

## **TyrexpoAsia 11 MEDIA RELEASE**

### **Exhibitors praise TyrexpoAsia09 as dates confirmed for 2011**

India is set to have its own dedicated tyre and equipment exhibition following confirmation of plans to stage Tyrexpo India in Chennai in July 2011.

The ground-breaking exhibition will be based on the highly successful model of international tyre trade events organised by ECI International. ECI is the company responsible for the staging of the well-established Tyrexpo Asia (Singapore), Tyrexpo Africa (Johannesburg) and Brityrex, Manchester, UK, events.

Making the announcement, Rowena Suthers, sales director for ECI International, said: "India's position as one of the fastest-growing and most important markets for the global tyre industry makes it a natural choice to stage a high profile exhibition like Tyrexpo India.

"Our research among exhibitors and industry contacts worldwide tells us there is enormous interest in doing business in India. Tyrexpo India will fill the gap in the market for a truly international and dedicated tyre trade exhibition that will offer great potential for suppliers in the tyre, retreading, accessories and equipment markets to establish profitable new relationships."

Welcoming the news, Mr Rajesh Vyas, senior general manager (exports) with leading Indian tyre manufacturer BKT said:

"India is home to a rapidly developing tyre market and is now a significant global player, so it is fitting that the country will have its own trade show dedicated to the tyre business. I welcome this new initiative as it will attract greater international interest in the Indian market and help to raise the profile of domestic manufacturers and suppliers to global buyers. BKT has been closely involved in other tyre expos organised by ECI International, so I am confident they will deliver a top class event in 2011."

His views are echoed by Mr T. Ashokanand, president of Treadsdirect, part of the Elgitread group, who said:

"This new show will be a golden opportunity for the tyre and rubber people over here [in India] and I am sure there will be good participation from India as well as overseas. We are very glad that at last India is now on the global map of tyre trade shows. I am sure that all Indian tyre and rubber manufacturers will be very eager to participate in this big event, alongside the global players, and benefit immensely. With radialization gaining momentum in this country, the timing is perfect."

Tyrexpo India will take place at the Chennai Trade Centre in Chennai on the 5, 6 and 7 July 2011. Show days are Tuesday, Wednesday and Thursday. The venue is one of the country's most prestigious exhibition centres, playing host to a series of major events including the International Rubber Expo, Indian Industry Expo and Print Expo.

More details about Tyrexpo India and ECI International's other tyre and equipment exhibitions can be found at *Visitor numbers and reaction 'more than acceptable' in prevailing market conditions*

Exhibitors attending the seventh staging of TyrexpoAsia in Singapore have praised the exhibition for exceeding expectations in the global recession.

Despite many tyre businesses cutting international travel budgets, the three-day show still managed to attract a total of 2,985 visitors, just five per cent fewer than for the last staging in March 2007.

Exhibitor numbers were up eight per cent at 135, although total exhibition floor space remained the same as companies opted for more economic stand design.

*"Every show organiser wants to increase visitor numbers show-on-show but in these tough times we are very pleased that so many still decided to travel. We view that performance as more than acceptable taking everything into account,"* said Paul Farrant, managing director of show organiser ECI International.

As expected, local and regional delegates from Singapore, Malaysia, Indonesia, Taiwan, China and Thailand provided the greatest number of visitors, but overall 77 countries were represented at the Singapore Expo Centre.

Paul Farrant also confirmed that the exhibition will again be held at the Singapore Expo centre in two years time, with the new dates confirmed as 29, 30 and 31 March 2011. *"We have no hesitation in returning to Singapore, which is a popular and proven destination for this show. By scheduling the exhibition for March we will continue to avoid other competing events in the region and are being consistent to help our exhibitors and visitors with their forward planning and marketing."*

Among exhibitors declaring their satisfaction was Hercules Tire's corporate business development officer, Joe Rechia. *"The show was excellent, we were very busy and have made a ton of contacts. The quality of people was very good. I'm very happy,"* he said.

Rajesh K.Vyas, senior general manager (exports) for Indian tyre maker BKT said his stand was 'very busy'. *"We attended to build our brand and expand our customer base, particularly in Asia and Australasia. The show has been very busy,"* he said.

Neil Ganz, executive vice president of US tyre maker GPX International combined 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 made good sense. We met 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."*

Paul Hsu of first-time exhibitor Nankang is another happy customer. *"It is a very professional show for serious buyers. We have met contacts from Indonesia, Malaysia,*

the Phillipines, Dubai, Iran, Australia and many others. We hope to get several new agents from these people.”

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 from the show.”*

Maksim Syslov, director with Belshina Asia, which recently established a base in Singapore, 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 confirmed.

T K Rao of Singapore’s Mindtrac said he was pleasantly surprised at the reaction: *“I am more optimistic now than before the show. I thought it might be a real struggle but I’ve been pleasantly surprised that it didn’t turn out that way.”*

Keith Jarman from US tyre tools and equipment manufacturer AME, commented: “We considered not exhibiting due to the economic slowdown, but actually experienced a phenomenal show! We met distributors not only throughout Southeast Asia, but Europe and Africa and the Middle East. I’m thoroughly impressed with the quality of the people attending the show.”

And Xia Xu from China’s Enjoy Tyres, who exhibited with UK distributor Bond International, said: “We were delighted to see so many international visitors. We are looking ahead to future business; we know the recession will be a temporary problem.”

ECI say they are ‘delighted’ that the exhibition proved to be resilient and successful in the face of the global recession. “All things considered, we know that the show has worked well and proved that there is an appetite to do business, despite the depressed nature of some markets,” said Paul Farrant

Ends

#### **About ECI**

ECI International is a privately owned exhibition business. In addition to Tyrexpo India 2011 the company is the owner and organiser of Tyrexpo Africa in Johannesburg (March 2010), Brityrex International in the UK (October 2010) and Tyrexpo Asia in Singapore (March 2011). For more information, go to [www.eciinternational.com](http://www.eciinternational.com).

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