

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?*

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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**
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- 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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