

Tyrexpo Asia'09

MEDIA RELEASE

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Global focus on Singapore as international tyre exhibitors sign up for Tyrexpo Asia'09

Exhibitors from more than 40 countries already confirmed for 7th Singapore show

International exhibitors are already confirming plans for the new products and displays designed to catch the eye of tyre industry buyers at next year's Tyrexpo Asia March'09 exhibition.

For Singapore based manufacturer and distributor Omni United, the sales focus next March has already been agreed as its Radar ranges of bus and truck tyres, designed in India and manufactured in China. Radar OTR tyres will also form a very prominent stand presence, with products ranging in size to cover mining and industrial equipment from 21" to giant 57" wheel sizes.

Confirming the company's plans, senior vice president, Shivi Kalra said: "Tyrexpo Asia'09 is an important opportunity to interact with current customers, showcase our expanding ranges of products and meet potential new customers. Next year the focus will be on our ranges of SUV, PCR, TBR and OTR tires – all marketed under our Radar private brand range."

Another exhibitor prepared to give an early preview of its plans is Elgitread, the Indian tread rubber manufacturer. Tyrexpo Asia has been nominated to test the market for a new venture called Treadsdirect, which will promote tread rubber products under the Kooltread brand.

Head of international marketing, Ramamuthy Srinivasan explained: "The reason for our participation in Tyrexpo Asia is the opportunity to meet with global clients. Our new company, Treadsdirect Ltd will display tread rubber products under the brand name Kooltread, while consumables like patches and envelopes, will be displayed by Elgitread."

Newera Group is another Singaporean exhibitor that has earned itself a reputation for being a reliable regional supplier of a complete range of quality retreading equipment and accessories for passenger, truck and OTR tyres. The company has training schools in Malaysia, Singapore and China with excellent facilities coupled with well respected trainers and has a long-established reputation for its excellent and effective training programs in the tyre industry.

According to company spokesman and general manager Chen Chia Min, Newera believes in training not only their own staff but also their customer's staff to optimise the productivity of their equipment so that it gives greater value to their customers. A large range of equipment will be on display at Tyrexpo Asia'09.

Rowena Suthers, sales director for show organiser ECI commented: "The response and feedback we are receiving confirms there is an exceptional charge of energy and dynamism in the Asian tyre and rubber market. We continue to be delighted by the terrific response to the show, with Tyrexpo Asia'09 now over 60% sold and exhibitors from more than 40 international countries already confirmed for next March."

Attracting high calibre buyers to the Singapore Expo Centre continues with the opening of visitor pre-registration at the end of June, which guarantees fast-track entry to the show. Hotel and visitor information are also available online at the organisers' website, www.eci-international.com.

"The opening of the visitor pre-registration service at the end of June marks another step in the marketing of the show," says Rowena Suthers, "and I would urge all visitors to check our website for more information about the show, local accommodation and information in Singapore and above all, to ensure a no-waiting, no-hassle entry to the exhibition hall next March."

Some of the companies already confirmed for Tyrepo Asia 09 include:

ACTEN MARKETING SDN BHD
AIRTEC CORPORATION (ASIA) PTE LTD
AME INTERNATIONAL
APOLLO TYRES
BALKRISHNA TYRES (BKT)
CEAT
CHADHA RUBBER LTD
ELGITREAD
ENERCELL
ESCO
GOLDMINATE
GOODTIRE RUBBER
GUANGDONG ZHAOQING JUNHONG
HANGZHOU ZHONGCE
HERCULES TIRE INTERNATIONAL
HOCK LEE TRADING PTE LTD
INTERSTATE TIRE & RUBBER CO
ITALMATIC
KENDA
KORYOTYRE
MINDTRAC (S) PTE LTD
MONARCH VULCANISING SYSTEMS LTD
NEUMATICOS ISABEL
NEWERA EQUIPMENT PTE LTD
NEXEN TYRE CORPORATION
NYNAS PTE LTD
OMNI UNITED (S) PTE LTD
QINGDAO RHINO INT CO LTD
QINGDAO ODYKING TYRE CO LTD
RANGERSTORK
RETREADING BUSINESS
RUBBER ASIA
RUBBERKING TYRES INDIA PVT LTD
SAMIK CORPORATION

SD INTERNATIONAL
SHANDONG LINGLONG RUBBER CO LTD
SINOTYRE INT CO LTD
STAMFORD TYRES
STAR TYRE GROUP SHANGHAI CO LTD
SUPERKING
TECHKING TIRES LTD
TIRE GROUP INTERNATIONAL INC
TIRE GROUP OF FACTORIES LTD
TREADSETTERS
TRELLEBORG S.E.A. PTE LTD
T.T.I TYRE TRADING INT BV
TYREMAN
YHI CORPORATION (Singapore) PTE LTD

Ends

Diary dates: Tyrexpo Asia'09 will be held at the Singapore Expo Centre from 24 to 26 March 2009. More details from www.eci-international.com email: eci.intl@btconnect.com

About ECI International Ltd

ECI International is a privately owned exhibition business. In addition to Tyrexpo Asia, the company is the owner and organiser of Brityrex International in the UK (September 2009) and Tyrexpo Africa in Johannesburg (March 2010).

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