

Tires & Rubber 2016

The 19th International Exhibition for Rubber Goods, Tires, Their Production, Raw Materials and Equipment *Tires & Rubber* runs on 18-21 April 2016 in Forum Pavilion of Expocentre Fairgrounds.

This major event, which is particularly important for the tire and rubber industry, is organized by Expocentre ZAO. The trade show is supported by the Russian Ministry of Industry and Trade and the Russian Chemists Union, and runs under the auspices of the Russian Chamber of Commerce and Industry.

Participation of Russian and foreign leading manufacturers of tires and rubber products as well as the logos of UFI, the Global Association of the Exhibition Industry, and RUEF, the Russian Union of Exhibitions and Fairs, testify to high international standing of the show.

For the first time Tires & Rubber 2016 will be co-located with a major exhibition for equipment and technologies for the oil and gas industry Neftegaz 2016. The oil and gas industry is a raw material base for production of polymers, rubber goods and chemical raw materials, whereas finished rubber goods are strongly sought-after by the oil and gas industry.

The synergetic effect produced by co-location of the two trade shows allows attracting more targeted visitors from related industries, establishing new partnerships, achieving integrated business solutions thus increasing commercial performance of the trade show.

About 150 companies from *Austria, Belarus, China, the Czech Republic, Germany, India, Italy, the Netherlands, Poland, Russia, Slovakia, South Korea, and Ukraine* will showcase the latest technology and equipment and the most advanced materials at Tires & Rubber 2016. Companies from **Hong Kong** and **Taiwan** will also put on display their products.

Among the exhibitors there are global market leaders such as Comerio Ercole, VMI, Krauss Maffei Berstorff, Troester, Kraiburg, and others.

Russian companies adequately compete with foreign participants. **50 Russian enterprises** will demonstrate their new products, among them such well-known companies as Amurshina, BMP Technology, Fluoroelastomers, Kwart, Yaroslavl-Rezintekhnika, NIIRP, Yaroslavl Rubber Plant, Eliz and others.

The show participants will demonstrate a wide range of products and services covering the main sectors in the industry: tires for all kinds of wheels; rubber

goods, raw materials and materials for their production; elastomeric materials; disks; synthetic fibers and technical textile; tire disposal; tire retreading, repair and recycling technologies.

The trade show and **associate events** enable participants to review the industry, discuss the most relevant problems, and suggest possible solutions.

The key event of the business-related program will be *the 6th Russian Rubber Conference (International): Traditions and Innovations* organized by NIIEMI OOO, Lomonosov Moscow University of Fine Chemical Technology, the Russian Ministry of Industry and Trade, and Expocentre ZAO. The conference consists of different sections and features a plenary meeting.

Expocentre, NIIEMI and Kauchuk i Rezina journal will hold **the competition for the Best Products presented at the 19th International Exhibition Tires & Rubber 2016.**

The competition participants will be exhibitors from Russia and other countries which supply or plan to supply their products to the Russian market. The winners will be awarded with certificates and special prizes.