

**International Rubber Study Group**

**PRESS RELEASE**

**Goodyear Chairman and CEO to Headline**

**World Rubber Summit 2015**

12 FEBRUARY 2015, SINGAPORE - Richard J. Kramer, the chairman and CEO of the Goodyear Tire and Rubber Company (Goodyear), will discuss current and emerging trends shaping the global tire and rubber industries with delegates at the upcoming World Rubber Summit to be held 24-25 March 2015 in Singapore. The Summit, themed “*Productivity & Sustainability for Tomorrow’s Market – what drives it?*” will examine how world leaders and global CEOs are adjusting to the rapidly changing world economy and new global paradigms impacting the rubber industry.

Participants attending the World Rubber Summit will hear from Mr Kramer about Goodyear’s strategic priorities to create long-term sustainable value for all of its stakeholders. As one of the world's largest tyre companies, Goodyear employs approximately 68,000 people and manufactures its products in 50 facilities around the world. Its two Innovation Centres in Ohio and Luxembourg develop state-of-the-art products and services that set the innovation and performance standard for the industry.

**About IRSG**

IRSG is a unique organisation within the rubber industry creating a platform for the producers and consumers from all sectors of the rubber industry, natural rubber (NR), synthetic rubber (SR), tyre sector, rubber processors, traders, financial sector, consultants etc., to discuss all issues of relevance to the integrated global rubber value chain.

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