

# ASIA'S PREMIER TYRE EVENT

Corporate Sponsor



Organised by



## ASIAN TYRE & RUBBER CONFERENCE

20 – 21 June 2019 || Hyatt Regency, Chennai, India

**AUTOMATION TECHNOLOGY  
FUTURE REALITY IN MANUFACTURING**



**Inaugural Address:  
Anant Goenka, MD, CEAT**



**REGISTRATIONS OPEN !**

Conference Chairman : **Tom Thomas**

Contact

**Antony Powath** : Tel : +91-9833 901 586, Email : [asp@abm.net.in](mailto:asp@abm.net.in) || [www.atrc.in](http://www.atrc.in)

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# ASIAN TYRE & RUBBER CONFERENCE

# SPEAKERS



Anant Goenka  
MD, CEAT



Kamal Bali  
MD  
Volvo Group, India



Harm Voortman  
President & CEO  
VMI



Peter Haan  
Head of Global VMM Tire  
Siemens



Aki Nurminen  
Project Manager  
MES and Smart Factory Solutions



Stefan Irgang  
4 Jet



Jos Uijlenbroek  
FineLine



Kenji Kurata  
Executive Director  
JATMA



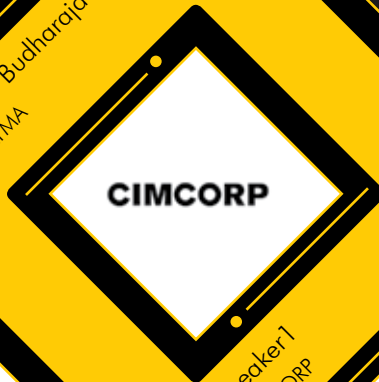
Rajiv Budharaja  
ATMA



Colin Clarke  
Struktol



Massimo Lenti  
Technical Director, Marangoni



Speaker1  
CIMCORP



Speaker1 & 2  
HF Group



Speaker1  
Mesnac

AND MANY MORE...



# Block the Date!

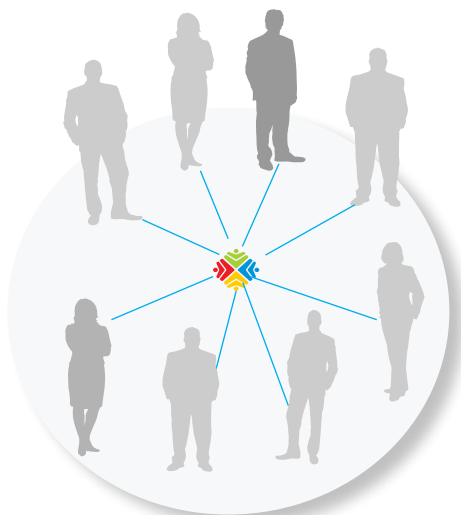
- ATRC, an ABM initiative organised by Tyre Asia, is a biennial event dedicated exclusively to tyre makers and those who serve tyre and rubber industries in its various segments.
- The track record is a matter of pride. Four big-hit editions and now on to the fifth. The focus on sustainable technology 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

## Tea Coffee Sponsor: US\$4,000

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

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[www.atrc.in](http://www.atrc.in)



# 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

Aditya Birla, Aradhya Steel, Austin Rubber, Bernauer, EGE Kimya, ExxonMobil, Evonik, GRP, Holdwell, HML, ISRL, Kordsa Global, Lanxess, Munch, Momentive, Madhu Silica, Miliken, Nynas, Orgkim, Oriental Carbon, OCSiAl, Pukhraj Additives, Reliance, Rimal, Raj Petro, Ram Charan, R1 international, Sabic, Speciality Silica, Struktol, Solvay, Tata Chemicals, Tata Steel, Tenjin

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

## Contact

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