

India Rubber Expo has a successful presence at Tire Technology Expo 2012 in Germany

I had a fabulous opportunity last week to explore latest trends at the Tire Technology Expo 2012. It covers the entire gamut of tyre industry from manufacturing, designing, engineering to latest technological breakthroughs, in the tyre industry.

Besides the ground breaking technology papers, it provided an effective platform for business networking & knowledge-sharing.

Over 135 of the highest profile experts from around the world were at the show to present their latest research & development work in tyre. I had the privilege of sharing info about the IRE Expo and generated a lot of enthusiasm and am proud that stalwart's in the industry have started acknowledging us.

The show featured a range of new technology & materials including pressure sensor electronics, additive & adhesion resins, value technology, weaving system & x-ray inspection & testing equipments making it the biggest & most focused show of its kind anywhere in the world, according to Colin Scott, sales & Marketing Director at UKIP Media & Event.

We have booked spaces with VMI group, MicroPoise, and Matteuzzi for IRE2013. Secondly we have also managed a 12 Sq Mt stall for Tire-Technology 2013.

Cheers!

Some of the Exhibitors mentioned below:

*SIEMENS	*UKIP media events	*UZER MAKINA	*RheinChemie
*Struktol	*The Poling Group	*MicroPose	*MESNAC

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