



**ASEAN RUBBER CONFERENCE 2009**  
**THE 5TH CONFERENCE & EXHIBITION**  
**DON CHAN PALACE, VIENTIANE, LAOS**  
**18 – 20 JUNE 2009**

**“TECHNOLOGY, INNOVATION & MARKET DRIVEN STRATEGIES: KEYS TO THE GLOBAL DEVELOPMENT OF THE NR INDUSTRY”**



Produced, Organized & Managed By:



FINANCIAL DATA ANALYTICS

Hosted & Co-organized By:



Department of Agriculture & Forestry, Laos

Endorsed By:



All India Rubber Industries Association



Association for Rubber Development of Cambodia



Colombo Rubber Traders' Association



Philippine Rubber Industries Association INC



Thai Rubber Association



Vietnam Rubber Association

Media Partners:



# TECHNOLOGY, INNOVATION AND MARKET DRIVEN STRATEGIES: KEYS TO THE GLOBAL DEVELOPMENT OF THE NR INDUSTRY



The Ministry of Agriculture and Forestry, Laos will host the 5th ASEAN Rubber Conference - the region's premier NR industry's conference and exhibition at Don Chan Palace from 18-20 June 2009. Since its inception in 2005, the ASEAN Rubber Conference series has grown and is today, recognized as one of the most successful industry events in the region.

The inaugural ARC was held in Thailand in August 2005 under the joint initiatives of the Agricultural Futures Exchange of Thailand, the 2nd ARC was held in Vietnam in June 2006 together with the country's Ministry

of Trade played host to rubber players from 16 countries and the 3rd ARC in Cambodia in June 2007 was held together with the Ministry of Agriculture of Cambodia. The 4th ARC concluded in Manila, Philippines from 5-7 June 2008 was co-organized by the Department of Agriculture, Philippines and National Agribusiness Corporation of Philippines with Philippine Rubber Industries Association as the strategic partner has successfully attracted more than 400 international delegates from over 20 countries.

The ASEAN Rubber Conference has grown to become one of the leading international conferences for Natural Rubber in the region and recognized as a leading platform for rubber policy makers and captains of the industry to discuss determining economic factors of Natural rubber industry, communicate commercial R&D breakthroughs and promote investment opportunities in the host country.

ARC 2009 has adopted the theme: *"Technology, Innovation and Market Driven Strategies: Keys to the Global Development of the NR Industry"* to provide you with the springboard to the thriving NR industry in Asia.

It is time that you leverage on this opportunity to meet hundreds of international delegates from all over the world who have made this their preferred platform to network, build new partnerships and generate new business opportunities. Please contact Ms. Elise Tan today for your participation options.

## HAPPENING @ ASEAN RUBBER CONFERENCE 2009

Recognized as the region's premier Natural Rubber event, ARC 2009 is a one-stop-centre for the natural rubber industry players to learn, experience and network. A whole host of events will be held over 2 ½ days.

- The High Calibre Conference
- The Comprehensive Expo
- Educational Pre-event Study Tour
- Welcome Cocktail Reception
- ARC 2009 Industry Night
- Business Matching Meeting

## The 5TH ASEAN RUBBER CONFERENCE TO FOCUS ON 5 KEY AREAS

Once again, the one-and-half-day international conference will feature experts and industry captains who will share their views and visions on the future trends of the NR industry and its impact in the region. ARC 2009 conference will focus on:

- Current Global Natural Rubber Situation: Supply, Demand & Price Movement
- Strategies to Ensure Sustainability and Profitability of The Natural Rubber Industry
- Rubber Smallholders and Rural Development
- Natural Rubber Product Manufacture And Related Downstream Activities: Potential & Challenges
- Spearheading Efficiency, Quality and Productivity to Meet Global Competitiveness



## FULL INDUSTRY SUPPORT FOR ARC



ASEAN Rubber Conference has been enjoying the fullest cooperation and support from all major Rubber Producer Associations, Rubber Industry Associations and Rubber Futures Exchanges including

- Agricultural Futures Exchange of Thailand (AFET)
- All India Rubber Industries Association (AIRIA)
- Association of Natural Rubber Producing Countries (ANRPC)
- Association for Rubber Development of Cambodia (ARDC)
- China Rubber Industry Association (CRIA)
- Colombo Rubber Traders' Association (CRTA)
- International Rubber Research & Development Board (IRRDB)
- Philippine Rubber Industry Association (PRIA)
- Rubber Association of Indonesia (GAPKINDO)
- Singapore Commodity Exchange Limited (SICOM)
- Thai Rubber Association (TRA)
- Tokyo Commodities Exchange (TOCOM)
- Vietnam Rubber Association (VRA)

## HERE'S HOW ARC 2009 CAN BENEFIT YOU

- Support existing clients and local agents
- Establish presence in a new market and source for local agents or distribution networks.
- Generate new sales leads, establish business contacts and build network
- Engage new partners and distribution network from the region
- An ideal platform to project brand image and stay competitive in the NR industry.
- Proven track record in attracting high level delegates from the ASEAN region and worldwide including regulators and major industry users

Benefit from ASEAN Rubber Conference 2009 – the industry choice! Make yourself a part of this success.



## WHO SHOULD EXHIBIT?

- **Rubber Raw Materials:** Natural Rubber, Synthetic Rubber, Latex Processing, Reclaimed Rubber
- **Rubber Chemicals:** Specialty Chemicals and Additives, Pigments and Carbon Black
- **Advisory Services:** Test Laboratories, R&D Institutions
- **Marketing:** Industry Promotional Agencies
- **Financial Institutions:** Rubber Futures Exchanges, Futures Brokerage Firms and Trade Financing Banks
- **Associations:** Rubber Producing Association and Rubber Industries Association
- **Tires:** Car Tires, motorcycle tires, bicycle tires, retread tires
- **Non Tires:** Rubber Belts & Hoses, rubber seals, latex products and rubber auto industry, rubberwood, rubber floorings, rubber latex gloves

## INTENSIVE & TARGETED PUBLICITY CAMPAIGN

### Advertisements

- Magazines: China Plastic & Rubber Journal, India / International Rubber Journal, Rubber Asia, Rubber Fibre Plastic Journal, Tyre Asia, The Rubber Magazine
- National & Regional Newspapers
- Online Banner Advertisement & Event listing

### 3 Waves of Direct Mailing / Mass Publicity

- Awareness Brochure
- Postcard
- Delegate Brochure
- **Monthly e-mail blast to over 20,000 internal & external databases**
- **Special Dedicated Event Website**
- **Telemarketing**
- **Roadshows**
- **Personal Invitations**
- **Event Website**
- **Public Relation**
- **Banners & Street Buntings**
- **Government & Trade Associations**



## SPONSORSHIP OPPORTUNITIES

If you would like to increase your profile at this prestigious conference or specific associated events why not benefit from the sponsorship opportunities available. Your logos could be featured prominently in the many promotional collaterals and on-site signages. There are many cost effective sponsorship packages that could suit your needs.

### Exhibition Space Rental

Shell Scheme	6sqm standard shell booth	USD3,000 – Early bird rate
		USD3,800 – Regular rate
	12sqm standard shell booth	USD5,800 – Early bird rate
		USD7,200 – Regular rate
Table Space	Table with 2 chairs	USD1,500 – Early bird rate
		USD2,000 – Regular rate

Inclusive of:

- White polyester laminated panels for back wall and fascia board
- Advertise exhibitor's name and booth number on the fascia board
- Fluorescent lights
- Information counter
- Folding Chair
- Waste Basket



## HERE'S WHAT OUR PARTNERS HAVE TO SAY:

"Thank you for inviting us to ARC 2008, which went off very well. We really appreciate the organizing committee giving us this opportunity to showcase TOCOM in such a precious occasion. We are greatly satisfied with the event."

**Mr. Fuminori Kondo** (Japan)

*Marketing Division, The Tokyo Commodity Exchange (TOCOM)*

Thank you all for a wonderful conference. The organizing team's effort and attention to detail was pivotal in the smooth running of the entire event. The presentations were insightful, the exhibition was informative and the networking opportunities were priceless.

**Mr. John McClure** (UK)

*Research Economist, LMC International Ltd. United Kingdom*

I feel that the NextVIEW has set a new standard in organising an international rubber conference. Congratulations to the entire team for the highly successful event.

**Jom Jacob** (ANPRC)

*Senior Economist, Association of Natural Rubber Producing Countries*

This conference focuses on the industry and will stimulate your capacity to understand how powerful the current times are for the Rubber Industry. No matter what you need, you will walk away renewed and revitalized with opportunities, contacts and knowledge. It was a great event.

**Wasim Shaik** (Malaysia)

*General Manager – Marketing, Vitex Industries Sdn. Bhd.*

## Contact:

**Ms. Elise Tan**

ASEAN Rubber Conference 2009 Secretariat  
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**conference\_my@thenextview.com**

U **www.aseanrubberconference.com**

# EVENT SCHEDULE

Day 1: 18 June 2009, Thursday	Day 2: 19 June 2009, Friday	Day 3: 20 June 2009, Saturday
<ul style="list-style-type: none"> <li>• Study Tour</li> <li>• ARC Registration</li> <li>• ARC 2009 Exhibition Opens</li> <li>• ARC 2009 Welcome Cocktail</li> </ul>	<ul style="list-style-type: none"> <li>• ARC 2009 Conference Opening Ceremony &amp; Paper Presentations</li> <li>• ARC 2009 Exhibition</li> <li>• ARC 2009 Industry Night</li> </ul>	<ul style="list-style-type: none"> <li>• ARC 2009 Conference Paper Presentations</li> <li>• ARC 2009 Exhibition</li> </ul>

## CONFERENCE FEES

Fee per Delegate	Non-strategic Partner Members		Strategic Partner Members	
	1-2 Delegates	3 & Above	1-2 Delegates	3 & Above
Early Bird (Registration with FULL payment received BEFORE 31 March 2009)	USD 590	USD 560	USD 560	USD 530
Regular Fee (Registration with FULL payment received BEFORE 31 May 2009)	USD 690	USD 660	USD 660	USD 630
Walk-In Fee (Registration with FULL payment received AFTER 1 June 2009)	USD 750 <small>** Fee includes cocktail reception, lunches, refreshments and complete set of documentation. It does not include accommodation and travel cost.</small>			

Study Tour (to be paid in FULL with conference registration fee)	USD 60		
Study Tour (without attending the conference)	USD 80		
		<b>Individual</b>	<b>Per Table of 10 Persons</b>
		USD 90	USD 600 (before 31 March 2009) USD 700 (before 31 May 2009) USD 800 (after 1 June 2009)

## ENQUIRY FORM

Title  Mr.  Mrs.  Ms.  Dr.  Others (specify) : \_\_\_\_\_

Name

Email

Job Title

Company

Address

City/State  Postcode

Country

Telephone\*  Fax\*

\*(Please include country and area code)

### Yes, I am interested to

Exhibit in Asean Rubber Conference 2009. Please reserve a stand of approx.  sqm.

Shell Scheme

Table Space

Attend Asean Rubber Conference 2009

Attend Asean Rubber Conference 2009 Study Tour

Attend Asean Rubber Conference 2009 Industry Night

PLEASE COMPLETE AND FAX IT BACK TO +603 2770 9366

## VISITOR PROFILE

- NR Planters & Processors
- SR Producers
- Rubber & Latex-Based Products' Manufacturer
- Traders, Importers & Exporters
- Rubber Packers & Logistic Professionals
- Commodities Analysts
- Hedge Fund Managers, Future Traders
- Commodity Advisors
- Rubber Futures Exchanges
- Agriculture Ministries, Regulators, Rubber Associations



## FACTS ABOUT LAOS

Area	: 236,800 sq km
Population	: 6,677,534 (July 2008 est.)
People	: Lao 55%, Khmou 11%, Hmong 8%, other 26%
Language	: Lao (official), French, English, and various ethnic languages
GDP	: \$12.65 billion (2007 est.)
GDP per capita	: \$2,100 (2007 est.)
Annual Growth	: 7.5% (2007 est.)
Inflation	: 4.5% (2007 est.)
Major Trading Partners	: Thailand, Vietnam, China, Taiwan

## VENUE

Don Chan Palace is the first international five star hotel in Vientiane, the capital city of Laos. It is strategically located along the Mekong River and within easy reach to the city's embassies, main business districts, major cultural sites and ancient temples. The hotel is also ideally situated near traditional markets and local areas of interest and just 12 minutes from Wattay International Airport.



## ORGANIZER

NextVIEW is Asia's premier provider of financial information services and solutions: delivering real time data, network and analytics to stock broking firms, futures/forex trading houses, banks, investment management companies, private traders and investors. NextVIEW is the only Asia-based financial information solutions and investor education and services provider operating in multiple markets, including emerging markets such as India, China, Pakistan and Vietnam. Past events organized by NextVIEW are ARC 2008 in Manila, ARC Cambodia 2007, ARC Ho Chi Minh City 2006, ARC Bangkok 2005, ATIC @KL, ATIC @Singapore, ATIC @HCMC, ATIC @Bangkok, ATIC @Shenzhen, ATIC @Mumbai and ATIC @Tokyo.



Organized & Managed by:



**ASEAN Rubber Conference 2009 Secretariat**  
C/O NextVIEW Sdn Bhd (574271-D)

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