strategy
- Tire Labelling in EU & US and the impact on global trade
- Trends in retreading, recycling & renewable resources
- OTR markets, prospects & long-term scenario

### Confirm Speakers:

- **Goodyear Tire & Rubber Company**  
– Keynote by Pierre Cohade, President for Asia Pacific
- **LMC International**
- **CMAI**
- **Lanxess**

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