



**ASIA  
RUBBER  
EXPO 2020**

**RubberTech  
India 2020**

**January 8-10, 2020**

Chennai Trade Centre, Chennai, India.



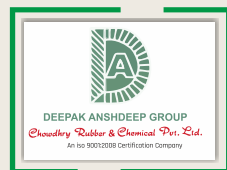
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# ASIA RUBBER EXPO 2020 RubberTech India 2020

January 8-10, 2020

Chennai Trade Centre, Chennai, India.



An Ideal Platform to Explore All New Aspects of the Industry



## Rubber Industry in India

- India is the third largest producer of rubber in the world.
- India is the fourth largest consumer of natural rubber.
- India is the fifth largest consumer of natural rubber and synthetic rubber together in the world.
- India is the world's largest manufacturer of reclaim rubber.
- India and China are the only two countries in the world which have the capacity to consume the entire indigenous production of natural rubber.

### Rubber Consumption in India

The following industrial sector consume most of the rubber products.

- Automotive tyre sector: 50% consumption of all kinds of rubbers
- Bicycles tyres and tubes: 15%
- Footwear: 12%
- Belts and hoses: 6%
- Camelback and latex products: 7%
- Other products: 10%

## Why

## Asia Rubber Expo 2020 and Rubber Tech India 2020 in CHENNAI ?

India's rubber productivity per hectare is the highest among producing countries.

The traditional areas of state of Kerala & Tamil Nadu, together constitute more than 80% of total rubber production.

The import of Natural rubber has increased 8 fold to 4 lac tonnes in last 10 years, making it largest consumer of rubber in world.

Chennai is the largest metropolitan city of Tamilnadu state and one of the 4 largest cities in India, where many industry related to rubber have blossomed due to availability of raw material, resources, skilled manpower, and knowledge of the industry. All these factors combined with high concentration of automobile production, presence of large and medium industries in south india, Chennai stands out as a perfect place for **Asia Rubber Expo 2020 and Rubber Tech india 2020**



# About Exhibition

- Asia Rubber Expo 2020 and Rubber Tech India 2020 will pool in participants, visitors and others key decision makers from a diverse cross section of the rubber industry with a view to provide more innovative solutions, Identify new business opportunities and create an environment congenial for growth. Asia Rubber Expo 2020 and Rubber Tech India 2020 will be held at Chennai.
- To make India a manufacturing hub in the area of Rubber Textiles under the “Make In India” initiative of Government of India.
- Project the latest Technological developments in Rubber Industry.
- Project the status, facilities and services on R&D, quality control, govt. regulations and controls, rules and procedures.
- Supply of plant, machinery and equipment in Rubber Industry.
- Showcase the latest products, machinery, equipments & developments in the industry for generating business and test marketing.
- Technology adaptation and up gradation
- Joint venture partnership, project collaborations, transfer of technology, investments and R&D



## What to Expect at **ASIA RUBBER EXPO 2020** and **RUBBERTECH INDIA 2020**



**75,000+ SQFT**  
Exhibition Space



**12,000+**  
Business Visitors

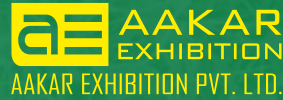


**30%+ Overseas**  
Exhibitors



**200+**  
Exhibitors

# About Organiser



Aakar is about Knowledge, Ideas, Evaluations and Implementation in creating world class exhibitions i.e. a market place where we bring together end users, traders & manufactures under one roof to do business and get inspiration. Established since 1998 TEAM AAKAR has successfully organised more than 50 market leading trade exhibitions, served more than 10000 exhibitors, worked with more than 20 trade associations and have witnessed more than 1000000 trade visitors in our exhibitions.



China United Rubber Corporation (CURC) was established in 1993. Being one of the largest exhibition organisers in China, CURC is mainly engaged in organising international exhibitions in rubber Industry in China and across the globe as RubberTech China (The International Exhibition on Rubber Technology), TIREPLUS Show (The International Exhibition on Tire and Auto Aftermarket) and other exhibitions on RubberTech Series, as well as participation service for related foreign exhibitions.

We are committed to providing demonstrably superior products and services with the highest level of quality and excellence. Plus, we strive to be professional in all our clients dealings and are highly valued and respected by our clients.

We invite you to participate in **Asia Rubber Expo 2020 and RubberTech India 2020** as an unique exhibition this is an excellent opportunity to grow your businesses.



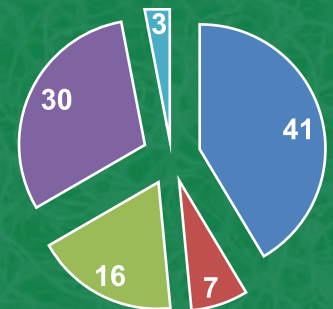
# Exhibitor Profile

- Raw Materials, Retreading Material
- Rubber Recycle and Reclaim Products
- Rubber Processing Machinery
- Rubber Testing & Equipments
- Finished Rubber Products & Industrial Rubber Products
- Rubber Additives & Chemicals
- Rubber Machinery
- Rubber Chemicals
- Rubber & Framework Materials
- Tire and Non-Tire Rubber Products
- Conveyors, Transmission & V Belts
- Canvases & Footwear
- Molded / Extruded Rubber Goods
- Rubber Compounding & Mixing
- Rubber Hoses, Cots and Aprons
- Valves & Tube Manufacturers
- Rubber Processing Oils & Chemicals
- Rubber Sheeting & Sports Goods
- Reclaim Rubber Machinery
- Surgical Products



## ASIA RUBBER EXPO 2018 Region Wise Participation

■ North India	41%
■ East India	7%
■ South India	16%
■ West India	30%
■ China	3%



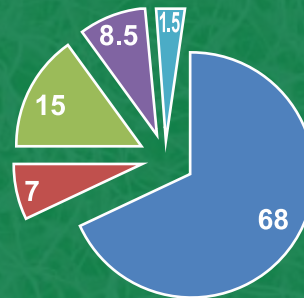
# Visitor Profile

- Automobile & Automotive Manufacturers.
- Packaging, Plastic & Printing Industries.
- Electricals & Electronics Industries.
- Railway, Ports, Marine & Aviation Industries.
- Pharmaceuticals, Food & Beverage Equipment & Machinery Industries.
- Pump & Valves Industries.
- Tire and Non-Tire Rubber Products Manufacturers
- Building & Road Construction Industries.
- Textile, Engineering, Tools, Toys Industries & Research Institutions.
- Cement & Mining Industries.
- Home Appliances & Water Treatment Plants.

## ASIA RUBBER EXPO 2018

### Objective of Visiting

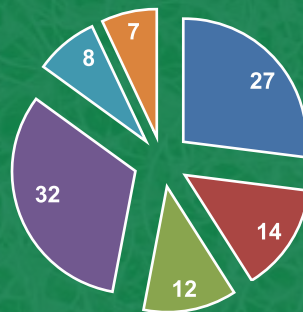
■ Seeking New Suppliers and Products	68%
■ Collect market and trends information	7%
■ Meet and network with current suppliers / clients	15%
■ Look for OEM/ODM Suppliers	8.5%
■ Working for Importing New Products	1.5%

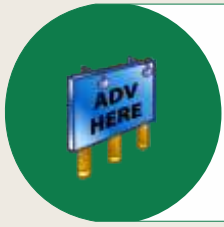


## ASIA RUBBER EXPO 2018

### Visitor by Nature of Business

■ Manufacturers	27%
■ Traders	14%
■ Importers	12%
■ End Users	32%
■ Suppliers	8%
■ Others	7%





### DIVERSIFIED DISPLAY NETWORK

- BROCHURES
- BANNERS
- HOARDINGS
- POSTERS
- LEAFLETS



### DIRECT MARKETING

- TARGETED EMAILS
- WHATSAPP MESSAGES
- VIP INVITATIONS
- VISITORS INVITATIONS
- FLYER DISTRIBUTION

# MEDIA PLAN

### PRESS

- ADVERTISEMENT IN PRESS
- INDUSTRY MAGAZINE
- PRESS RELEASE



### SOCIAL MEDIA

- DYNAMIC WEBSITE
- DYNAMIC ONLINE PRESENCE
  - LINKEDIN,
  - TWITTER,
  - GOOGLE+,
  - FACEBOOK.



## Rate for Participation

**Rs. 9000 /- per sqm : 1 Side Open Stall**

**Rs. 9500/- per sqm : 2 Side Open Stall**

**Rs. 10000/- per sqm : 3 Side Open Stall**

**Rs. 8500/- per sqm : Bare Space - Min. 24 sqm.**

*(Government Tax Extra)*

## Facilities of Participation



Facilities per 9 sqm

Name on Fascia	One 5 AMP socket	3 Spot Light
1 Table & 2 Chairs	1 Waste paper Bin	Non Woven Carpet

### Media Partner



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