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Supported by

- Russian Ministry of Industry and Trade
- Russian Chemists Union
- NIITEKHIM OAO

Under auspices
of Russian Chamber
of Commerce and Industry

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12+

23RD INTERNATIONAL
EXHIBITION FOR RUBBER GOODS,
TIRES, THEIR PRODUCTION,
RAW MATERIALS AND EQUIPMENT

TIRES & RUBBER

EXPOCENTRE Fairgrounds
Moscow, Russia

26–29
April
2021



RUSSIAN RUBBER AND TIRE INDUSTRY*



Rubber goods



Production +2%

Import +3%
(from 141 to 145 thousand tonnes)

Tires



Production +7%
(from 48.5 to 52.1 million pcs.)

Export +20%
(from 18 to 22 million pcs.)

Raw materials market**

Synthetic rubber



Production +7%
(up to 1.38 million tonnes in volume terms)

Capacity up to 1.75 million tonnes
(increase by 2023–2025)

Consumption market

Automotive market



Production +44%
(from 1,310 thousand pcs. in 2016 to 1,895 thousand pcs. in 2020)

Market capacity +26%
(from 3,497 thousand pcs. to 4,417 in 2020)

In government focus

Upgrade of existing and creation of new production facilities

Recycling and environment

Development of industry clusters

Support of manufacturers using new technologies

Development of export potential

*Sources: Russian Federal State Statistics Service, Russian Automotive Market Research, Sibur

**Materials of the Russian Rubber Conference 2018

WHY TIRES & RUBBER?*



20 years
of history

6,163 sq m
of floor space

140 exhibitors
from 9 countries

3,720 professional
visitors

Russia's key trade show for
equipment and technologies for
production of rubber goods, tires,
tire retreading and recycling

Latest trends in raw materials, equipment and finished products markets

Promotes cooperation between industry sectors

High ROI

PRODUCT SECTORS



Raw and auxiliary products, intermediate products

- Natural and synthetic rubbers
- Compounds, elastomeric materials, thermoplastic elastomers, composite materials
- Latex, silicones
- Rubber mixtures
- Technical carbon, vulcanizing agents, oils, plasticizers, fillers, tints, pigments, stabilizers and other chemical additives
- Chemical fibers and yarns, technical textile
- Synthetic and metal cords and other materials

Equipment and devices

- For production of rubber, rubber mixtures, rubber goods, tires, products made of recycled materials
- For retreading, recycling and disposal of worn tires
- For quality control tests

Finished products

- General and special purpose rubber goods for automotive, machine building, shipbuilding, road construction, aircraft, railway coach manufacturing, agricultural, electric engineering, power, construction, oil and gas, chemical and other industries
- Tires for all types of wheels
- Goods made of recycled materials

Environment protection, recycling and ecology

- Waste recycling in the tire and rubber industries
- Disposal of worn tires and rubber goods
- Low and non-waste technologies
- Equipment for environment pollution control

Innovations, R&D

Containers and packing

Services

- Engineering, manufacturing automation
- Laboratory tests, certification and standardisation
- Software
- Education and consulting
- Leasing
- Transportation and storage
- Contract manufacturing
- Information support (science and technology literature, information and reference publications, portals, databases, etc.)

See more

EXHIBITORS



Exhibitor feedback

Exhibitor profile*, %



Russian and foreign manufacturers and suppliers of raw materials, auxiliaries, equipment and technology, finished products, services, R&D centres, design and engineering companies and service providers

87% rate the quality of sales leads highly

79% found buyers

91% would recommend participation to their peers

*Source: official statistics, 2019
(Some companies represent several sectors)

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EXHIBITOR FEEDBACK



“Our company is a regular participant in the Tires & Rubber exhibition. We like the venue: Expocentre is located in the city centre that is very convenient for our customers. We are satisfied with the trade show and, of course, we plan to participate next year.”

Siegfried Oldenburger, Area Sales Manager, KrausMaffei Berstorff GmbH



“We take part in the trade show almost every year. We showcase both our new products and those which have gained recognition in the market. The trade show allows bringing together all our customers under one roof. That is why the decision to participate in the next edition has already been approved by our company management.”

Daria Borodina, Head of Rubber Goods Department, Nortex



“Our company has taken part in Tires & Rubber since it was launched. It is a very important event for us. Here we meet our partners. A lot of Russian companies have participated in the exhibition lately. We always find new partners interested in our products. Tires & Rubber is the most convenient meeting place to address all issues. The services provided by the organisers are perfect, and we are very satisfied.”

Sergey Komarov, Head of Procurement Department, Grodno Azot

EXHIBITOR FEEDBACK



"It is not the first time that we've participated in the trade show, and we like it very much. Here are the partners we are interested in. Here we meet our colleagues with whom we can build up relations and develop cooperation. We plan to participate in the trade show in the future. Visitors come to us from different regions of Russia. I would like to thank the organizers for excellent services. That is why we will be right here next year."

Roman Vrashev, Head of Utilization Department, Dmitrov RTI Plant



"Tires & Rubber is a significant event for our company and for our Italian colleagues. We like the trade show and appreciate it since it is an opportunity for us to see our customers, attract new clients and strengthen partner and friendly relations that have already been established."

Sergio Guadalupe, Director of OR.P Stampi in Russia



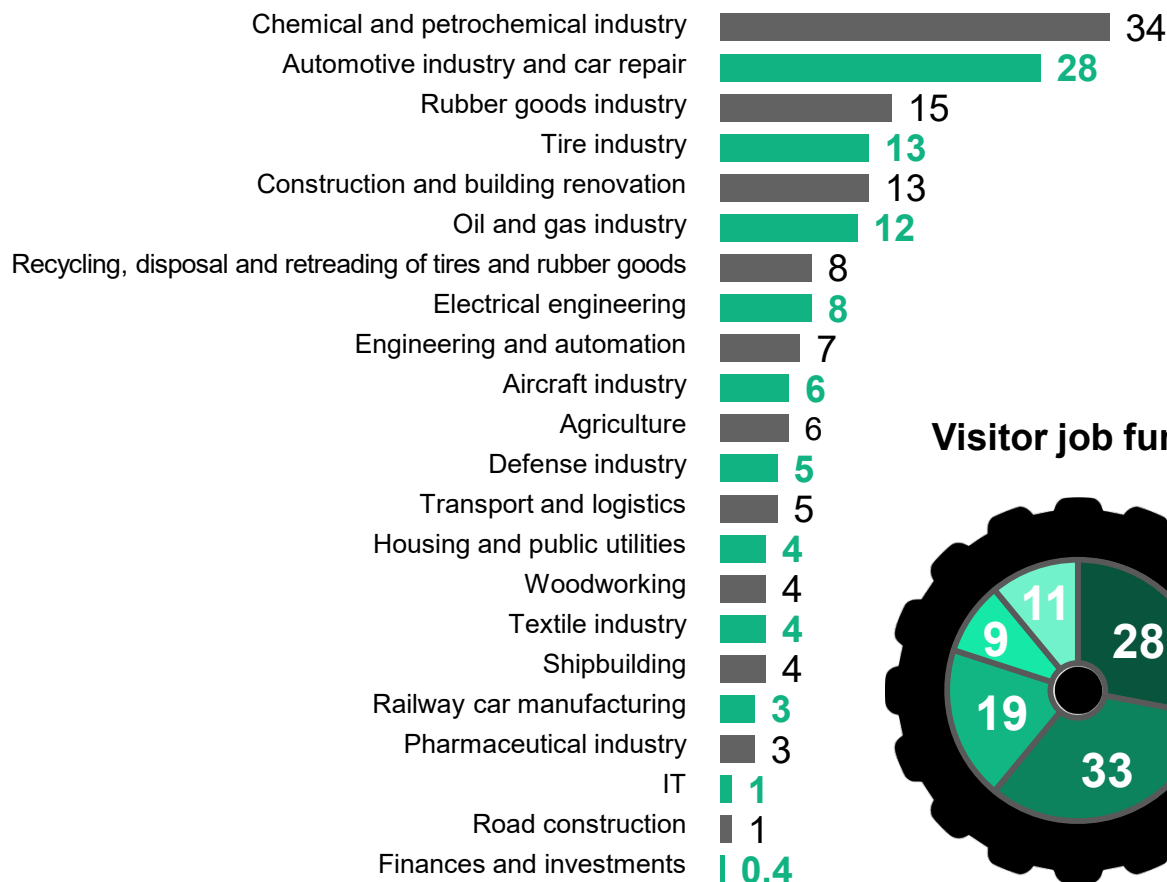
"Our company has been a regular participant in Tires & Rubber for over 15 years. We have 15 very important customers in Russia. We will certainly take part in Tires & Rubber 2021. I would like to emphasize the organizers' full response and very positive attitude."

Aurelio Brevi, President of OR.P Stampi

VISITORS*



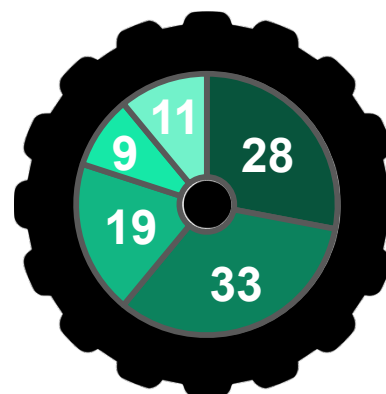
Visitors by industry sectors, %



49 countries

72 Russian regions

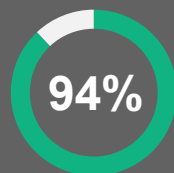
Visitor job function, %



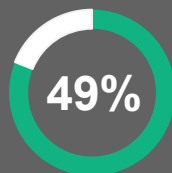
- Business owner, CEO
- Mid-level executive, area manager
- Manager
- Engineer/technologist
- Mass media representative, student, other

*Source: visitor registration statistics, 2019. Multiple replies possible

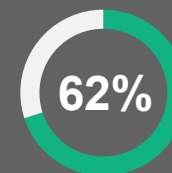
VISITOR INTERESTS



Would attend Tires & Rubber and recommend it to their partners and peers*

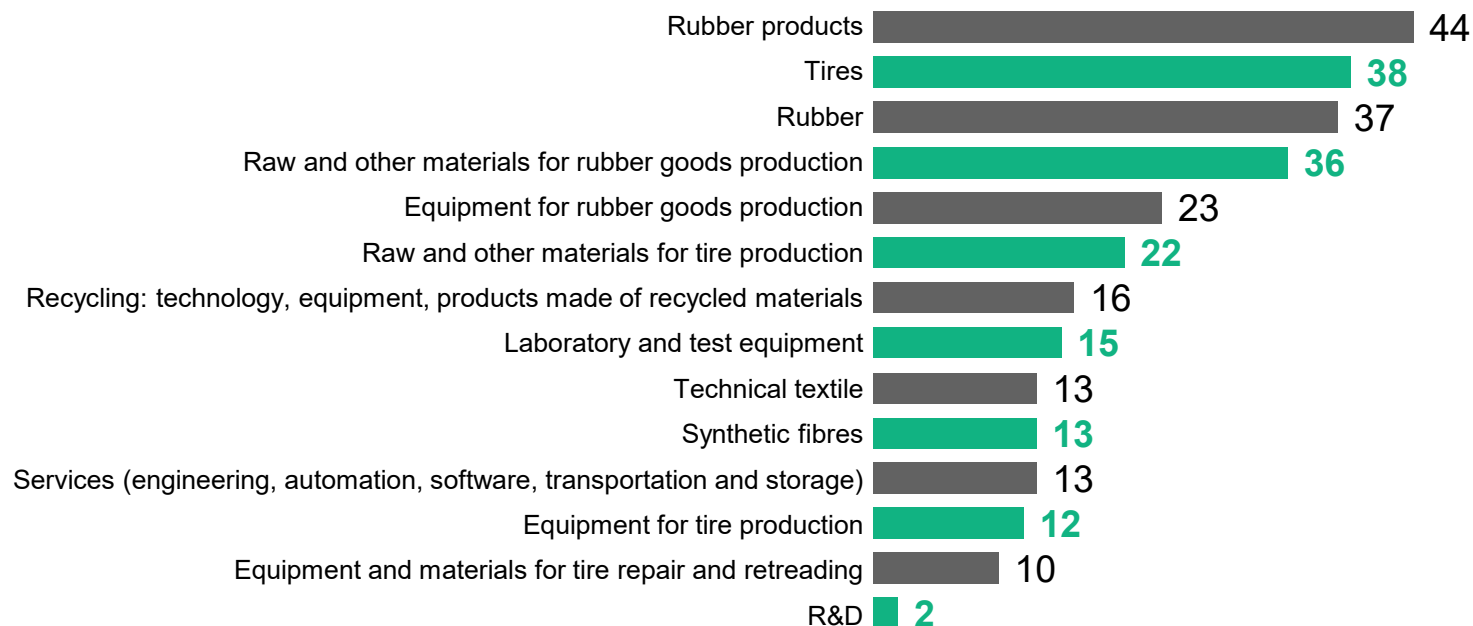


Are going to purchase equipment, raw materials and finished products as a result of their visit to the exhibition*



Purchasing decision makers and influencers*

Visitor interests**, %



* Source: Romir Research Holding

** Source: official statistics

SUPPORTING PROGRAMME



Events include the 10th edition of the Russian Rubber Conference (with foreign participants), the Contest for the Best Product, and other events devoted to the rubber and tire industries and allied sectors.

In 2020 we invite

- Marketing agencies
- Manufacturers working in the markets of raw materials, equipment, finished products for the rubber and tire industries
- Consumers of rubber goods
- Industry associations
- Government representatives
- Technology universities, R&D centres

Key sections



Market analysis



Ecology. Recycling



Face-to-face
dialogue between
manufacturers
and consumers



New technologies,
R&D

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BENEFITS OF PARTICIPATION



Over four days
you can



Hold face-to-face talks with potential clients
and share best practices with partners



Effectively promote your company
and its products: things you can't do online!



Become an exclusive supplier of ideas
and new products, anticipate expectations



Address a conference and take part
in a competition



Influence buying decisions



Your
Opportunity to

- ✓ Increase sales
- ✓ Diversify markets
- ✓ Find new clients and partners
- ✓ Strengthen your market presence
- ✓ Better understand demands
of your target audience
- ✓ Learn more about competition

Book a stand

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**MINPROMTORG
RUSSIA**



**РОССИЙСКИЙ
СОЮЗ
ХИМИКОВ**



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Advertising 12+



EXPOCENTRE

Join us at Tires & Rubber 2021!

Venue

EXPOCENTRE Fairgrounds, Pavilion Forum
14, Krasnopresnenskaya nab., Moscow, Russia, 123100

Dates

Assembly: 23–25 April 2020

Running: 26–29 April 2020

Dismantling: 30 April 2020

Contacts

Chemical and Technological Exhibitions Division

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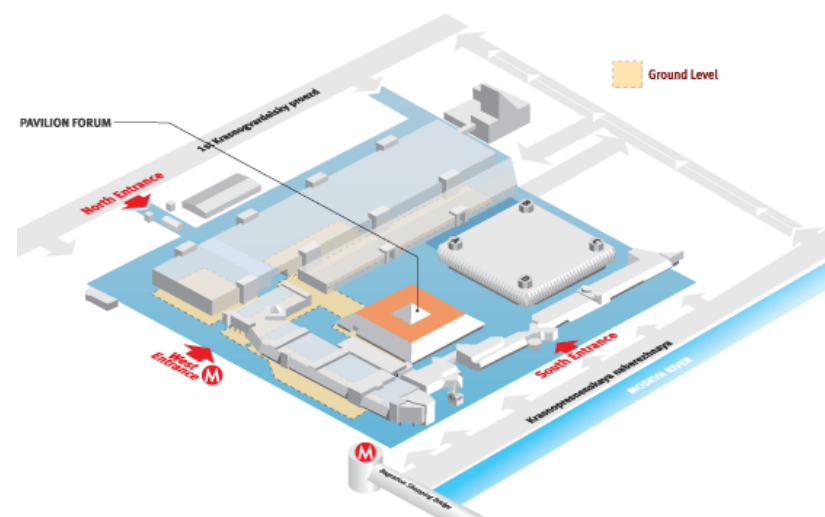
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www.rubber-expo.ru/en

529,278 net sq m
of occupied exhibition
space



112
countries



1,260,018
visitors

97 trade shows



27,733
exhibitors

26 own
brands

