



NEW HORIZONS

SIBUR expands its product offering in the Asian markets.

In September, the world's leading rubber producers and consumers met in Shanghai at RubberTech China 2017, the 17th International Exhibition of Rubber Industry. This year SIBUR presented among other things, its thermoplastic elastomers which, unlike other rubbers, can be used in road construction.

RUBBERTECH CHINA 2017 HIGHLIGHTS

AREA: 5 HA

PARTICIPANTS: 700 EXHIBITORS FROM 30 COUNTRIES

ATTENDEES: 25,000 PEOPLE

“We have presented the entire range of our elastomers, from those prized in tyre manufacturing to the ones used in footwear and roofing,” said Vera Kulpina, marketing expert at SIBUR’s Plastics and Organic Synthesis Division. “We are interested in cooperation with China, as it has a highly developed automotive industry. The country has many tyre producers that buy nearly every single item from our product offering. On top of that, we are working hard to establish contacts with manufacturers of industrial rubber products (IRP).”

During the exhibition, SIBUR made contacts with over 300 new potential clients welcoming them to the Company’s stand to provide with booklets and general information.

“Most meetings were with representatives of Chinese companies, but delegations from other Asian countries also showed interest in our products,” added Vera Kulpina.

RubberTech gave visitors an opportunity to learn more about a wide range of rubber product categories, including synthetic rubbers, tyres, rubber belts and hoses, latex products, rubber sealings, industrial rubber products for the automotive industry, isolation and framing materials, rubber production and processing machinery, testing and control equipment, and specialised magazines.

