

**REPORT ON PARTICIPATION OF
RUBBER BOARD
IN RUBBER 2014**

THE 8TH INTERNATIONAL
TRADE FAIR OF RUBBER INDUSTRY HELD IN
TUYAP FAIR CONVENTION AND CONGRESS CENTRE,
ISTANBUL, TURKEY
FROM NOVEMBER 27-30

J. Chandrasenan Nair
Joint Rubber Production Commissioner
Rubber Board

K.G. Sathees Kumar
Assistant Director (P)
Rubber Board



REPORT ON PARTICIPATION OF RUBBER BOARD IN RUBBER 2014, THE 8TH INTERNATIONAL RUBBER INDUSTRY TRADE FAIR HELD IN TUYAP FAIR CONVENTION AND CONGRESS CENTRE, ISTANBUL, TURKEY FROM NOVEMBER 27-30, 2014.

INTRODUCTION

'RUBBER 2014', the 8th edition of the International Rubber Industry Trade fair at Istanbul was held in Tuyap Fair Convention and Congress Centre, Istanbul, Turkey from November 27- 30. This fair is a meeting point of the rubber industry where the industry presents the latest products, technologies and innovations. RUBBER 2014 also provided an excellent marketing platform by bringing together the rubber industry in a trade event that attracted professional visitors from around the world and offered new business opportunities in both local and global markets.

Rubber 2014 is aimed at improving trade co operations and business turnover figures, while presenting the latest technologies of rubber and polymer industry, automotive and supply industry, conveyor belt manufacturers, shoe industry, cord fabric, rubber tool machinery, quality control testing machines and raw materials of rubber at the same time.

THE EXHIBITION

The fair was organized by TUYAP, Fairs & Exhibition Organization in co-operation with the Rubber Association of Istanbul. Their address:

Tuyap Fairs and Exhibitions Organization Inc.

5 Karayolu, Gurpınar Kavsagi

34522 Istanbul, Turkey

Tel: +90 (0)212 8671100

The exhibition was held for 4 days from 27th to 30th November 2014. The venue was Tuyap Fair Convention and Congress Center, Istanbul, Turkey. The organizers marketed the event efficiently within and outside Turkey which ensured the participation of leading rubber industries, worldwide. More than 250 companies from 45 countries around the world participated in the event with latest rubber products and production technologies, new machines, and raw materials. Covering 10000 sq.mtr of exhibition space, Rubber 2014, the commercial event of rubber

industry in Eurasia region brought together exhibitors, professional visitors and buyer delegations. The fair attracted potential visitors mostly from Turkey, Iran, Denmark, Germany, Egypt, U.S, U.K. South Africa, Korea, Indonesia, China, Azerbaijan, Bulgaria, Georgia, Iran, Kazakhstan, Kosovo, Macedonia, Egypt, Romania, Russia, Serbia, Tunis, Ukraine and Jordan. Profile for exhibit include automotive tyres /tubes, belts & beltings, camelback products & latex products, conveyer / V belts / transmission, rubber canvas / footwear, machinery & testing equipment, moulded /extruded rubber goods, pharmaceutical products, raw materials, retreading materials, rubber Profiles, rubber Hoses, cots & aprons, services, sports goods etc.

PARTICIPATION FROM INDIA

Department of Commerce, Ministry of Commerce and Industry vide order no. 11/12/2012 – plant C dated 5 July 2013 conveyed the approval of Govt. of India to the Rubber Board's annual action plan for promotional participation in international trade fairs during 2012-14 including Rubber 2014, Istanbul, Turkey. Accordingly the following two officials represented the Board in Rubber 2014, Istanbul..

1. Shri. J. Chandrasenan Nair
Jt. Rubber Production Commissioner
2. Shri. K G Sathees Kumar,
Asst. Director (Publicity)

Apart from Rubber Board Officials, two exporters of natural rubber also participated in the fair.

1) Shri. M.T. Thomas, Managing Director, Thomson Rubbers India Pvt. Ltd

2) Shri. Rajesh Jose K., Proprietor, Karakkattu Agencies, Kannur

The Officers from the Rubber Board reached at Istanbul on 25 November evening and others on 26th. The exhibition stall was arranged on 26th. Participated in the exhibition from 27th to 30th. Dismantled the stall on 1 December 2015 and left Istanbul on 2nd morning.

Stall Arrangements:

The Rubber Board occupied the stall on 26th morning. For exhibiting products at Rubber 2014, Board rented a 12 m² built up stall at the Tuyap Fair Convention and Congress Center, Istanbul, Turkey. The stall allotted was 707 A in Salon No 7. The stall was set up after completing the registration formalities. The pavilion of the Board was the standard booth module type with

prefabricated 4mm walls. The fascia "RUBBERBOARD INDIA" was displayed and other facilities like spot lights, furniture, floorcarpets etc were provided.

India participated in the event mainly to promote the brand 'Indian Natural Rubber', an initiative of Rubber Board to promote Indian Rubber in the international market. For the purpose ten numbers of posters on branded natural rubber from India, explaining the brand USPs and potential to export different forms of Natural Rubber; brochures on Indian Natural Rubber detailing the importance of different marketable forms of Natural Rubber, its processing, quality control, specifications, selection, advantages etc.; leaflet on Indian Natural Rubber and branded natural rubber from India; samples of all grades of Ribbed Smoked Sheets (RSS); samples of all grades of Technically Specified Rubber were displayed at vantage points in the stall. Sample pieces of all the types/grades of rubber was also available for distribution to the visitors. In addition to this brochures with BIS specification details of RSS, ISNR and Centrifuged Latex; list of Major Exporters of Natural Rubber; list of Indian Exporters of Natural Rubber; list of exporters of Indian Natural Rubber Branded products; Brochure on Rubber wood were also displayed. Besides this, the exporter exhibited their posters, brochures detailing their activities, different grades of Natural Rubber processed, specifications etc. Few photographs of Rubber Board pavilion are attached as Annexure 1.

About the FAIR

The fair commenced on 27 November 2014 at 10.0am. The timing was 10 am to 7 pm and 10 am to 6 pm on the closing day. Our stall attracted many visitors all over the world. A note worthy feature of the exhibition was restriction of entry to trade visitors thereby alienating the not so serious general public visiting fairs for time pass.

The visitors were selective in choosing the stalls. Hence we were to entertain only serious visitors of the following categories –

1. Wholesale / retail dealers of various marketable forms of natural rubber
2. Rubber good manufacturers.
3. Industry consultants.

The idea of branding natural rubber by India was well conceived by industrialists and traders and encouraged them to focus on India for their natural rubber requirement. The stringent quality control measures adopted by Rubber board for branding natural rubber was explained in detail to

the importers. During interactions with visitors, the brand certification process was explained and queries raised by them were cleared. We have distributed samples of RSS & ISNR brochures on RSS & ISNR, address list of major exporters to the prospective visitors. Some business deals were initiated by the NR exporters who exhibited their products in our stall.

The visitors evinced keen interest in the exhibits and posters. Many of them collected specific data on pricing, quality and availability of NR from India. The leaflet with addresses of Indian exporters of NR was in good demand. The samples of marketable forms of NR from India were the centre of interest for the serious visitors. The message that Indian NR is of high quality was generally well received. Question was raised on price difference and availability of trade representative for Indian NR in foreign countries.

IMMEDIATE OUTCOME OF THE FAIR

We have identified 32 potential visitors from Malaysia, China, Taiwan and Korea with specific requirements of NR who informed their desire to start negotiation with Indian exports of NR. A detailed list of these persons including their addresses, phone nos. are prepared and attached as Annexure 2.

OBSERVATIONS

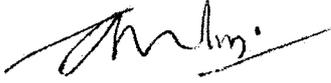
1. Quality of Indian Natural Rubber is generally accepted by all. So there is a good potential for Indian branded NR.
2. Pricing is a very important criterion in getting acceptability.
3. More aggressive promotional measures like participation in exhibitions/trade fairs have to be taken up with all earnestness.

SUMMING UP

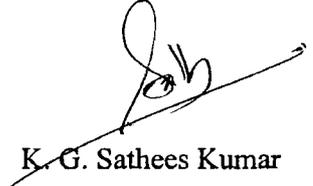
It has been assessed fairly well that all the important marketable forms of Indian Natural Rubber like different grades of RSS, ISNR and Centrifuged latex have great potential in China, Taiwan, Korea and some ASEAN countries especially Malaysia. We will have to establish a brand image for Indian Natural Rubber in those countries. Consistent quality and standard packaging has to be ensured for every consignment of NR exported. Adequate promotional measures have to be taken up. Indian participation in selected international exhibitions could be very useful in achieving the goal.

ACKNOWLEDGEMENTS

We place on record our sincere thanks to the Ministry of Commerce and Industry and Govt. of India for providing us an opportunity to promote the Indian Natural Rubber at Rubber 2014, Istanbul, Turkey.

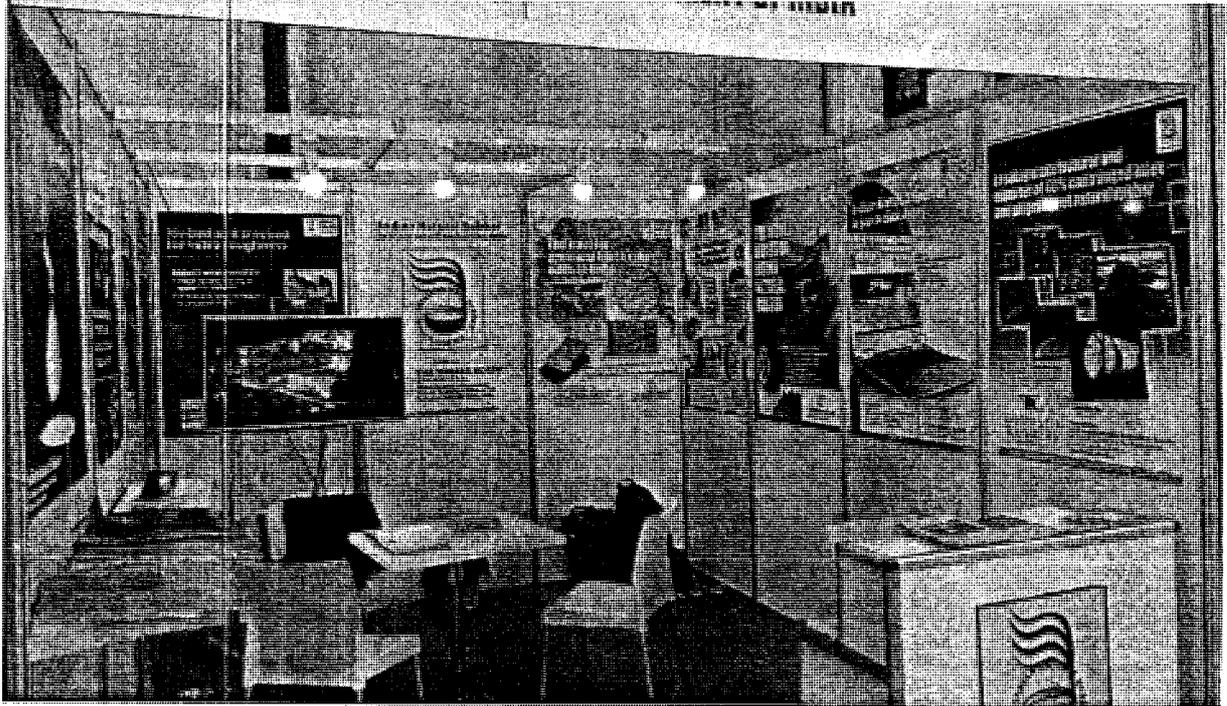


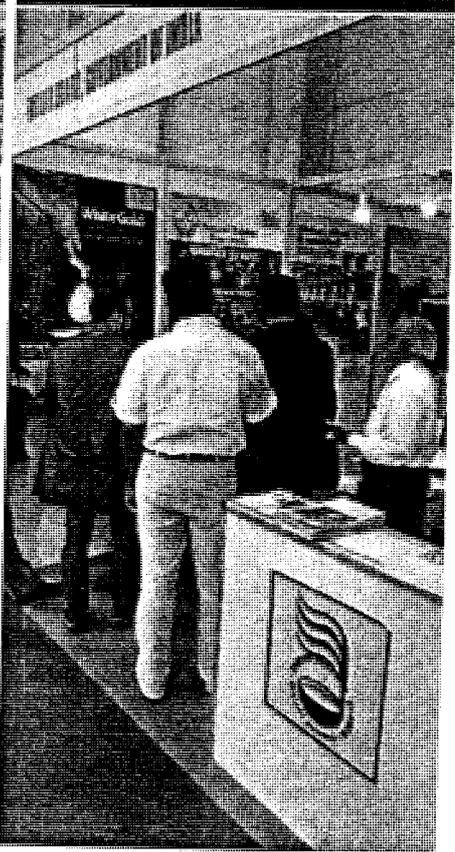
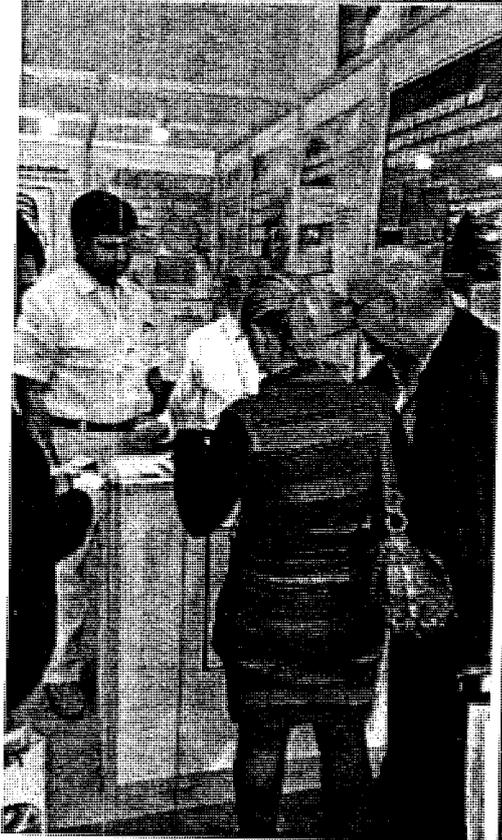
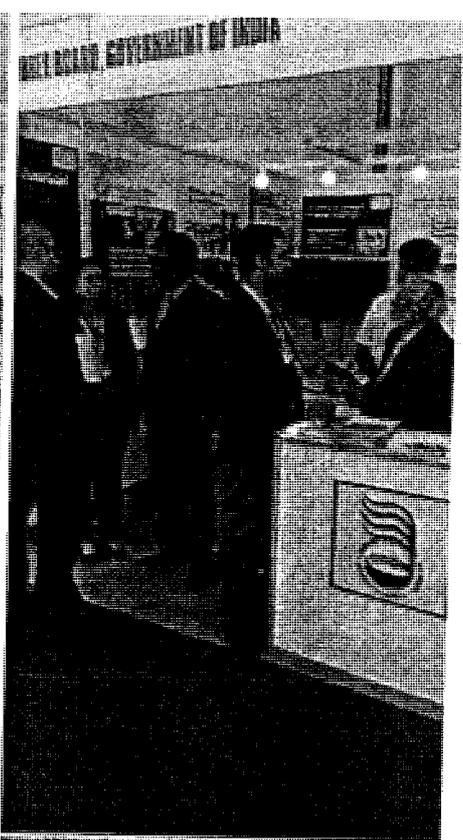
J. Chandrasenan Nair
Joint Rubber Production Commissioner
Rubber Board



K. G. Sathees Kumar
Asst. Director (Pub)
Rubber Board

Annexure 1 – Rubber Board Pavilion





Annexure 2

No.	Name and Address	Phone/Fax No.	Email/ website
1.	Tarek Al- Azhary Sales Manager Abdullah Abdul Aziz Al Rajhi Rubber Factory, Po Box 50, Al-Khobar 31952 Dammam, Saudi Arabia	Ph: (013) 818 1505 Fax: (013) 818 1510	tarek@alrajhicorp.com www.alrajhicorp.com
2.	Qagatay Moral Account Executive Musteri Temsilcisi Organik Kimya San Mimarsinan Mahallesi, Centre Yolu No:146 34075 Kemerburgaz I istanbul / Turkey	Ph: +90 212 331 00 00 Fax: +90 212 331 00 01	c_moral@organikkimya.com www.organikkimya.com
3.	Balkar Altay Semperit AG Holding Modecenterstrasse22, 1031 Vienna, Austria	Ph: +43 1 79777-414 Fax: +43 1 79777-323	balkar.altay@semperitgroup.com www.semperitgroup.com
4.	Arash Ashrafi Payco Commercial Company Second Floor No.885 between St,& Ghasredasht, Azarbayjan St., Tehran - Iran	Ph: (+98 21)66366127-8 Fax: : +43 1 79777-323	ashrafi.arash@yahoo.com
5.	Ergin Dogan Quality Management Supervisor Anadolu Motor Production and Marketing. INC Esentepe Mah. Anadolu Cad. No:5 Kartal 34870 Istanbul P :	Ph: (0 216) 306 41 80 Fax: (0 216)353 97 20	ergin.dogan@antor.com.tr www.anadolumotor.com.tr
6.	Mohsen Foroughi Manager Director No96.Second Ziaee av. Motahary stMalekshahr Isfahan, Iran	Ph: +98-311-2341550 Fax: +98-311-2355938	www.Isfplastic.ir
7.	Enis Sanli General Manager Rubber Metal Industrial Products Asiyan Sok. No: 15/4 34415 Kogithane, Istanbul	Ph. + 90 (212) 284 85 02 Fax : +90(212) 284 85 03	e.sanli@grnwsonli www.gmwkaucuk.com

8.	Suleyman BAS Tekbas Ins. ve Tar. Tic. San. Ltd. Seyhan Cad. No:19/A Seyhan/Adana	Ph: + 903223511730 - 3513045 Fax: + 9032235174 Mob: 05 0533 607 97 20	tarek@alrajhicorp.com
9.	Michael Brushtein Project Dept. Manager Supergum Ltd. Turkey	Mob: 972-50-6659940	michaelb@supergum.co
10.	Sara Attar Manager Tire - Chemical Dept. Sabhai Enterprises No 142, Khoramshahr Ave., Tehran 1533775117 -Iran P.O.Box: 15875/ 1449	Ph. +98 21 88740680 Fax:+98 21 88744284	tirechem@sabahico.com www.sabahico.com
11.	Peter Pevec Head of Development and Technology Service Donit Cesta komandanta Staneta 38 SI -1215 MEDVODE	Ph: +386(0)1 582 33 23 Fax: +386(0)1 582 32 24	peter.pevec@donit.eu www.donit.eu
12.	Imer Nezir konatel Chemmix Europe	Ph: +421 917 653 430	info@chemmix.eu www.chemmix.eu
13.	Nasuhi Dalamas Chemical Engineer Polychem, Istanbul	Ph: 05071520949	nasuhi@polikem.net
14.	Namik Kerdel Erdem General Manager Erdem Kauchuk 1203. Sokak No.47 Ostim/Ankara/Turkey	Ph. & Fax : 0.312 354 13	erdemrubber@yahoo.com
15.	Bahadir OZER International Sales Executive Pyramid Group Kugukbakkalkoy Mah. Kocasinan Cd. GumrOkgu Sk. No: 8 Atasehir/ Istanbul	Ph : +90 216 575 28 28 Fax :+90 216 575 11 01	bahadir.ozer@pyramidsfair.com
16.	Khadasevich Anatoli Director JSC Reznotehnika(Producers of mechanical Rubber Goods) 82, Komsomolskaya Str. Borisov. Minsk area. 222517 Republik of Belarus	Ph: + 375 177 72 14 47	bortm09@mail.ru

17.	Hakki Atam Atilla General Coordinator PA- Flex Organize Deri Sanayi Bblgesi 9.Yol Antik Sokak No: 10 B-8 Tuzla , Istanbul	Ph: 02163942244 Fax :02163942864	Info@pa-flex.com.tr www.pa-flex-com.
18.	Cenk Atic Marketing Specialist Meta endustri Factory: Cerkesli OSB Mah.iMES 10. Cad. No:22 Dilovasi / Kocaeli / Turkey	Ph : 0 262 290 98 00 Fax : 0 262 290 98 01	cenk@metaendustri.com
19.	Berna Kuleli Genel Mudurluk Qirgir Cd. No.24 Kartal-Istanbul	Ph : (0216) 387 37 09 Fax : (0216)306 21 19	kuleli@kulelihortum.com
20.	Pramod Kumar, P. Director Mining Division Polycorp 33 York Street Ontario, Canada	Ph : (519) 846-2075 Fax : (519) 500 7001	pkumar @ poly-corp.com www.poly-corp.com
21.	Hakki Atam Atilla Atilla Co. Ltd. Rubber trading and consultants Jomtien, 308 / 26 Toppraya Road Bangkok - Thailand	Ph : +66 876128521	Hakki-atilla@hotmail.com
22.	Sedat Ergezer R&D Manager Secil Kaucuk Factory / Center Office: Tarsus Adana Karayolu 7. Km. 33400 Tarsus- Mersin, Turkey	Ph : +90 324 616 11 40 Fax : +90 324 616 04 04	sedat@secltr.com www.secltr.com e-mail:
23.	Cherry Cho Kok sealing Solutions Kok Machinery(Kunshan)Co. Ltd. ADD:N0.#8,Hua-An Rd, Huaqiao, Kunshon, Jiangsu, China. Zip Code:215332	Ph :+86(0)512-57601666 Fax :+86(0)512-7601280	E:cs600C@ kok-china.com www.kokinternational.com

24.	Cemalettin PLPRO- LAST Demirtaş Org. San. Bölgesi Vasemir Sk. No : 11 BURSA	Ph +90 224 261 62 63 Fax :+90 224 261 57 58	cemalettincetin@prolast.com.tr www.prolast.com.tr
25.	Selim Yılmaz Metkan Gazi Dede Sokak No. 111 Muallimkoy-Gebze/ Kocaeli	Ph : (0262) 7591 221 Fax (0262) 7591 211	selim@metkankiya.com www.metkankimya.com
26.	Blazo Rizov Technoprodukt Industrika zona bb 1480 Gevgelija	Ph : 00389 34 231 637	tehnoprodukt_gevgelija@yahoo.com www.clubeconomy.com
27.	Saud Al Juaid General Manager (A) Technical Seal Co. Ltd. P.O Box 7480, Dammam 31462, KSA	Ph : (+966 13) 8472703	saud.aljuaid@zamilchemplast.com www.technicalseal.com.sa
28.	Ismail Karaahmetoglu Başakşehir Mh. Tiimsan 2 Sanayi Sitesi C Blok No: 76/1 Basakşehir / IST.	Ph : 0536 548 80 081	ismail.karahmetoglu@yahoo.com www.tumtad.com
29.	Mehmet Akdeniz Mutlu Tic a an Kimya San Ltd. Mehmet AKDENİZ Guzelce Mahallesi D100 Karayolu Uzeri No: 957 34530 Buyukgekmece, Istanbul, Turkey	Ph : (90212)8681555 Fax : (90212)8681551	mehmetakdeniz@mehmetakdeniz.com
30.	Murat Ozkilog Asst. General Manager Elkim Kaucuk Adnan Kahveci Mh. Yavuz Sultan Selim Cd. No: 116 Perlavista Rezidans B Blok K:6 Daire:23 Beylikduzii / Istanbul, Turkey	Ph : .+90 212 612 85 85 Fax : .+90 212 566 02 02	murat@elkimkaucuk.com www.elkimkaucuk.com
31.	Nilgun Side Arikan Kriko ve Mak. San.Tic. A.S. Organize Sanayi Bölgesi 2. Cadde P.K 26110 Eskisehir Turkey	Ph : +90 222 236 07 70 Fax : +90 222 236 07 74	nilguns@arikankriko.com.tr www.arikanautomotive.com

32.	Hasan koroglu Ali Koroglu Kaucuk Sanai ve Ticaret Ltd. Organize Sanayi Bolgesi Incegoz Sk. No. 8 42300 – Selcuklu/ Konya	Ph : (0332)2498687 Fax : (0332)2498642	www.alikoroglucaucuk.com
33.	Korakod Kittipol Marketing Manager Thai hua Rubber Public Company Ltd. 238/1 Ratchada-Pisek RD. Huai-Kwang, Bangkok 10320	Ph : . (662) 274 0471 Fax : (662) 275 0231	mkd@thaihua.com www.thaihua.com