

TIRE & RUBBER SUMMIT 2019

DRIVING TO THE FUTURE

JUNE 11 & 12, 2019

TORONTO AIRPORT MARRIOTT HOTEL

901 DIXON RD, ETOBICOKE, ON M9W 1J5

Tire & Rubber Summit 2019 will take place in Toronto on June 11 & 12, 2019. The Summit will bring the latest industry insights, thought-provoking ideas, and opportunities to network with the tire and rubber industry professionals.

This world-class event will explore the tire and rubber industry's advances in technology, innovation, regulation and economics through the insights from executives in rubber companies, non-tire manufacturers, rubber compounders, suppliers, auxiliary businesses, and regulators who will discuss rubber industry issues from uniquely Canadian perspective.

Driving to the Future

When it comes to technology, industries across the globe are living through exciting times: autonomous vehicles, artificial intelligence, machine learning, robotics... these represent only the technological tip of the iceberg that's moving through the industries' waters worldwide. It's a perpetual technology race and, as ever, tire and rubber manufacturers are staying atop of these trends and raising the bar when it comes to banking on technology, whether it be in the product development, manufacturing processes, supply chain management and all other business aspects.

This year's iteration of the event will bring together industry professionals and expert panelists to discuss the technologies that reverberate throughout the tire and rubber industry. Besides technology, the speakers will address issues and challenges affecting business performance and markets.

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, bring 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 and rubber industry, with a spotlight on Canada.

In the Tire & Rubber Summit, TRAC created 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 in rubber companies, non-tire manufacturers, rubber compounders, suppliers, auxiliary businesses, and regulators who together will discuss rubber industry issues from 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.

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.



TUESDAY; JUNE 11, 2019

6:00 pm **Chairman's Reception**

7:00 pm **Chairman's Dinner**

The Reception marks the official opening of Tire & Rubber Summit 2019. Spend the evening networking with tire and rubber industry colleagues and other professionals, and listen to a presentation from a special guest speaker.

Dinner Keynote

WEDNESDAY; JUNE 12, 2019

8:30 am **Delegate Registration & Networking Breakfast**

9:00 am **Opening Remarks**

9:10 am **Rubber Material Feedstocks – Supply and Demand Outlook**

Our experts will present the challenges and trends affecting the supply and demand for tire industry's core raw material feedstocks such as NR, SBR, CB, processing oils and others. Furthermore, panelists will offer insights into latest feedstocks procurement strategies relevant in today's market environment.

10:30 am **Refreshment Break**

10:45 am **Regulatory Initiatives and Outlook**

Our panelists will focus on several key regulatory initiatives relevant to rubber and tire manufacturers in Canada, and will include directives concerning Canada's Chemical Management Plan and Canada's Pan-Canadian Framework on Clean Growth and Climate Change. Trade also remains under scrutiny and customs compliance and programs continue to evolve to match the challenging global trade environment.

12:00 pm **Lunch Break**

01:00 pm **Annual General Members' Meeting**

01:30 pm **Canadian Economic Outlook**

Despite global trade tensions, the global economy is not expected to stall in 2019, and the U.S. economic growth has been the main cause in propelling global growth over the past year. The Canadian economy is expected to remain solid and will also likely continue to expand. This segment will provide an overview of the key culprits that will shape the Canadian economy in the coming year.



02:00 pm **Driving to the Future – Part I.**

New technologies have one thing in common: the surprising ways they can alter how companies reach their business goals. How will connected vehicles, advanced networks and other technologies impact the tire industry? This segment will present several technologies that are affecting the industry as we speak.

03:30 pm **Refreshment Break**

03:45 pm **Driving to the Future – Part II.**

Technology is changing industries in unprecedented ways, dramatically altering the way they understand and advance product development, manufacturing processes, and other business aspects. This segment will be a discussion of several new technologies and ideas that are informing automotive and tire industries today.

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