



ATRC 2019
ASIAN TYRE & RUBBER CONFERENCE

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Organised by
TyreAsia  **ABM**
TRACKING THE TYRE WORLD Powering Information

ASIAN TYRE & RUBBER CONFERENCE

AUTOMATION TECHNOLOGY – FUTURE REALITY IN MANUFACTURING

June 13-14, 2019
Chennai, India
www.atrc.in

Contact
Antony Powath
Tel : +91-9833 901 586, Email : asp@abm.net.in

Block the Date!

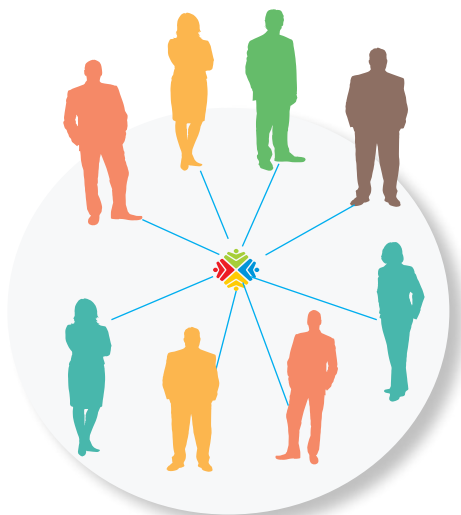
- ▶ ATRC, an ABM initiative organised by Tyre Asia, is a biennial event dedicated exclusively to tyre makers and those who serve tyre and rubber industries in its various segments.
- ▶ The track record is a matter of pride. Four big-hit editions and now on to the fifth. The focus on sustainable technology in tyre manufacturing process makes ATRC unique in its conception and aim.
- ▶ The way automation driven by artificial intelligence has redefined the industry, enhancing quality and profitability. The theme of ATRC 2019 **Automation Technology – Future Reality in Manufacturing** shows where it is heading to in future.
- ▶ The emphasis is on building an outstanding conference programme that provides a real-world experience and solutions. The speakers and presentations are most diligently chosen.



Share ideas, engage in networking

The two-day conference combines dedicated special presentations, keynote addresses and panel discussions. It presents the most ideal platform to share ideas and engage in networking opportunity unrivaled within the tyre manufacturing sector in Asia.

Who should attend?



- ▶ Chairman
- ▶ CEO
- ▶ COO
- ▶ Account Managers
- ▶ R&D Heads
- ▶ Senior Executives
- ▶ Purchase Heads
- ▶ MD
- ▶ Technical Heads
- ▶ Consultants
- ▶ Scientists
- ▶ Business Directors
- ▶ Engineers etc...



**Glimpses
of ATRC**



Sponsorship Opportunities

Corporate Sponsor: US\$30,000

- ▶ Prominent display of the company name and logo on the stage of the Conference
- ▶ Display of the company name and logo in the brochure and all publicity materials
- ▶ Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ Opportunity for the company Executive to make a speech during the inaugural session
- ▶ Four-page colour write-up on the company in Tyre Asia Conference Special Issue
- ▶ Ten free delegate passes
- ▶ 100 free copies of the Special Issue

Co Sponsor: US\$18,000

- ▶ Display of the company name and logo on the stage of the Conference
- ▶ Display of the company name and logo in the brochure and all publicity materials. Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ Opportunity for the company Executive to make a presentation at the Conference
- ▶ Two-page colour write-up on the company in Tyre Asia Conference Special Issue
- ▶ six free delegate passes
- ▶ 50 free copies of the Special Issue

Supporter: US\$10,000

- ▶ Display of the company name and logo at the Conference venue
- ▶ Display of the company name and logo in the brochure and all publicity materials.
- ▶ Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ One-page colour write-up on the company in Tyre Asia Conference Special Issue
- ▶ Three free delegate passes
- ▶ 25 free copies of the Special Issue

Dinner Sponsor: US\$15,000

- ▶ Display of the company name and logo on the stage of the Conference
- ▶ Display of the company name and logo in the brochure and all publicity materials.
- ▶ Display of the company name and logo near the banquet area
- ▶ Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ One-page colour write-up on the company in Tyre Asia Conference Special Issue.
- ▶ Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ Six free delegate passes
- ▶ 25 free copies of the Special Issue

First Day Lunch Sponsor: US\$10,000

- ▶ Display of the company name and logo on the stage of the Conference
- ▶ Display of the company name and logo in the brochure and all publicity materials.
- ▶ Display of the company name and logo near the banquet area
- ▶ Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ One-page colour write-up on the company in Tyre Asia Conference Special Issue.
- ▶ Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ Six free delegate passes 25 free copies of the Special Issue

Second Day Lunch Sponsor: US\$10,000

- ▶ Display of the company name and logo on the stage of the Conference
- ▶ Display of the company name and logo in the brochure and all publicity materials
- ▶ Display of the company name and logo near the banquet area
- ▶ One-page colour write-up on the company in Tyre Asia Conference Special Issue
- ▶ Website advert as sponsor on ATRC website and direct link to sponsor's website
- ▶ Four free delegate passes
- ▶ 15 free copies of the Special Issue

Both the Lunches: US\$15,000

Lanyard Sponsor: US\$4,000

Tea Coffee Sponsor: US\$4,000

Early Bird Offer Offer valid till 31st March 2019	
Single Delegate	Corporate Group Booking (4 or more)
USD 800 / Delegate	USD 600 / Delegate
Rates post 31st March 2019	
Single Delegate	Corporate Group Booking (4 or more)
USD 1000 / Delegate	USD 800 / Delegate

All above rates are subject to applicable tax

Contact

Antony Powath

President, ABM

Mobile : +91-9833 901 586, Email: asp@abm.net.in

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Testimonials

Satish Sharma, President – APMEA, Apollo Tyres, India

This conference comes at a very interesting time when the industry is in the cusp of technological changes and when India is growing at a good pace. The growth environment is positive and pushing the industry towards a more sustainable future. In this backdrop, ATRC is very well themed and times. We welcome it. It is a great initiative. I hope the deliberations provide good food for thought.



VK Misra, Technical Director, JK Tyre, India

In this environment of industrial growth, particularly the growth in the automobile sector, technology has to and will play a very major role. R&D focus is now more on future technology, like automation. This trend has to continue. In this, conferences like ATRC play a major role in spreading new information and knowledge and also enabling interaction between experts from all over the world and work together to show the way forward.



Erich Nesselhauf, MD & CEO, Daimler India Commercial Vehicles

I am quite excited to attend ATRC. It has brought together an international audience. This is a good forum to know more about the competitiveness in the tyre and rubber business and what can be done for the Indian and global markets.



PK Mohamed, Chief Advisor, R&D, Apollo Tyres, India

The conference and its overall arrangements were good. The speakers and papers were of high standard, especially Peter Haan (Siemens), Riaan Diener (VMI) and Dr. Mohamed Hassan (Mesnac Americas).

Dr. Ashoke Karmokar, Bridgestone, Japan

ATRC 2017 was excellent with good speakers and papers. Presentations by Rajiv Budhreja (ATMA) and Dr. Gerard Nijman of HF Group were noteworthy. It would be good to see ATRC as a global level event for information exchange on the tyre and rubber industry like the Tire Technology Expo



Riaan Diener, Manager, VMI Group, Holland

This is my first time at ATRC and it's quite a positive and refreshing experience. I would rate it as excellent. The address by Eric Nesselhauf of Daimler India and presentations by Mike Norman of VMI and Pradeep Kumar of Apollo Tyres were interesting.



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Organisations that supported ATRC in the past

Apollo, BKT, Bridgestone, Braza Tyres, CEAT, Continental, Camso Loadstar, Emerald, Falcon, Goodyear, Global Rubber, Infinity JK, MRF, Michelin, RubberKing, TVS tyres, Velox, Zafco
CIO, Elgi GIB, Tyresoles, Tolins Tyres, TVS Treads, Vipal
Diamler Benz, Ford, Hyundai

Afache, Altracon, AZ, Black Donuts, Bainite Machinery, Base Automation, Cimcorp, Commerio Ercole, Conti Machinery, Dalian Baofeng Machinery, Electornic Systems, HF, Herbert, Hansung Sysco, Inmess, Intralox, L&T, Marangoni Machinery, Mesnac, Micropoise, Pelmar, Pneuforn, Saferun, Sova Motion, S+S, Siemens Sinoarp, Schenck, TST, VMI, Vipo, Zepplin

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ATMA, Akron University, AIRIA, ETRMA, Frost & Sullivan, IRMA, IISRP, IRI, ITMA, NASA, Rubber board, RTA, RSDC, RCMA, SGX, Tech Sci Research, TRIB

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