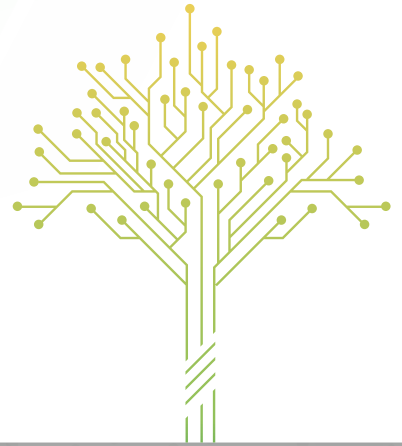


IRICE 23

INTERNATIONAL RUBBER INDUSTRY
CONVENTION AND EXPO 2025



CONFERENCE BROCHURE



Building a Sustainable Future for the Rubber Industry

26 - 28 AUG 2025 | TUE - THU
Kuala Lumpur Convention Centre (KLCC), Malaysia



Organiser : — Co-Host : — Supporting Ministry & Government Agencies : —



Strategic Partners :



Stay Ahead with Expert Insights and Innovations

At **IRICE 2025**, the Conference sessions are crafted to deliver strategic insights and forward-thinking ideas that can transform your business. This is not just a learning opportunity—it's your chance to understand the future direction of the rubber product industry and position your company at the forefront of this rapidly evolving field. Don't miss this unparalleled opportunity to gain insider perspectives and forge ahead with confidence. Maximize your presence at **IRICE 2025** by participating in this conference and stay steps ahead of the competition!



Enhanced Industry
Knowledge



Garnered Competitive Advantage
with Knowledge



Networking Opportunities with
Key Decision-Makers



Establish Thought
Leadership



Gain Market
Intelligence

Driving Innovation, Connecting World Opportunities!

IRICE 2025 is a must-attend event for businesses in the rubber product industry, offering unmatched global exposure. With 3,000 buyers expected, it's the ideal platform to showcase innovative products and solutions.

Exhibitors can connect with international markets, secure new deals, and build lasting business partnerships.



Showcase Your
Innovations



Industry-Focused
Networking



Expand Global
Reach



Stay Ahead of
the Curve



Maximize Your
ROI

The Industry's Preferred Show

112

Booths
Spaces

500

Hosted Buyers
from 9 Countries

RM 18.5b

Rubber Product
Market

3000

Expected
Visitors

60

Exhibiting
Companies



ENJOY EARLY BIRD DISCOUNTS!
Valid until **30th JUNE 2025**

BOOK YOUR SLOT HERE



For enquiries, contact :

MRPMA Secretariat

+6 012 365 6150

secretariat@mrpma.com.my

Keynote Speakers



YH Dato' Dr. Zairossani Mohd. Nor

Director General of Malaysian Rubber Board (MRB)

Keynote Title :

**Empowering Sustainability in Malaysian Rubber Industry:
A Multi-Faceted Approach Towards Transformation**



Mr. Izwan Zarik Bin Mohammad Sapari

Deputy CEO of Malaysian Rubber Council (MRC)

Keynote Title :

Building a Sustainable Future for the Rubber Industry



Mr. Ulrich Antoni

Managing Director of Agridence Rubber Pte. Ltd., Singapore

Keynote Title :

**From Compliance to Competitive Advantage: Regulations Driving
Digitalization in Rubber Supply Chains**



Mr. Raja Sellamuthu

Vice President cum Organising Chairman of MRPMA
Rubber Industry Conference 2025

Keynote Title :

**Sustainable Practices in Rubber Manufacturing: Highlighting Eco-Friendly
Manufacturing Processes, Energy Efficiency, and the Use of Renewable
Resources in Rubber Production.**



Ms. Teh Sook Ling

Executive Director of Selangor Human Resource Development Centre (SHRDC)

Keynote Title :

Sustainability-Driven Skill Development and Its Role in Fostering Innovation in the Rubber Manufacturing Sector



Dr. Amir Hashim Md Yatim

Chairman for Malaysian Rubber Glove Manufacturers Association (MARGMA) Technical Subcommittee

Keynote Title :

The Malaysian Rubber Glove Industry and Its Challenges



Mr. Chan Pak-Kuen

Plastics & Rubber Institute Malaysia (PRIM)

Keynote Title :

Sustainability of Rubber Used in Mining: Ecosystem & Global Trend



Mr. Pong Kai See

Immediate Past President, Plastic and Rubber Institute Malaysia (PRIM)

Keynote Title :

Some Aspects of Sustainability of Malaysian Rubber Industry

Malaysia Rubber Industry Conference (MRIC 2025)

PROGRAM SCHEDULE



Program Schedule

Malaysia Rubber Industry Conference (MRIC 2025)

Building a Sustainable Future for the Rubber Industry



Day 1 26 August 2025 (Tuesday)

Time	Program
09:00 am	Registration
10:00 am	Arrival of Guest of Honour
10:15 am	National Anthem
10:20 am	Emcee Welcome Remarks
10:25 am	Cultural Performance
10:30 am	Speech by Organising Chairman of IRICE 2025, Mr. Loh Yoon Hon
10:35 am	Welcome Speech by President of Malaysian Rubber Products Manufacturers' Association (MRPMA), Mr. Yeaw Kok Kwey
10:40 am	Speech by Co Host - Malaysian Rubber Council (MRC)
10:45 am	Opening Remarks by Guest of Honour Minister of Plantation and Commodities, YB Datuk Seri Johari bin Abdul Ghani
10:50 am	Official Launch Ceremony
10:55 am	Signing Ceremony of Memorandum of Understanding between Malaysian Rubber Products Manufacturers' Association (MRPMA) & Plastics and Rubber Institute Malaysia (PRiM)
11:05 am	Token of Appreciation to Sponsors, Supporting & Event Partners
11:15 am	Token of Appreciation to Guest of Honour
11:20 am	Group Photo Session
11:25 am	Press Conference
11:45 am	Exhibition Tour
12:15 pm	VIP Networking Lunch



ENJOY EARLY BIRD DISCOUNTS!
Valid until **30th JUNE 2025**

BOOK YOUR SLOT HERE



For enquiries, contact :

MRPMA Secretariat

☎ +6 012 365 6150

✉ secretariat@mrpma.com.my

SESSION 1 - Market Dynamics, Trade, and Supply Chain Sustainability

- | | |
|----------|--|
| 01:00 pm | Topic 1 - From Compliance to Competitive Advantage: Regulations Driving Digitalization in Rubber Supply Chains
Mr Ulrich Antoni, Managing Director of Agridence Rubber Pte. Ltd., Singapore |
| 01:25 pm | Topic 2 - Empowering Sustainability in Malaysian Rubber Industry: A Multi-Faceted Approach Towards Transformation
YH Dato' Dr. Zairossani Mohd. Nor, Director General of Malaysian Rubber Board (MRB) |

SESSION 2 - Policy, Innovation, and Collaboration

- | | |
|----------|---|
| 01:50 pm | Topic 3 - Organizational Growth: Balancing People, Planet & Prosperity
Mr. John Blake |
| 02:20 pm | Topic 4 - Some Aspects Of Sustainability Of Malaysian Rubber Industry
Mr. Pong Kai See, Plastic and Rubber Institute Malaysia (PRIM) |
| 02:45 pm | Topic 5 - Application of Eco-Efficiency for the Sustainable Development of Natural Rubber
Dr. Napawan Lekawipat, Director of Rubber Industry Division, Rubber Authority of Thailand |
| 03:10 pm | Tea Break & Exhibition Visit |
| 03:25 pm | Topic 6 - Sustainability: Driven Skill Development and Its Role in Fostering Innovation in the Rubber Manufacturing Sector
Ms. Teh Sook Ling, Executive Director of Selangor Human Resource Development Centre (SHRDC) |
| 03:50 pm | Day 1 Ends & Visit Exhibition |

Day 2 27 August 2025 (Wednesday)

Time Program

SESSION 3 - Advanced Materials for a Greener Future

- | | |
|----------|--|
| 08:30 am | Registration |
| 09:00 am | Topic 7 - Sustainability of Rubber Used in Mining: Ecosystem & Global Trend
Mr. Chan Pak-Kuen, Plastics & Rubber Institute Malaysia (PRIM) |
| 09:25 am | Topic 8 - Building a Sustainable Future for the Rubber Industry
Mr. Izwan Zarik Bin Mohammad Sapari, Deputy CEO of Malaysian Rubber Council (MRC) |
| 09:50 am | Topic 9 - Biocarbon-Filled Natural Rubber Vulcanizates : The Biomass Sources
Dr. Ong Siew Kooi, Associate Professor & Coordinator Professional Graduateship of Rubber Technology Program (PGRT) |
| 10:10 am | Morning Break |
| 10:25 am | Topic 10 - Driving A Green Revolution in Material Science with Epoxidized Natural Rubber Latex
Dr Siti Nor Qamarina, Malaysian Rubber Board (MRB) |
| 10:55 am | Topic 11 - Exploring the Potential of Modified Natural Rubber in Liquid Polymer Electrolyte
Mr Mohd Afieq Mohd Tajudin, Malaysian Rubber Board (MRB) |
| 11:25 am | Topic 12 - Eco-Friendly Alternatives in Rubber: Non-Isocyanate Polyurethanes Leading the Way to a Greener Future
Dr Lee Siang Yin, Malaysian Rubber Board (MRB) |



ENJOY EARLY BIRD DISCOUNTS!
Valid until **31st MAY 2025**

BOOK YOUR SLOT HERE



For enquiries, contact :

MRPMA Secretariat

+6 012 365 6150

secretariat@mrpma.com.my

11:55 am	Topic 13 - Sulphurless Pre-Vulcanised Latex in Latex Dipping Application Mr. Tan Lu Quan, Director of Business & Operations at Getahindus (M) Sdn. Bhd.
12:25 pm	Lunch Break & Visit Exhibition
SESSION 4 - Innovative Rubber Processing Technologies	
01:25 pm	Topic 14 - The Malaysian Rubber Glove Industry and Its Challenges Dr. Amir, Chairman for Malaysian Rubber Glove Manufacturers Association (MARGMA) Technical Subcommittee
01:50 pm	Topic 15 - Smart Maintenance Implementation for Rubber Machinery: Real-Time Monitoring and Predictive Analysis Using IoT and Sensor Integration Mr. Ahmad Kifli Che Aziz, Malaysian Rubber Board (MRB)
02:20 pm	Topic 16 - RRIMeFormularyTM: A Digital Platform for Dry Rubber Product Formulations Ms. Hani Afiffa Mohd Hanif, Malaysian Rubber Board (MRB)
02:50 pm	Topic 17 - Increasing Productivity Through Agentic Artificial Intelligence (AI) Applications Dr. Chua Wen Shyan, Selangor Human Resource Development Centre (SHRDC)
03:30 pm	Tea Break
03:45 pm	Topic 18 - Efficient Manufacturing of Rubber Compounds: Technology & Management Mr. Ahmad Supian, Managing Director of HF Mixing Group Service (Thailand) Ltd / General Manager of HF Mixing Group Services (SEA) Sdn Bhd
SESSION 5 - Sustainable Practices in the Rubber Industry (Part 1)	
04:10 pm	Topic 19 -Sustainable Practices in Rubber Manufacturing: Highlighting Eco-Friendly Manufacturing Processes, Energy Efficiency, and the Use of Renewable Resources in Rubber Production Mr. Raja, Vice President cum Organising Chairman of MRPMA Rubber Industry Conference 2025
04:35 pm	Topic 20 - The Evaluation Of Cuplump Modified Bitumen (CMB) As A Binder In Fiber Mastic Asphalt (FMA) Application Mr Nik Zakaria Nik Yahya, Malaysian Rubber Board (MRB)
05:05 pm	Day 2 Conference Ends & Visit Exhibition



ENJOY EARLY BIRD DISCOUNTS!
Valid until **31st MAY 2025**

BOOK YOUR SLOT HERE



For enquiries, contact :

MRPMA Secretariat

+6 012 365 6150

secretariat@mrpma.com.my

Day 3 28 August 2025 (Thursday)

Time	Program
08:30 am	Registration
SESSION 5 - Sustainable Practices in the Rubber Industry (Part 2)	
09:00 am	Topic 21 - Synthetic Rubber Sustainability : Green Elastomers AK Harish, ARLANXEO Singapore
09:40 am	Topic 22 - Sustainable Circularity – Challenges & Opportunities For The Tyre & Rubber Industry Dr. R Mukhopadhyay, Director R&D-JK Tyre; Director & CE-Hari Shankar Singhanian Elastomer & Tyre Research Institute Chairman, Indian Rubber Institute, President, Indian Rubber Material Research Institute (IRMRI)
SESSION 6 - Applications of Sustainable Rubber Solutions	
10:10 am	Topic 23 - Effect of Ultrasonication on Maturation of Natural Rubber Latex Ms. Evelyn Lim Hui Mei, Malaysian Rubber Board (MRB)
10:40 am	Topic 24 - Surface Modification Of Mild Steel: Silane And Corrosion Inhibitors In Rubber-To-Metal Bonding System Dr. Ismaliza Ismail, Malaysian Rubber Board (MRB)
11:10 am	Morning Break
11:25 am	Topic 25 - Natural High Active Magnesium Oxide MagPro® is Sustainable Material for Production of Polychloroprene Rubber Technical Products Konstantin Sdobnov, Liaoning Brucite Mineral Trading (a member of Brucite+)
12:05 pm	Topic 26 - SME Approach to Sustainability for Rubber Industries YC, Sin Rubtech Consultancy Sdn. Bhd.
12:35 pm	Lunch Break / Visit Exhibition
01:35 pm	Topic 27 - BU-RCH Solutions for Sustainability in the Rubber Industry Mr. Hao Meng Xuan, LANXESS
02:15 pm	Topic 28 - Innovations in Colloids & Polymers: Next Gen Gloves and Radiation-Shielding Rubber Composites Dr. Patrick Siah Ying, Senior Lecturer in Chemical Engineering Discipline at Monash University Malaysia
SESSION 7 - Testing, Quality Control, and Sustainable Compliance	
02:35 pm	Topic 29 - Enhancing Quality Control in Rubber And Rubber Products: New Data Analysis Techniques for Proficiency Testing (PT) Programme Ms Nur Salwanie Mohamed Resali, Malaysian Rubber Board (MRB)
3:05 pm	Topic 30 - The Influence of Ash Content on the Cure Characteristics and on the Physical Properties of Natural Rubber Compound Filled With Recycled Carbon Black Dr. Azemi Bin Samsuri, Eco Power Synergy Sdn Bhd
03:40 pm	Day 3 Conference Ends & Visit Exhibition

The Conference Committee reserves the right to amend the programme and speaker line-up without prior notice to delegates and in the best interest of the conference.



ENJOY EARLY BIRD DISCOUNTS!
Valid until **31st MAY 2025**

BOOK YOUR SLOT HERE



For enquiries, contact :

MRPMA Secretariat

+6 012 365 6150

secretariat@mrpma.com.my

Conference Fees

Full Package

2.5 Day Conference

EARLY BIRD

RM200

Normal Price

RM 250

**20%
OFF**

1-Day Pass

RM 180.00

On-Site Enrolment

Group Entry

RM 200.00 per pax

Minimum 5 Pax (1 FOC Entry)

*Each signed up Conference Delegate is eligible for a RM30 Food Voucher per day per pax.



ENJOY EARLY BIRD DISCOUNTS!
Valid until 30th JUNE 2025

BOOK YOUR SLOT HERE



For enquiries, contact :

MRPMA Secretariat

+6 012 365 6150

secretariat@mrpma.com.my



INTERNATIONAL RUBBER INDUSTRY CONVENTION AND EXPO 2025

26 - 28 AUG 2025 | TUE - THU
Kuala Lumpur Convention Centre (KLCC), Malaysia

Organiser : _____ Co-Host : _____ Supporting Ministry & Government Agencies : _____



Gold Sponsor :



Silver Sponsor :



Bronze Sponsor :



Lanyard Sponsor :



Strategic Partners :



Publication Partner :



Sign Up Now!



For enquiries, contact :

MRPMA Secretariat

+6 012 365 6150

secretariat@mrpma.com.my

www.irice.com.my