



## **MEDIA RELEASE**

### **Tyrexpo India 2011 the right show at the right time for dynamic Indian market**

*New exhibition to provide global exposure for domestic manufacturers, predicts event organiser*

Next July's first staging of Tyrexpo India 2011, the new tyre and equipment exhibition for India, will offer domestic manufacturers and suppliers the prospect of global exposure for their products and services.

Many manufacturers riding the crest of India's buoyant growth economy are looking to overseas markets to expand their international reach and the new exhibition brings with it a successful track record in that respect.

"TyrexpoIndia is a new concept for India but it is well-established in other major tyre and equipment markets including the UK, Singapore and South Africa," says Paul Farrant, managing director of organising company, ECI International.

The Tyrexpo model brings together dedicated tyre industry professionals eager to trade internationally for a concentrated three-day event that provides a highly professional environment for doing business.

"Our events are trade-only and focus on delivering business opportunities for exhibitors and visitors. They have a 20-year track record of providing international platforms for tyre businesses to expand and develop new networks," explains Farrant.

"We strongly believe that TyrexpoIndia will fill a gap in the market for an event that can help domestic producers network successfully on an international basis. It is the right show at the right time for India," he says.

Farrant's conviction is backed up by hard statistics that show a booming economy with gross domestic product (GDP) surging ahead at between 8-9 per cent; growth figures that Western economies can only dream of.

And India's tyre manufacturing sector is contributing to the country's outstanding performance through rapid expansion, new investment and extra production capacity.

According to statistics from the country's Automotive Tyre Manufacturers' Association, [www.atmaindia.org](http://www.atmaindia.org) overall domestic tyre production is forecast to grow by 10+ per cent in financial values for the second successive year.

Commenting on TyrexpoIndia, Mr Rajiv Budhreja of the Automotive Tyre Manufacturers' Association says:

"It is a positive reflection of the dynamic growth and development of tyre manufacturing in India that ECI International, a well-established exhibition organiser, is bringing a dedicated tyre show to Chennai next year.

"As our industry continues to expand rapidly with predicted 9% GDP growth and double digit volume growth in the tyre Industry for the second successive year, the timing for TyrexpoIndia is ideal. It will provide a platform for domestic tyre manufacturers and suppliers to promote their products and services to international buyers from across the world."

India's emerging position in the top tier of global manufacturing countries is further evidenced by recent decisions by two of the largest global producers, Michelin and Bridgestone, to establish local manufacturing bases.

Tyrexpo India will take place at the Chennai Trade Centre, Chennai on the 5, 6 and 7 July 2011. Show days are Tuesday, Wednesday and Thursday. The venue is one of the country's most prestigious exhibition centres, playing host to a series of major events including the International Rubber Expo, Indian Industry Expo and Print Expo.