**World Rubber Week 2015 Casts Spotlight on Industry’s Future**

*Synergistic combination of three key events - World Rubber Summit*, *Rubber Exchange Forum and Tyrexpo Asia to address challenges in the global rubber industry*

**Singapore - 28 January 2015** – Leaders, stakeholders and experts from the global rubber industry will congregate in Singapore at the World Rubber Week 2015, to be held at the Singapore EXPO Convention & Exhibition Centre and MAX Atria @ Singapore EXPO from 24 – 26 March.

The global rubber industry continues to face concerns over fluctuating supply and demand combined with overcapacity and spiralling prices for natural rubber and weakening prices for synthetic rubber in response to the current crude oil market conditions. Against this backdrop, the World Rubber Week 2015 will focus on addressing some of these key issues to help chart a more robust future for the global rubber industry.

Organised by SingEx Exhibitions (SingEx) in partnership with IE Singapore, the World Rubber Week will feature the World Rubber Summit 2015 (WRS), a two-day conference organised in collaboration with the International Rubber Study Group (IRSG), and the Rubber Exchange Forum (REF), a one-day workshop organised in partnership with Singapore Exchange (SGX). It will also feature SingEx’s fully owned exhibition, Tyrexpo Asia, the region’s most established tyre industry event.

Aloysius Arlando, CEO of SingEx Holdings, the holding company of SingEx Exhibitions says, “Amidst the current volatile market conditions, leaders and experts from the rubber industry attending the World Rubber Week will focus on discussing the concerns and pressures in the industry and deliberate over solutions to address these challenges. Delegates can look forward to have a deeper insight and develop a better understanding on the key factors that will affect and shape the industry’s future.”

The World Rubber Week is expected to attract some 6,000 industry players from both natural and synthetic rubber sectors, including producers and manufacturers from around the world to share views on the industry’s future developments.

**World Rubber Summit 2015: A Spotlight on the Future of the Rubber Industry**

The World Rubber Summit is a two-day event with the theme ‘Productivity & Sustainability for Tomorrow’s Market – What Drives It?’ More than 400 senior management and executives are expected to attend the Summit, including natural and synthetic rubber producers, distributors, regulatory bodies, importers and exporters, analysts and research and development institutions.

Dr Stephen Evans, Secretary-General of IRSG remarks, “The World Rubber Summit is a unique and exclusive event for the top minds of the global rubber community to discuss the major trends and debate fundamental issues shaping the future global rubber industry. The summit is a ‘must attend’ event for senior management in the rubber industry as it provides a platform for an exciting exchange of ideas on several key issues such as the rapidly evolving; automobile and tyre markets, natural and synthetics rubber sectors, supply chain, emerging markets and sustainability.”

**Rubber Exchange Forum (REF): Understanding Futures Rubber Trading**

The inaugural Rubber Exchange Forum is a one-day workshop and aims to deepen participants’ understanding of futures rubber trading within the context of transparency and global pricing benchmarks. The forum will provide the history and development of the rubber market in Asia, hedging and forecasting rubber prices as well as trade financing in the rubber market.

“The SGX forum comprises a comprehensive series of analytical and technical sessions, each unveiling the fundamentals of and insights into rubber trading and how SGX SICOM remains as the global price benchmark for natural rubber. Attendees will earn a keen understanding of how to hedge, chart and analyse rubber prices, gain increased knowledge of trade finance such as how it works, how it applies to the rubber industry, and the requirements and responsibilities of a rubber market participant,” comments Lily Chia, Head of Product Management, Commodities, of the Singapore Exchange.

**Tyrexpo Asia: Growing to Meet the Diverse Needs of the Industry’s Buyers and Sellers**

Tyrexpo Asia, celebrating its tenth edition this year, will feature more than 250 suppliers of tyres, workshop equipment and accessories from over 20 countries. The event will take up an expansive 13,500 square metres of exhibition space, a 30% growth since its last edition in 2013.

Visitors can look forward to new and innovative elements, including a dedicated zone for workshop equipment and tyre accessories, and TyreTalk, a seminar focussing on issues, challenges and business opportunities in Asia. Tyrexpo Asia is part of the Tyrexpo series organised by SingEx in other countries including India, South Africa and the United Kingdom.

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Notes to editors:

For media accreditation please register at one of the following links:

* World Rubber Week <http://goo.gl/forms/rIxO3T08BC> (inclusive of all events)
* The Rubber Exchange Forum <http://goo.gl/forms/xc0zqxQYwN>
* World Rubber Summit <http://goo.gl/forms/k7Q4ux44b7>
* Tyrexpo Asia <http://goo.gl/forms/qQX6u2K1MJ>

**About SingEx Exhibitions Pte Ltd**

SingEx Exhibitions is a subsidiary of SingEx Holdings, and is wholly owned by Singapore’s investment company, Temasek Holdings. SingEx Exhibitions owns, develops and manages a series of trade exhibitions and conferences in various industries including urban solutions, logistics, information technology, healthcare and commodities.

The company collaborates with both local and international partners to create new market platforms via trade events in key industries with high growth potential. SingEx Exhibitions has an extensive network of relationships with regional governmental agencies, international trade associations, and leading businesses in key sectors which enables it to form joint ventures, acquire, market and scale events around the world.

For more information, log on to [www.singex.com](http://www.singex.com).

**About International Enterprise Singapore**

International Enterprise (IE) Singapore is the government agency driving Singapore’s external economy. It spearheads the overseas growth of Singapore-based companies and promotes international trade.

Trade has always been the backbone of Singapore’s economy. In addition to promoting export of goods and services, IE Singapore also attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

Renowned worldwide for their dedication to quality and innovation, Singapore-based companies make ideal business partners. With its global network in over 35 locations spanning many developed and emerging markets, the agency connects businesses with relevant Singapore-based companies for their business expansion by:

·  helping to identify and cultivate relationships with Singapore-based partners that have a pan-Asian or global presence

·  keeping companies abreast of the latest business trends and opportunities in Asia

Visit [www.iesingapore.com](http://www.iesingapore.com) for more information.

**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.

**About Singapore Exchange (SGX)**

Singapore Exchange (SGX) is the Asian Gateway, connecting investors in search of Asian growth to corporate issuers in search of global capital. SGX represents the premier access point for managing Asian capital and investment exposure, and is Asia’s most international exchange with about 40% of companies listed on SGX originating outside of Singapore. SGX offers its clients the world’s biggest offshore market for Asian equity futures, centred on Asia’s three largest economies – China, India and Japan.

In addition to offering a fully integrated value chain from trading and clearing, to settlement and depository services, SGX is also Asia’s pioneering central clearing house. Headquartered in Asia’s most globalised city, and centred within the AAA strength and stability of Singapore’s island nation, SGX is a leading Asian counterparty for the clearing of financial and commodity products.

For more information, please visit [www.sgx.com](http://www.sgx.com/).

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