

# 4<sup>th</sup> CEE Rubber & Tire Markets

Nov 25-26, 2010  
Istanbul, Turkey

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## DAY 1 - 25 Nov 2010, Thursday

- 08:00 Registration & Coffee
- 09:00 Chairman's Opening Remarks
- 09:10 **Impact of Recent Governmental Policies and Regulations on Tire Design and Manufacturing**  
*Fernando Baldoni, Head of Tire Research Bridgestone*
- 09:40 **Global Natural Rubber Market – Capacity, Consumption and Price Development**  
• Supply and demand - where is rubber grown? Where will it be grown in the future to best meet shifting regional demand?  
• Price determinants - fundamentals or speculation?  
*John McClure, Research Economist LMC International Ltd*
- 10:20 Discussion followed by Refreshments
- 10:50 **Trends, Outlook & Innovations in Synthetic Rubber**  
• Key Mega Trends for the Rubber and Tire Industry  
• Update on the Supply/Demand Balance for SR  
• Update on the Legislation on CO2 Emission reductions  
• SSB Innovation for the tire industry  
*Rafael Cayuela, Global Product & Marketing Leader, Styron*
- 11:20 **Global Outlook of Butadiene - the view of Europe's Leading Producer**  
*David Cartwright, Market Manager C4 Olefins Ineos*
- 11:50 **Global Economic Outlook with focus on CEE, Russia and Turkey**  
*Owen James, Economist Centre for Economics and Business Research Ltd.*

- 12:20 Discussion followed by Lunch
- 13:45 Chairman's Remarks
- 13:50 **Automotive Outlook and Trends in CEE, Russia, Turkey**  
*Mustafa Camlica, Head Tax Department Ernst & Young Türkiye*
- 14:20 **Outlook and Challenges of Tire Market in Turkey**
- 14:50 **Driving Innovations & Change in Tire Designs & Technologies**  
• Development of Tire Industry in India  
*Dr. Arup Kumar Chandra, Head of R&D Apollo Tyres Ltd*
- 15:30 Discussion followed by Refreshments
- 16:00 **Advancements in Steel Cord Reinforcement in Tire and Non-Tire Application**  
*Boudewijn de Loose Global Marketing Manager Steel Cord Bekaert SA*
- 16:30 **Providing Environmental Friendly Solutions with Twaron Reinforced Tires**  
• Recent legislation (EC No 443/2009) on stringent CO2-emission standards for passenger cars drives the movement to reduce the weight of cars  
• Innovations in reinforcing cords and fabrics that helps to reduce tire weight  
*Ir. Maarten van der Made, Application Development Engineer, Tires Teijin Aramid BV*
- 17:00 Discussion followed by End of Day 1

## DAY 2 - 26 Nov 2010, Friday

- 09:00 Chairman's Remarks
- 09:05 **TPMS and beyond, Technology that matters for Tyres!**  
• Tyre Legislative environment, technologies required by different regulation for safety and environment reasons  
• EU specific market requirements, what is new in the General Safety Rule for tyres  
• State of the art Tyre Pressure Monitoring System technology, the most cost effective solutions for the issue  
• The Future and Evolution of TPMS, is real time friction possible?  
• The Tyre Regulation Compliancy ordeal  
*Alfonso Di Pasquale, Vice President of Business Development, Schrader Electronics*
- 09:35 **Outlook and Challenges of Rubber & Tire Market in Russia**
- 10:05 **Carbon Black Market Outlook**  
*Senior Representative, Konimpex Ltd.*
- 10:35 Discussion followed by Refreshments
- 11:05 **Market View on Global Tire Oil - Alternatives to DAE**  
*Hakan Azatoglu, General Manager Nynas Naphthenics Yaglari Ticaret Ltd. Sti.*
- 11:35 **Tire Recycling Trends and New Technologies**  
*Lars Raahauge, Director of Business Development Genan Business & Development A/S*
- 12:05 **Tire Retreading Market in CEE & Future Prospects**
- 12:35 Final Discussion followed by Closing Lunch
- 13:45 End of Conference