

**REPORT ON RUBBER BOARD'S PARTICIPATION IN THE TRADE FAIR
'TYREXPO AFRICA 2016'**

JOHANNESBURG, SOUTH AFRICA.

From 08th to 10th March, 2016.

By

Sudhanya Kumar Bhowmik
Joint Rubber Production Commissioner

&

Bijoy Gopal Karmakar
Deputy Director (Excise)

**REPORT ON RUBBER BOARD'S PARTICIPATION IN THE 6th EDITION OF
'TYREXPO AFRICA 2016'- HELD AT SANDTON CONVENTION CENTRE,
JOHANNESBURG, SOUTH AFRICA
FROM 8TH TO 10TH MARCH 201**

Introduction

Ministry of Commerce & Industry, Government of India, had approved the Rubber Board's participation in the trade fair 'Tyrexpo Africa 2016' held at Johannesburg, South Africa during 8 – 10 March 2016.

Johannesburg (Afrikaans: [\[joˈɦənəsboːrx\]](#); also known as **Jozi**, **Jo'burg**, **eGoli**, and **Joeys**, and abbreviated as **JHB**) is the largest city in [South Africa](#). It is the [provincial](#) capital of [Gauteng](#), which is the wealthiest province in South Africa. The city is [one of the 50 largest urban agglomerations in the world](#). The city was named and established in 1886 following the discovery of gold on what had been a farm. The city is commonly interpreted as the modern day [El Dorado](#) due to the extremely large gold deposit found along the [Witwatersrand](#). While Johannesburg is not one of [South Africa's three capital cities](#), it is the seat of the [Constitutional Court](#), which has the final word on interpretation of [South Africa's constitution](#) as well as with issues in connection with constitutional matters. The city is the source of a large-scale gold and diamond trade. Johannesburg is one of the world's leading financial centers¹ and it is the economic and financial hub of South Africa, producing 16% of South Africa's gross domestic product. In a 2008 survey conducted by [MasterCard](#), Johannesburg ranked 47 out of 50 top cities in the world as a worldwide center of commerce (the only city in Africa). Mining was the foundation of the City. Most mining companies still have their headquarters in Johannesburg. Johannesburg has Africa's largest stock exchange. Due to its commercial role, the city is the seat of the provincial government and the site of a number of government branch offices, as well as consular offices and other institutions.

The fair, venue & Organisers

SingEx Exhibitions Pte Ltd, Singapore organized the fair. The "Tyrexpo Africa" is the biggest trade show in Africa for Tyre, Automotive Repair & Maintenance, and Tyre Accessories. The fair is being held in every three years

and professionally organized. The venue was Sandton Convention Centre, Johannesburg. It had about 100 direct exhibitors. The fair drew about 2,000 trade visitors. These include visitors from most of the countries of Southern Africa.

The exhibition was held for 3 days from 08th to 10th March 2016. The Stall was F-01 in the Left corner of the entry gate. The timing of the exhibition was 10-00 am to 5-00 pm and for 10th March, from 10-00 am to 4-15 pm.

Deputation of Officers

Department of Commerce, Ministry of Commerce & Industry, Government of India had approved Board's participation in the Equiplast 2011 *vide* communication F. No.11/17/2006-Plant – C dated 3rd March 2011. Apart from Board's officials, three exporters of Natural Rubber nominated by the Rubber Board participated in the fair. The composition of the team are:-

- | | |
|--|--------------------|
| 1. Sri Sudhanya Kumar Bhowmik
Joint Rubber Production Commissioner
Rubber Board, Zonal Office, Guwahati. | Team Leader |
| 2. Sri. Bijoy Gopal Karmakar,
Deputy Director (Excise), Rubber Board, New Delhi | Team Member |

Exporter's representations:-

- | | |
|--|--------------------|
| 1. Mr. M. T. Thomas, Managing Director,
M/s. Thomson Rubbers (India) Pvt. Ltd., Kanjirapally | Team Member |
| 2. Mr. Sam Thomas, Director,
M/s. Thomson Rubbers (India) Pvt. Ltd., Kanjirapally | Team Member |

Sri Sudhanya Kumar Bhowmik & Sri Bijoy Gopal Karmakar had proceeded to Johannesburg from Kochi International Airport on 6th March, 2016 at 04.25 hrs via Abu Dhabi International Airport by Etihad Airways flights and reached there on the same day at 16-30 hrs. local time and camped at Hotel two hours later. Two Exporter's representative i.e. Mr. M. T. Thomas and Mr. Sam Thomas reached Johannesburg on 7th March, 2016 via Dubai and joined us at Sandton Convention Centre on 8th Morning.

We proceeded to Sandton Convention Centre on 7th March, 2016 and met the organizers. After completing necessary formalities of our registration, we had taken possession of the stall measuring 12 sq. Mtrs. in Size and arranged it.

We displayed various vinyl posters of Rubber Board as well as Exporter's on processing / products of Natural Rubber. Also, we displayed in the stall specimens of various grades of RSS Sheets, Technically Specified Rubber (ISNR) and Centrifuged Latex. Various brochures of Rubber Board and exporter firm were also displayed in the stall.

Summary of the Exhibition

The Exhibition commenced as scheduled on 08th March, 2016 at 10.00 hrs. The visiting hours to exhibition hall fixed from 10.00 hrs to 17.00 hrs, but for closing day, it was 10.00 hrs to 16.15 hrs.

The Exhibition had about 100 direct exhibitors all together. The fair drew about 2,000 trade visitors. These include visitors from most of the neighbouring countries including Madagascar. All other stalls in Tyrexpo Africa - 2016 showcased exhibits from Tyre and Tyre Accessories products manufacturing industry with advanced machinery in Tube repairing etc. Board's stall drew substantial number of curious and information seeking crowd each day.

Feed Back

We would like to classify the visitors of the Rubber Board stall into (1) manufacturers of rubber products interested in import of rubber from India, (2) Agents and dealers in Automobile Tyres desirous to import Tyre and Tyre accessories from India and supply to industry, (3) businessmen exploring possibility of starting rubber business importing rubber from India and market in African Countries, (4) Corporate officials and (5) curious visitors to get first hand information about natural rubber. It is worthwhile to note here that the visitors consist of nationals not only from South Africa but also from other neighbouring countries.

The idea of branding of natural rubber by the Rubber Board encouraged many industrialists and businessmen to focus to India for sourcing rubber. Traditional importers of rubber from other rubber growing regions had reservations on quality aspects, but we could allay their fears citing stringent measures formulated to ensure the quality of the products marketed under the brand. We stressed further that brand certification procedure is meticulously framed to conform the quality of each and every bale/bundle inspected. We have supplied samples of RSS sheets and INSR blocks packed in cover with

Rubber Board logo to those who had shown keen interests in importing rubber from India. Some business deals were struck at the venue itself. Many prospective importers initiated their process for import of rubber from India. The Board's participation in the exhibition was a success, as it helped us to popularise the natural rubber from India among the industrialist / entrepreneurs of many African countries.

A selected list of business cards, photographs are attached along with this report including the detail entries in Visitors Book kept in the stall.

The enquiry from visitors extended to other aspects as well. Some visitors showed their interest in setting up Tyre re-treading units / latex based rubber products with Indian technical expertise. Other enquiries included import of machinery for rubber product manufacturing, import of rubber products and to explore possibility of setting up manufacturing facility in India. These enquiries are being taken up with the respective departments of the Rubber Board and to other associations operating in Rubber Products Manufacturing sector.

Acknowledgement

We place on record our sincere thanks to the Ministry of Commerce & Industry, Government of India as well as the Chairman, Rubber Board for giving us an opportunity to participate in the exhibition. We also place on record our sincere thanks to the Marketing Division for arranging our Accommodation, Air Travel, guidance etc. and two exporter representatives who had participated in the exhibition for their co-operation and assistance.

Sri Sudhanya Kumar Bhowmik,

Joint Rubber Production Commissioner,
Rubber Board.

Sri Bijoy Gopal Karmakar,

Deputy Director (Excise),
Rubber Board.