

Tyrexpo Asia'09 MEDIA RELEASE

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Tyrexpo Asia an 'important platform for buyers and sellers' says Guest of Honour, Inderjit Singh MP

TyrexpoAsia 2009 has been praised by a prominent Singapore Member of Parliament as "an important platform for buyers and sellers and key decision makers in the global tyre and equipment market."

Opening the exhibition today at the Singapore Expo Centre (Tuesday 24th March), Mr Inderjit Singh MP told a packed audience that the exhibition "created valuable opportunities to tap into a wealth of networking and business opportunities for event organisers and business delegates."

Mr Singh, the deputy government whip, said that the automotive sector will be a key beneficiary of the success of Singapore as a centre for the rubber and tyre industries. The country's pivotal position in the Asian tyre market is underlined by the presence of major companies with headquarters in the island state.

"Singapore is honoured to be the home of many international tyre manufacturers such as Bridgestone, Michelin, Goodyear and Pirelli. These companies are drawn to the strong rubber and tyre community in Singapore as well as the close geographical proximity to top rubber producing companies in the world," he said.

Dr Hidde Smit, secretary general of the International Rubber Study Group, told the audience that while 2009 is set to be a difficult year for the global rubber producing sector, a more positive outlook is expected for 2010 and beyond.

Paul Farrant, managing director of exhibition organiser ECI International, said that the exhibition had proved buoyant in the face of the global slow-down. "We have ten per cent more stands than the last show, which is a real testimony to the positive outlook and attitude of the industry. Singapore is a great meeting point and there is a real determination to trade, do business and explore new opportunities," he said.

More than 130 exhibitors are involved in the exhibition, representing tyre and rubber manufacturers, distributors, retreaders, equipment and service suppliers from around the globe. Visitors are predicted from more than 80 countries globally.

2009 marks the seventh staging of the exhibition in Singapore, confirming it as an established international tyre industry event which over the past decade has attracted thousands of regional and international delegates to the country. Each show is estimated to generate more than Singapore \$14 million into the local economy through exhibitor and delegate expenditure on accommodation, entertainment, transport, contractors and other service providers.

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