

Tyrexpo Asia'09 MEDIA RELEASE

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Serious buyers please exhibitors at TyrexpoAsia 2009

Exhibitors at TyrexpoAsia 2009 have reported positive interest, strong leads and sales from quality visitors at the region's leading tyre and equipment exhibition.

Rajesh K.Vyas, senior general manager (exports) for Indian tyre maker BKT says his stand was 'very busy' with numbers of visitors staying on past the official closing time of 5.00 pm on day one. "We are here to build our brand and expand our customer base, particularly in Asia and Australasia. The show has been very busy so far," he says. Although making sales is not the main priority for BKT this year, the company is promoting two brand new products in its Forestry and OTR ranges.

One company definitely in the market for selling tyres is UK wholesaler Tyreco. Mike Cartwright says he achieved a first in securing business from four continents in a single day. "I cannot remember selling to customers from four continents in one day before, so that, together with a steady flow of enquiries is making this a very worthwhile show for us." Mike is also impressed by the quality of the 'serious business people' attending the exhibition.

Neil Ganz, executive vice president of US tyre maker GPX International is combining a presence at the show with a dealer conference for more than 30 of the company's distributors drawn from 15 Asian countries. "Combining the two events makes good sense," he says. "We can meet new customers as well as bringing our existing network together. Asia is a fast growing market for us, with sales up 40% in the region so far in 2009."

Stephen Wu of Best Choice International, believes the export market for Chinese passenger car tyres is set to recover during 2009. "Export sales dropped by up to 50 per cent at September last year, but this has now recovered to a 30 per cent drop and we are confident the market will continue to improve as dealers re-stock in coming months," he says.

One company riding out the recession in positive fashion is UK-based Monarch Vulcanising Systems. "Our core business is supplying tyre repair equipment so these services are very much in demand as users choose to repair damaged tyres, rather than simply replace them with new products," says company president Toni Elderfield. "We're really pleased; we've had plenty of good leads already from the show."

Among the first time exhibitors at the Expo Centre is Singapore commodities broker Philip Futures Pte. Manager, Asian commodities, Avtar, explains the decision to attend: "The link-up with the International Rubber Study Group was the prime reason for us coming but we are also interested in extending our business with tyre manufacturing companies who exhibit at this show."

Maksim Syslov, director with Belshina Asia, which established a base in Singapore in January 08, has already confirmed his company's intention to exhibit at the next TyrexpoAsia. "We like this show, it is well run and well organised, we'll be back again in 2011," he confirms.