



## **CHINA RUBBER CONFERENCE 2025 & CRIA's 40<sup>th</sup> Anniversary Celebration**

March 25-28, 2025, Shangri-La Hotel, Qingdao, China

Dear sir or madam,

On behalf of the China Rubber Industry Association (CRIA), I am honored to extend to you a warm invitation to participate in the China Rubber Conference 2025 and the celebration of CRIA's 40<sup>th</sup> anniversary. The event will be held from March 25 to 28, 2025 at the Shangri-La Hotel in Qingdao, China.

### **Conference Overview**

The CRC is an international and professional rubber event that has been held annually by CRIA since 2006. It has gained recognition as a premier gathering in the global rubber industry. CRC 2025 is expected to attract over 1,000 participants from more than 20 countries & regions, including government officials, rubber producers and processors, traders, manufacturers of rubber products, commodity and investment analysts, rubber/tire machinery and equipment suppliers, and rubber raw material supporters. Additionally, representatives from over 10 global rubber industry associations will also be in attendance.

### **Theme and Highlights**

The theme of CRC 2025 is '**Green Innovation and Smart Manufacturing: the Path to Sustainable Development of the Rubber Industry**'. The event will feature a main forum, two parallel sessions, an exhibition, and concurrent activities. These sessions will cover a wide range of topics, including the latest trends in the rubber industry, technological advancements, sustainable development strategies, and market outlooks.



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### **Conference Agenda**

#### **March 25<sup>th</sup> Registration**

*Participants can complete the registration process and receive conference materials.*

#### **March 26<sup>th</sup> Main Forum- Macroeconomic & Industry Analysis**

#### **March 27<sup>th</sup> Parallel Sessions**

*Session 1: Market Overview & Industry Hotspots*

*Session 2: Green Development & Innovative Applications*

#### **March 28<sup>th</sup> Concurrent Activities**

*Conventioneers, exhibitors, sponsors and speakers will have the opportunity to make plant tours to local manufacturers or attend networking activities, such as badminton competition and hiking.*

It is our pleasure to invite you as one of our most distinguished guests to participate in the CRC 2025 and the celebration of CRIA's 40<sup>th</sup> anniversary. If you have any questions, please feel free to contact us via [expo@cria.org.cn](mailto:expo@cria.org.cn) for any requirements. We DO look forward to receiving your favorable reply as soon as possible.

Regards,

Ms. Mary Xu, Chairman of China Rubber Industry Association

F5 Kinglong Int'l, Bldg. B, No.9 Fulin Road, Chaoyang Dist., Beijing 100107 China

+86-10-84911581 [expo@cria.org.cn](mailto:expo@cria.org.cn)

**Conference Agenda** *(up to March 11, 2025)*



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*Please note: Simultaneous Interpretation Service for the whole conference*

**March 26<sup>th</sup>, 2025**

### **Main Forum: Macroeconomic & Industry Analysis**

#### **08:30-09:15 Opportunities and Challenges of China Rubber Industry in 2025**

Xu Wenying, Chairman of China Rubber Industry Association

#### **09:15-09:55 AI-Driven New Transformation in Rubber Industry: Intelligent Manufacturing and Innovative Practices**

Yuan Zhongxue, Director of National Engineering Research Center for Rubber and Tire, Honorary President of Sailun Group Co., Ltd.

#### **09:55-10:15 Review Relevant Documents of China Rubber Industry Association Council**

#### **10:15-10:35 Networking & Refreshment Break**

#### **10:35-10:55 Opening Address**

Lin Wenlong, Director and General Manager of Qingdao Sentury Tire Co., Ltd.

Chen Kezheng, President of Qingdao University of Science and Technology

Lu Feng, Deputy General Manager of Shanghai Futures Exchange

Xu Wenying, Chairman of China Rubber Industry Association

#### **10:55-11:35 Development of China Tire Industry in 2024 and Outlook for 2025**

Shen Jinrong, President of Zhongce Rubber Group Co., Ltd.

#### **11:35-12:05 Economic Operation of China Rubber Industry in 2024 and Outlook for 2025**

Lei Changchun, Deputy Chairman and Secretary General of China Rubber Industry Association



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### **14:30-15:10 Forecast and Hotspot Analysis of China Automotive Market in 2025**

Xu Haidong, Deputy Chief Engineer of China Association of Automobile Manufacturers

### **15:10-15:40 Overview of Global Tire Industry in 2024 and Outlook for 2025**

Robert Simmons, Head of Rubber and Tire Research of GlobalData

### **15:40-16:20 Robust Development Strategies for Rubber Enterprises from a Financial Perspective**

DAR Wong, Chief Investment Officer of ALA Advisors Pte Ltd.

### **16:20-16:40 Networking & Refreshment Break**

### **16:40-17:10 Research Progress on Technologies for Rubber Vibration Damping in Rail Transit**

Yang Jun, Chief Scientist of Zhuzhou Times New Material Technology Co., Ltd.

### **17:10-17:40 Current Status and Outlook of Tire Industry in the United States**

John Y. Wu, Senior Director of Statistical Programs of U.S. Tire Manufacturers Association (USTMA)

### **17:40-18:00 Sustainable Development and Environmental Management in the Global Tire Industry**

Larisa Kryachkova, Executive Director of Tire Industry Project (TIP), World Business Council for Sustainable Development (WBCSD)

### **18:00-18:30 Exploring Scientific and Technological Innovation in the Rubber Industry from Key Materials, Processing Technologies, and Circular Economy**

Wang Chuansheng, Director of National Engineering Research Center for Advanced Tire Equipment and Key Materials, Qingdao University of Science and Technology



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### **Session 1: Market Overview & Industry Hotspots**

#### **08:30-09:10 Global Commodity Outlook and Rubber Trend Forecast for 2025**

Feng Jie, Chief Analyst of Commodity Research Institute, Galaxy Futures Co., Ltd.

#### **09:10-09:40 Global Natural Rubber Industry Outlook in 2025: Opportunities and Challenges**

Joseph Adelegan, Secretary-General of International Rubber Study Group (IRSG)

#### **09:40-10:10 China Synthetic Rubber Industry: Opportunities and Challenges on Global Pattern Reshaping**

Wang Yulian, Head of SCI General Synthetic Rubber Industry Chain of SCI

#### **10:10-10:30 Overview of Rubber Futures Operation and Industrial Risk Management Cases**

Wu Xing, Senior Manager of Commodity Futures Department II of Shanghai Futures Exchange

#### **10:30-11:00 Networking & Refreshment Break**

#### **11:00-12:20 Panel Discussion: Global Natural Rubber Market Overview**

##### **Moderator:**

Wang Pei, Chairman and General Manager of Qingdao Rubber & Tire America Co., Ltd.

##### **Interview Guests:**

Goh Sou Sheng, Director of Production Development, Malaysian Rubber Board (MRB)

Coulibaly Edmond Fournigué, Director General of the Ivorian Rubber and Palm Oil Board



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Montchai Pinitjitsamut, Professor of Faculty of Economics, Kasetsart University

Yang Yu, Deputy Party Secretary, Director, and General Manager of China Hainan Rubber Industry Group Co., Ltd.

Dar Wong, Chief Investment Officer of ALA Advisors Pte. Ltd.

### **14:30-15:00 Latest Updates on EU Deforestation Regulation**

Laurent Bardon, Head of the Green Transition Section, First Counsellor for Environment and Climate Actions, Delegation of the European Union to China

### **15:00-15:30 Supply Chain Management and Risk Control in the Rubber Industry**

Fu Xin, Senior Partner of Beijing Jincheng Tongda & Neal Law Firm (JT&N)

### **15:30-16:00 Outlook of Global NR Market: Opportunity and Challenge**

Riska Pujiati, Economist of the Association of Natural Rubber Producing Countries (ANRPC)

### **16:00-16:30 Networking & Refreshment Break**

### **16:30-17:00 Supply & Demand Status of Rubber Raw Material in 2025 and Price Outlook**

Li Zhi, General Manager of Rubber Division of Shandong Longzhong Information Technology Co., Ltd.

### **17:00-17:30 Current Situation and Outlook of European Tire Industry**

Adam McCarthy, Secretary General of European Tyre and Rubber Manufacturers' Association (ETRMA)

## **Session 2: Green Development & Innovative Applications**

### **08:30-09:00 Latest Energy-saving and Carbon-reduction Technologies and Practices in the Rubber Industry**



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Philippe Oberti, Deputy General Manager and R&D Director of Qingdao Sentury Tire Co., Ltd.

Kazuyuki Higashinaka, Director of Materials and Formulation Department, Qingdao Sentury Tire Co., Ltd.

### **09:00-09:30 Research and Application of Odor Source Tracing and Control Technologies in the Rubber Industry**

Wang Gen, Executive Director of the Key Laboratory of Odor Pollution Control, Ministry of Ecology and Environment

### **09:30-10:00 Energy Conservation and Carbon Reduction Under the Dual Carbon Goals**

Lang Hongfeng, Deputy General Manager of Zhejiang Double Arrow Rubber Co., Ltd.

### **10:00-10:20 Technological Innovation and Sustainable Development in Synthetic Rubber**

Li Lange, Assistant General Manager of the Technology Innovation Center, Shandong Chambroad Sinopoly New Material Co., Ltd.

### **10:20-10:40 Multiple Solutions to Enable the Transition to a Sustainable Rubber Industry Chain**

Celso Magri, Global Marketing and Sustainability Director of Orion

### **10:40-11:00 Networking & Refreshment Break**

### **11:00-11:30 Energy Management System in the Construction of Green Factories**

Zhang Kui, Deputy Chief Engineer and Deputy Manager of Rubber Division, BlueStar Engineering Co., Ltd.

### **11:30-11:50 Refined Logistics Operation and Maintenance to Upgrade Tire**



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### **Intelligent Manufacturing**

Li Xiang, Director of Solution Planning Department of Mobile Robot Division, Lingong Intelligent Information Technology Co., Ltd.

### **11:50-12:20 Skeleton Materials Support the Tire Industry in its Green and Low-carbon Transition**

Zhong Chongyi, Sustainability Lead North Asia of Bekaert

### **14:30-14:50 How Chinese Natural Rubber Ecosystem Contributes to the Sustainable Development of the Global Rubber Supply Chain**

Stefano Savi, Chief Executive Officer of Global Platform for Sustainable Natural Rubber (GPSNR)

### **14:50-15:20 Standards Propel the Development of New Form of Productivity in the Rubber Industry**

Dong Wenmin, Deputy Director of Technical and Economic Committee of China Rubber Industry Association

### **15:20-15:40 Supercritical CO<sub>2</sub> Multi-Stage Screw Extrusion Devulcanization Recycling Technology**

Gu Zhong, Director of the Technology Center, Jiangsu Youxin Equipment Technology Co., Ltd.

### **15:40-16:00 Application of Intelligent Uncured Tire Storage and Intelligent Delivery Systems**

Wang Kai, Director of International Business Department of Qingdao Kingrobot Co., Ltd.

### **16:00-16:30 Networking & Refreshment Break**

### **16:30-16:50 New Products Development and High-Value Applications of Pyrolysis Recovered Carbon Black**



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Zhou Ping, General Manager of Ecostar (Qingdao) Holdings Co., Ltd.

**March 28<sup>th</sup>, 2025**

### Concurrent Activities

#### ***Plant Tours***

- A. "Industry 4.0" Intelligent Factory of Doublestar Tire (*Tire Manufacture*)
- B. The Key Laboratory of Rubber-plastics, Ministry of Education (*Laboratory*) +  
Qingdao Branch of Chambroad Institute (*Synthetic Rubber*)
- C. MESNAC Co., Ltd. (*Rubber Machinery*)
- D. Qingdao Kingrobot Co., Ltd. (*Intelligent Logistics and Manufacture*)

#### ***Networking Activities***

F. Laoshan Hiking: Enjoy the natural beauty of Laoshan while networking with fellow attendees.

*Please Note: the Conference Agenda may be Subject to Change*