

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

1-2 June 2010  
Shanghai, China

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## DAY 1 - 1 June 2010, Tuesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introduction
- 09:10 **Keynote: Shifting Paradigm of Asian Tire Producers – Cost competitive or Performance Driven?**
- Emphasis on performance and what it means to the emerging markets
  - Strategies to remain competitive
- Pierre Cohade, President (Asia Pacific Region) Goodyear Tire & Rubber Company*

- 09:45 **The Face of the Post-Downturn Synthetic Rubber Feedstock Market**
- Affect of crude oil onto butadiene cost & margins
  - Supply issues faced on a regional basis
  - Butadiene demand growth in the BRIC nations
- Samuel Liew, Consultant (Olefins & Elastomers, Asia) Chemical Market Associates Pte. Ltd. (CMAI)*

- 10:20 **Global Natural Rubber Markets**
- Replanting plans in key rubber producing markets
  - Driving factors & influence of oil price
  - Change in product mix & impact of the tire industry
- John McClure, Research Economist LMC International Ltd*

- 10:55 Discussion followed by Refreshment Break

- 11:25 **Will China Lead the Recovery for Tire Demand?**

- 12:00 **Prospects of Rubber & Tire Industry in India**

- 12:35 Discussion followed by Networking Lunch

- 14:00 Chairman's Remarks

- 14:10 **Recovery from Recession – The Russian Tire Market**
- Pre-recession tire market development
  - Recession dynamics & general trend
  - OTR market development & government support initiative
  - Vehicle fleet activity as market driver
- Igor Karavaev, Deputy General Director (Strategic Development) Sibur Russian Tyres Holding Co.*

- 14:45 **Position of Tire Industry in Iran's Economy, Capacity Expansion & Investments**
- Current position of the tire industry
  - Excessive importation of tire
  - Necessity to revise tire standards
- Ali Asghar Motamed, Sales Manager Kavir Tire Company*

- 15:20 **Review in Environmental Policies & Impact on Tire Trade**

- 15:55 Discussion followed by Refreshment Break

- 16:25 **Carbon Black Industry and Applications**
- Dynamics of Demand and Supply
  - Production technology
  - Major producers and their shares
  - New capacities
- Rajeev M Pandia, Chief Mentor Knowgenix*

- 17:00 **Global Tire Reinforcement Trends - Focus on Technical Textiles**
- Cevdet Alemdar, Asia Pacific Sales Director Kordsa Global*

- 17:35 Discussion followed by End of Day 1

## DAY 2 - 2 June 2010, Wednesday

- 09:00 Chairman's Remark
- 09:05 **New Thread of Environmentally Friendly Tires**
- Green tires & how does Techking realize it?
  - Meeting European regulations
  - Challenges for the Chinese tire producers
  - An active player from China
- Richard Wang, Sales & Marketing Director Techking Tires Limited*

- 09:40 **From Petrochemicals to Fuel Efficient Automobiles - Managing Competitive and Regulatory Challenges**
- Lim Yew Swee, Chief Representative LANXESS International*

- 10:15 **India Synthetic Rubber Market Outlook**

- 10:50 Discussion followed by Refreshment Break

- 11:20 **Halo Butyl Rubber – Project Update & Market Demand**
- Sun Yucheng, Assistant General Manager Panjin He Yun Industrial Group*

- 11:55 **Tire Recycling & Retreading Trends & Developments**
- Tire retreading market for Asia
  - Opportunities & challenges
  - Latest in technology
- Chen Chia Chung, General Manager Newera Tyre Recycling (Wuxi) Co Ltd*

- 12:30 **Sustainability of the Tire Industry & Minimizing the Carbon Footprint**
- Impact on natural resources for future mobilization of the sector
  - Can the tire industry gain mileage through carbon credits?

- 13:05 Final Discussion followed by Closing Lunch

- 14:30 End of Conference