ABOUT THE TIRE & RUBBER SUMMIT

The precursor of our Tire & Rubber Summit dates back more than 30 years, and its core value remains constant to this day: as a networking aggregator, bringing together C-level executives of the tire and rubber industry to collaborate, reveal latest trends and address key issues and developments affecting the global tire industry, with a spotlight on Canada.

In the Tire & Rubber Summit, TRAC created a world-class event that explores the rubber industry’s economic aspects, technology, innovation and regulation. All the expertise put forth at the event comes from executives of rubber companies, non-tire manufacturers, rubber compounders, suppliers, auxiliary businesses, and regulators who together will discuss rubber industry issues from a uniquely Canadian perspective.

Our event features presentations and speakers who deliver thought-provoking ideas, allows the attendees the opportunity to absorb the latest industry insights, and jumpstarts industry conversations. The Summit’s professional presentations provide latest insights and uncover potential new market directions, while the cooperative and collegial environment creates invaluable networking opportunities, connects new business opportunities, and helps grow market presence and increase business performance.
SUMMIT 2017: Navigating the New Normal in International Trade

These are tumultuous times for international trade, so it's no surprise that the Summit 2017 will focus on the questions of trade, as the Canadian rubber manufacturers and suppliers face profound challenges brought on by global economic and political changes.

As NAFTA comes under fire, the Canadian industry is inundated with trade agreements between Canada and E.U., and potential agreements with South America (Mercosur) and a seeming fast-paced pivot to China, with others coming on soon.

With NAFTA renegotiations underway, the U.S. is raising prospects of a border tax on automotive products, and disregarding how deeply integrated the automotive industry is across North America, causing a major concern for the automotive industry, a principal industry for tire and rubber manufacturers.

Tire & Rubber Summit 2017 comes at a critical time and may be the perfect anecdote to make sense of it all with learned colleagues and expert panelists to discuss the major issues and challenges affecting our businesses, our market and our country.

ABOUT TRAC

Founded in 1920, the Tire and Rubber Association of Canada (TRAC; www.tracanada.ca) is a cornerstone of the national rubber manufacturing industry, serving tire manufacturers, rubber product manufacturers, rubber recyclers, and chemical technology companies. Over the past century, TRAC has accumulated a wealth of knowledge and became one of the most respected industry organizations worldwide.

A continued mainstay of the industry, TRAC stands at the forefront of industry evolution—helping to navigate changes in policy and social trends, and supporting international dialogue about sustainable rubber manufacturing and recycling. The Tire & Rubber Summit is a prime example of TRAC’s dedication to its industry position, vision, and mission.
MO NDAY; JUNE 19, 2017

6:00 pm   Chairman’s Opening Reception

7:00 pm   Chairman’s Dinner

Please join us on Monday evening to network with your industry colleagues during our Chairman’s Opening Reception & Dinner. A special guest speaker will accompany this networking event, which will mark the official opening for our 2017 Tire & Rubber Summit. Panel presentations will begin the following morning.

Dinner Keynote:

“Perspectives from Washington”
Anne Forristall Luke, President & CEO, U.S. Tire Manufacturers Association

TUESDAY; JUNE 20, 2017

8:30 am   Delegate Registration & Networking Breakfast

9:00 am   Opening Remarks

9:15 am   Rubber Materials & Energy Outlook

Our experts will present the challenges and trends affecting the supply and demand for both raw materials and the electricity supply and demand outlook and its effect on rubber manufacturing, production, and potential opportunities in energy management.

Bill Hyde          Senior Director, Olefins & Elastomers, IHS Chemical
Chris Cullinan   Product Management Director, Americas Reinforcement Materials, Cabot Corporation
Robert Doyle      Section Head, Customer & Stakeholder Relations
                  Independent Electricity System Operator (IESO)

10:30 am   Refreshment Break

10:45 am   Understanding Trade, Trading and Traders

Canadian manufacturers and suppliers are inundated with new trade agreements with Europe and elsewhere and potentially a fast-track agreement with China is in the works – and the NAFTA agreement is seriously under threat. Couple all of this with new rules to CBSA’s Trade Security and Customs Compliance and other customs programs and it’s no wonder people are a bit nervous and concerned.

Emil Fiorantis   Vice President, Operations, Dominion Customs Consultants Inc.

President Trump has repeatedly stated his intention to renegotiate NAFTA. He especially singled out the auto industry and threatened to impose a border tax on automotive products if automakers did not repatriate investment and jobs to the United States. These pronouncements, however, fail to recognize just how fully integrated the automotive industry is within North America today. Trump’s promise to renegotiate NAFTA sent a chill through the automotive industry in Canada since any change to the tariff structure would have consequences for OEMs, suppliers and consumers alike. This session will explore and explain the unique integration of the auto sector in North America.

Ken Delaney  Partner, Prism Economics; Executive Director CSTEC; Industry Liaison & Special Advisor, Automotive Policy Research Centre
Dr. John Holmes  Professor Emeritus of Geography and Planning at Queen’s University and an Academic Partner with the Automotive Policy Research Centre

12:00 pm  Lunch Break

01:15 pm  Annual General Members’ Meeting

01:30 pm  Canadian Economic Outlook

The Canadian economy is showing strength in employment, housing starts and a rebound in energy investment according to the latest RBC Economic Outlook. They also sight consumers as a factor for continued growth in 2017 – but can this pace continue given the threats to trade? Our luncheon speaker will look at the risks and opportunities ahead.

Josh Nye  Economist, Royal Bank of Canada

02:00 pm  Waste-Free Ontario Act and Producer Responsibility

The Waste-Free Ontario Act is now promulgated and OTS has its wind-up letter from the Minister and the new Resource Productivity & Recovery Authority is operational. The pieces are beginning to fall into place, but these are still very early days in the process and there are many unanswered questions. In this session, we will hear from key players who will share with us their roles and plans for the new Authority, the OTS wind-up and the new industry producer responsibility organization (PRO) respectively.

Glenda Gies  Chair, Resource Productivity & Recovery Authority
Doug Mander  Principal, Mander Consulting
Lyle Clarke  Principal, Lyle Clarke & Associates

03:30 pm  Refreshment Break
03:45 pm  **Tire Industry Outlook: A Panel Discussion**

Our moderated panel of tire industry leaders will discuss the major challenges facing the Canadian tire industry today. Of particular interest will be market trends, outlook, free trade agreements, producer responsibility and more.

**Tony Mougios**  Director of Sales Canada, Michelin North America (Canada) Inc.

**Matt Livigni**  Managing Director, Continental Tire Canada, Inc.

**Maureen Kline**  Vice President, Public Affairs & Sustainability, Pirelli Tire Inc.

**Andy Robinson**  Region General Manager, Bridgestone Canada Inc.

05:00 pm  **Closing Remarks & Adjourn**