DELEGATE REGISTRATION

<table>
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<tr>
<th>Early Bird Rate</th>
<th>Normal Rate</th>
<th>Group Discounts of 15%</th>
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<tr>
<td>€465 + German VAT</td>
<td>€525 + German VAT</td>
<td>up to 3 or more delegates</td>
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CONFERENCE VENUE
Leonardo Royal Hotel Köln – Am Stadtwald
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For further information or to discuss your criteria please get in touch with Ian Lea, Sales Manager, European Rubber Journal on +44 (0)208 253 9620 or email ilea@crain.com.

www.tire-conferences.com
INTRODUCTION
Future Tire Conference 2017 will bring together top-level industry leaders and decision-makers to discuss the technology and market developments that are shaping the future of the tire industry. Tire production and supply is becoming increasingly complex, requiring more highly automated, integrated manufacturing systems and new business models to meet the changing needs of the market.

Indeed, the future success of all players in this sector will depend on their ability to optimize efficiency, quality and safety and increase responsiveness to market demands by cutting lead times and allowing the production of smaller batches.

At the conference, industry experts from around the world will seek to identify the technologies, systems and strategies that will be most effective for the future, emerging new era for tire production and distribution.

WHY ATTEND?
Attending this conference will give you the chance to access the latest information on tire technology and unlock key networking opportunities.

For more information and to book your place visit www.tire-conferences.com
**FUTURE TIRE CONFERENCE**

**DAY ONE 27th June, 2017**

**08.15** Registration and refreshments

09.00 Chair's welcome

**FUTURE TIRE CONFERENCE AUTOMATION & SMART MACHINES**
**IT WILL MEET THE INDUSTRY**

09.05 OPENING ADDRESS: Automation: the rise of innovation in smart factory manufacturing

09.15 Registration and refreshments

**DAY ONE**

09.25 OPENING SESSION: Managing Complexity of Mixed IT/OT Systems

10.20 FOCUS SESSION: Change management and lean manufacturing systems

10.40 Delegate Q & A

11.00 Breakfast break

11.20 ROAD TO AUTOMATION: What forces are changing the mixing process and quality assurance?

11.40 BUILDING FOR THE FUTURE: A vision on the connected factory

12.00 BEST PRACTICE INTERVIEW

12.20 Lunch and networking

**AUTOMATED MIXING, CALIBRATING AND DOCUMENT FLOW PROCESS**

12.30 KEYNOTE PANEL: Reinventing the tire manufacturing supply chain

13.30 CROSS-SECTOR PANEL DISCUSSION: RFID and smart labels for smart tires

14.15 CHAIR'S CLOSING REMARKS

14.25 SMART MIXING: Reducing manual working for improved productivity

15.10 Refreshment Break

15.30 DELEGATE Q & A

16.00 Chair's closing remarks

16.30 IT INNOVATION PANEL: What do modern tire makers want from their IoT programme?

16.50 Chair's closing remarks

17.00 Closing cocktail

**DAY TWO 28th June, 2017**

**08.30** Registration and refreshments

09.00 Chair's welcome

**SMART TIRE PLANT LOGISTICS**

09.10 KEYNOTE: Rethinking the digital transformation of a more transparent supply chain

09.30 Beyond the silo: Unleashing the potential of your supply chain functions

10.00 LEDGER: Personalised tire purchase

10.20 Delegate Q & A

10.40 Lunch and networking

**RFID SOLUTIONS: TRACK AND TRACE**

11.00 RFID PANEL DISCUSSION: RFID and smart labels for smart tires

11.20 Automation for the future: Efficiency in the connected factory

12.00 BEST PRACTICE INTERVIEW

12.20 Lunch and networking

**INTRODUCTION**

Future Tire Conference 2017 will bring together top-level industry leaders and decision-makers to discuss the technology and market developments that are shaping the future of the tire industry.

Indeed, the future success of all players in this sector will depend on their ability to optimize efficiency, quality and safety and increase responsiveness to market demands by cutting lead times and allowing the production system to meet the changing needs of the market.

WHY ATTEND?

Attending this conference will give you the chance to access the latest information on the tire industry and unlock key networking opportunities.

Meet with VPs, Heads, Directors from tire companies, automotive companies, material producers and service providers who specialise in some of the following areas:

- **Research and Development**
- **Product Development**
- **Supply Chain Management**
- **Quality**
- **Tire Purchase**
- **Business Development**
- **Issue Management**
- **Government Relations**

For more information and to book your place visit www.tire-conferences.com

Register before 28 April to take advantage of Early Bird Rates. Book your place today!
**INTRODUCTION**
FUTURE TIRE CONFERENCE 2017 will bring together top-level industry leaders and decision-makers to discuss the technology and market developments that are shaping the future of the tire industry.

Tire production and supply is becoming increasingly complex, requiring more highly automated, integrated manufacturing systems and new approaches to meet the changing needs of the market.

Indeed, the future success of all players in this sector will depend on their ability to optimize efficiency, quality and safety and increase responsiveness to market demands by cutting lead times and allowing the production process to be more flexible.

At the conference, industry experts from around the world will seek to identify the technologies, systems and strategies that are most likely to play the biggest role in the fast-emerging, new era for tire production and distribution.

**WHY ATTEND?**
Attending this conference will give you the chance to access the latest information on the tire industry and unlock key networking opportunities. For more information and to book your place visit www.tire-conferences.com

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**DAY ONE 27th June, 2017**

**09.00** Chair’s welcome
Bruce Shanks, Director, Tire Business

**09.05** Chair’s welcome
Jacob Peled, Executive Chairman Pelmar Engineering Ltd

**09.15** Registration and refreshments

**09.30** **OPENING SESSION: Chair’s welcome**

09:35 Trends towards standardization and integration for tire industry
- Identifying which business processes can be digitalised and transformed through technology
- Building sound business models and practical solutions for the fleet
- Meeting customer demands and service expectations
- Taking a fully automated handling approach
What’s new? From robots to AI
- Jacob Peled, Executive Chairman, Pelmar Engineering
- Tomáš Fronda Head of Automation and Robotics, Apollo Tyres

09:35 **Emerging software trends**
Shibu George, Head of Automation and Electronics, Apollo Tyres

**09.40** **OPENING SESSION: Keynote**

10.00 **INDUSTRY 4.0: WHAT CAN THE TIRE INDUSTRY LEARN FROM OTHER SECTORS**
Peter Haan, Head of Vertical Market Management Tire, Mesnac European

10.25 **FOCUS SESSION: Change management and lean production**

10.50 **Refreshing Break**

11.00 **OPENING SESSION: Keynote**

11.20 **TREND TOWARDS STANDARDIZATION AND INTEGRATION FOR TIRE INDUSTRY**
- Flexibility of automation systems
- How to plan your production with automation in mind
- Examples from plastics evolving industry vision

11.40 **OPENING SESSION: Keynote**

12.00 **Lunch and networking**

**TIRE PLANT AUTOMATION STRATEGIES AND WHAT IT WILL MEAN TO TIRE INDUSTRY**

12.50 **AUTOLOGISED MIXING, CALENDERING AND DOWNSTREAM PROCESSING**

13.40 **OPENING SESSION: Session B**

14.00 **OPENING SESSION: Session B**

14.25 **SMART MIXING: REDUCING MANUAL WORK FOR IMPROVED PRODUCTIVITY**

14.50 **OPTIMISING MIXING PROCESSES TO GAIN CRITICAL ECONOMIC BENEFITS**

15.15 **FINANCIAL PANEL: REDUCING THE COST OF PRODUCTION THROUGH EFFICIENCY AND INNOVATION**

15.50 **REFLECTING ON THE FUTURE OF THE TIRE INDUSTRY**

**DAY TWO 28th June, 2017**

**09.00** Chair’s welcome

**09.05** **OPENING SESSION: Keynote**

09.10 **OPENING SESSION: Keynote**

09.45 **OPENING SESSION: Keynote**

10.00 **OPENING SESSION: Keynote**

10.25 **FOCUS SESSION: Change management and lean production**

10.50 **Refreshment Break**

11.00 **OPENING SESSION: Keynote**

11.15 **OPENING SESSION: Keynote**

11.40 **OPENING SESSION: Keynote**

12.00 **Lunch and networking**

**SMART TIRE PLANT LIGHTING**

12.30 **OPENING SESSION: Session B**

12.45 **OPENING SESSION: Session B**

13.00 **OPENING SESSION: Session B**

13.15 **OPENING SESSION: Session B**

13.30 **OPENING SESSION: Session B**

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**Meet with VIPs, Heads from tire companies, automotive companies, material producers and service providers who specialise in some of the following areas:**

- **Research and Development**
- **Product Development**
- **Technical Innovation**
- **Supply Chain Management**
- **Quality**
- **Fleet Development**
- **Tire Purchase**
- **Business Development**
- **Maintenance and Operations**

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*Programme may be subject to change. Visit our conference website for the latest agenda.*
PREVIOUS FUTURE TIRE CONFERENCES WERE ATTENDED BY:

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- B&G
- Biochemical Holding Orgkhim
- Borracha Vidal SA
- Continental
- Cooper Tires
- ExxonMobil
- Evonik Industries AG
- Evonik Mobility
- Feyer
- Finnair
- Goodyear Dunlop Tires Operations
- Grandoeuvre Dupont Espeyres
- Hankook Tire
- Lanxess Deutschland
- Mitas
- Mitsui & Co
- Mitas
- Miliken Europe
- Mitas
- Nanocyl
- Pirelli
- Repsol Lubricantes Y Especialidades
- Repsol
- Repsol Lubricantes Y Especialidades
- Riken
- Repsol Lubricants
- SABIC
- SABIC
- Schaeffler
- Shell
- Sinopec
- Sonoco
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- Thomas
- ThyssenKrupp
- Tomkins
- Triumph Group
- Umicore
- Unival
- Vachon Racing
- Vapour
- Valeo
- Veral
- Vikan
- Vyve

DAY TWO 28th June, 2017

14.00 CASE STUDY: Unlocking RFID solutions and trace labels across a global tire distribution network
- Warehouse optimisation and RFID challenges
- Taking advantage of RFID stock and trace solutions
- Using RFID trace labels to support the processes involved within the supply chain
- Dynamic change and handling real-time visibility
- Data and advancing hand-held scanning technologies
- Key takeaways: Learn how to embed intelligence into your systems
- Speaker: Andreas Hoell, Technical Industry Manager, SICK AG

14.15 Refreshment Break

14.30 CASE STUDY: Track and Trace
- Many tire businesses enter into an RFID implementation plan hoping to make significant cost savings, as well as supply visibility and efficiency gains. But achieving these goals may be difficult, as there are many hidden challenges and obstacles to overcome.
- This session will offer some different short case studies, allowing you to learn from the mistakes others have made.
- Speaker: Jos Uijlenbroek, Ferm RFID Solutions

14.45 CASE STUDY: Vulcanizing RFID solutions and tread labels across a global tire distribution network
- Using RFID mould solutions to support the processes involved within the supply chain
- Taking advantage of RFID track and trace systems
- Warehouse operations and RFID challenges
- Key takeaways: Learn how to implement RFID solutions and avoid mistakes
- Speaker: Zsuzsa Szalics, Business Tire Project Manager, G&F

15.00 Key Takeaways Panel: Preparing for a more technology-enabled future of tire manufacturing
- External factors: Connected tires, electric cars and self-driving cars will influence the tire sector
- The role of design change in cost and the impact on design development and distribution
- Future of tire manufacturing technology and add-on features
- What steps should you be taking now to maintain growth in the future
- Marco Lupicino, Strategic Innovations, R&D - Pirelli Tyre SpA
- Paolo Butti, Automotive & Tire Industry Manager - HF MIXING GROUP
- Shibu George, Head of Automation, Especialidades, S.A.
- Hans-Martin Monyer, Plant Unit Head, Apollo Tyres

15.15 Chair’s closing remarks

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How to plan for the next era for the tire industry

15.45 Discussion Session: Building the business case for RFID automation investment
- Smart manufacturing technology is expected to expand and percolate into existing tire design to improve production efficiency gains and ultimately product differentiation. How should manufacturers understand and present their case for automation based around RFID? Is this the best use of resource? How can we work together to help?

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<td>1 Day Rate</td>
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STAYING AHEAD IN THE NEW DIGITAL ERA
SMART PLANTS, SMART SUPPLY, SMART TIRES

FEATURING
- Paolo Butti, Automotive & Tire Industry Manager, HF MIXING GROUP
- Hans-Martin Monyer, Head of Automation, Rockwell Automation
- Marco Spinetto, Strategic Innovation, R&D - Pirelli Tyre SpA
- Marco Spinetto, Strategic Innovation, R&D - Pirelli Tyre SpA
- Hans-Martin Monyer, Head of Automation, ESPA Electronics, Apollo Tyres
- Paolo Butti, Automotive & Tire Industry Manager, HF MIXING GROUP
- Marco Spinetto, Strategic Innovation, R&D - Pirelli Tyre SpA
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For further information on booking your delegate place please contact Sarah Arnold on +1 (330) 865 6169 or email sarah@crain.com.

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27th - 28th June 2017
Leonardo Royal Hotel, Cologne, Germany

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14.30 Refendum Break

14.30 CASE STUDIES: Track and trace

Many tire businesses enter into an RFID implementation plan hoping to make significant cost savings, as well as supply chain visibility and efficiency gains. But achieving these goals may be difficult, as there are many challenges you need to overcome to achieve a successful implementation. This session will offer some different short application-development, integration and deployment case studies across a global tire distribution network. Delegates will learn how to move ahead with a realistic delivery plan.

Speaker TBC

15.00 Automation investment

Strategic business planning is key to a successful RFID implementation. Strategic business plans can work to include RFID technology, but when does the plan run into the real world and why does the plan need to change? How should manufacturers understand and present their case for automation based around RFID? Is this the best use of automation investment? How will you ensure you influence the tire sector?

Daniele D'Onofrio, SICAG

15.10 Sections:  Building the business case for RFID automation investment

Strategic business planning is key to a successful RFID implementation. However, beyond the technology, manufacturers need to consider the overall business case and stakeholders. How should manufacturers understand and present their case for automation based around RFID? Is this the best use of automation investment? How will you ensure you influence the tire sector?

15.40 Discussion Session: Building the business case for RFID automation investment

The rate of change in car design and the impact on tire design, development and distribution will affect tire manufacturers. This means that product innovation and automation in manufacturing and automotive vehicles will develop. How will tire manufacturers use this technology and avoid mistakes? What steps should you take now to maintain growth in the future?

Marco Spinetto, Strategic Innovation, R&D - Pirelli Tyre SpA

16.00 Understanding market penetration

Smart technology has the potential to embed intelligence into modern tire designs to reap production efficiency and retail product differentiation. How should tire manufacturers understand and present their case for automation based around RFID? Is this the best use of automation investment? How will you ensure you influence the tire sector?

16.10 Discussion Session: Building the business case for RFID automation investment

How should manufacturers understand and present their case for automation based around RFID? Is this the best use of automation investment? How will you ensure you influence the tire sector?

16.40 Key Takeaways Panel: Preparing for a more technology-enabled future of tire manufacturing

External Forces: Connected tires, electric cars and self-driving cars will all influence the tire sector. How will the sector change? What does connectedness mean? Thomas Hug, senior director, research and development - Continental AG

16.50 Group Leaders: Discussion on the future of tire manufacturing

Many tire businesses enter into an RFID implementation plan hoping to make significant cost savings, as well as supply chain visibility and efficiency gains. But achieving these goals may be difficult, as there are many challenges you need to overcome to achieve a successful implementation. This session will offer some different short application-development, integration and deployment case studies across a global tire distribution network. Delegates will learn how to move ahead with a realistic delivery plan.

17.00 Conference Closures

Zivojin Sekulic, Intelligent Tire Project Manager, GAJ