

  
Approved  
International  
Event

**RubberTech**  
**China 2023**

September 04-05-06

# The 21<sup>st</sup> International Exhibition on Rubber Technology

## 第二十一届中国国际橡胶技术展览会

# Invitation

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## Driving Success Through Technology

04-06 September 2023 · Shanghai New International Expo Centre

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## About the Show



**The Exhibition :** The 21<sup>st</sup> International Exhibition on Rubber Technology

**Co-located Exhibitions:** China International Chemical Industry Fair 2023  
The 24<sup>th</sup> China International Adhesives and Sealants Exhibition

### Show Dates:

04-06 September 2023

### Venue:

Shanghai New International Expo Centre

**Exhibition Scale:** 50,500 m<sup>2</sup>

**Expected Visitors:** 40,000 arrivals

**Authorized by Ministry  
of Commerce, PRC**

**Tel:** +86-10-53779792

### Organizer:

  中联橡胶股份有限公司  
CHINA UNITED RUBBER CORPORATION

### Global Partner:

 中国橡胶工业协会  
China Rubber Industry Association

### Supporters:

China Petroleum and Chemical Industry Federation  
CCPIT Sub-council of Chemical Industry  
China Natural Rubber Association  
China Synthetic Rubber Industry Association  
China Tyre Retreading, Repairing & Recycling Association  
Rubber Institute, Chemical Industry and Engineering Society of China  
Institute of Rubber and Plastics Products Green Manufacturing, CIESC  
China Chemical Rubber Corporation  
China National Chemical Equipment Corporation  
National Design and Technology Center of Rubber & Plastics Industry  
Taiwan Rubber & Elastomer Industries Association  
Shandong Rubber Trade Association  
Anhui Rubber Industry Association  
Rubber Industry Association Zhejiang  
Rubber Industry Association Jiangsu  
Yunnan Natural Rubber Association  
Fujian Rubber&Plastic Merchants Association  
Guangzhou Rubber Trade Association  
Wenzhou Rubber COFC  
Ningbo Rubber Chamber of Commerce

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## The Leading International Rubber Technology Exhibition

The International Exhibition on Rubber Technology, short as RubberTech China, has been cultivated for years since it was brought to the public in 1998. Currently, RubberTech China has multiple characters ranging from enabling enterprises to develop trade opportunities and realize brand promotion, and also taking the role as an essential access to information exchange and technical communication, as well as a weather vane and propeller for the global rubber industry. With the rapid growth in the international rubber industry, RubberTech China has become a leading professional rubber exhibition with more than 700 exhibitors and over 50,500 sqm exhibiting area. Exhibitors of RubberTech China come from about 30 different countries and regions, involving rubber machinery, rubber chemicals, rubber raw materials, tire and non-tire rubber products, rubber recycling & tire retreading.

RubberTech China 2023 will join hands with ICIF 2023 and China Adhesive 2023. The three shows will run together and hold a lot for visitors to explore during the “China Petroleum and Chemical Rubber Industry Week”.

It is no doubt a must-attend event within the entire rubber industry.

### Exhibits

#### ◆ Rubber Machinery

Rubber machinery, rubber products detection equipment, moulds, automation and technical solutions.



#### ◆ Rubber Chemicals

All kinds of rubber auxiliaries, carbon black, silica and filler.



#### ◆ Rubber & Framework Materials

Nature rubber, synthetic rubber, reclaimed rubber and rubber powder, rubber compounds and semi-finished products, thermoplastic elastomers and framework material.



#### ◆ Tire and Non-Tire Rubber Products

Tires, rubber belts, hoses, rubber parts on auto and engineering, rubber footwear and other rubber products.



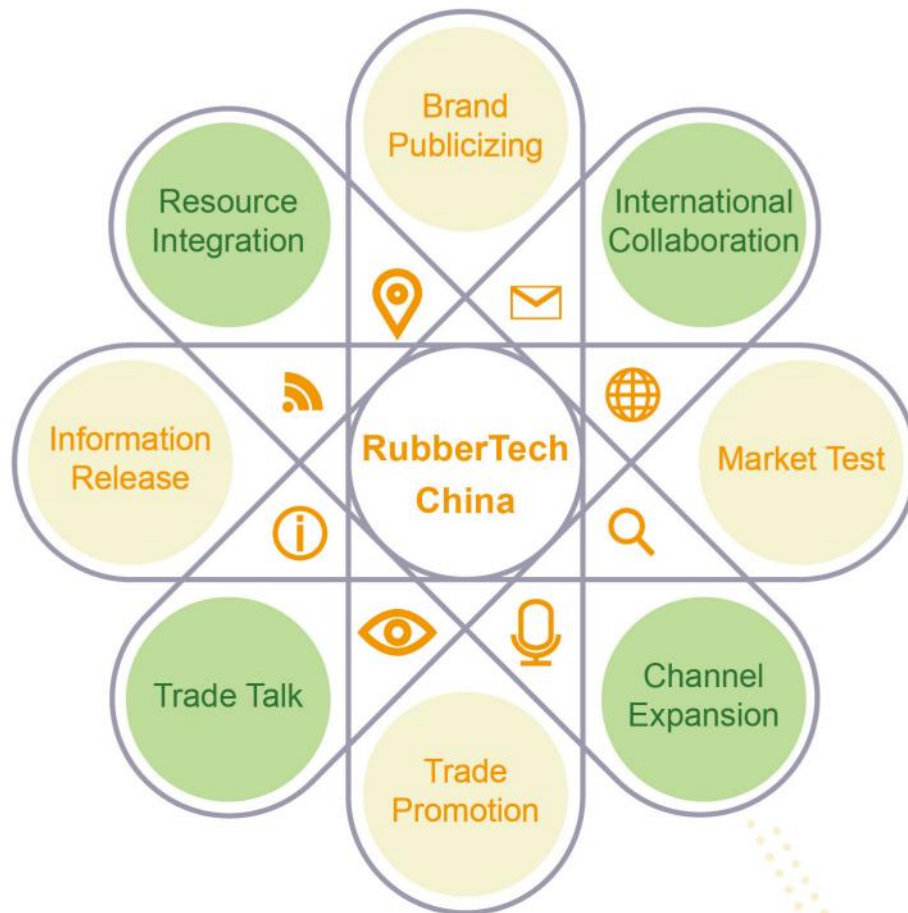
#### ◆ Rubber Recycling & Tire Retreading

Waste tire crushing equipment, reclaimed rubber and its preparation equipment, tire retreading and pyrolysis equipment, experimental testing equipment, rubber chemicals.





## Exhibition Highlights



- ➔ World's leading rubber exhibition with the largest exhibition scale.
- ➔ Exhibitors come from more than 30 countries and regions, including elite enterprises of global influence. Updated products and technology innovation will be displayed in the exhibition.
- ➔ Global purchasing delegation from Korea, Japan, India, Thailand, Malaysia, Russia, Turkey and Germany will visit this exhibition with great potential purchasing opportunities.
- ➔ RubberTech Forum, Green Production Workshop, Chemical New Material Workshop, Intelligent Manufacturing Workshop and Information Release discussing the updated policies and regulations of rubber industry, global market trends and prospects, advanced chemical material and technologies development will be held in the corresponding period.
- ➔ The Supply & Demand Fair aims to provide an open platform for exhibitors to get in touch directly with upstream and downstream. The aim is to promote cooperation and communication between upstream and downstream enterprises in rubber industry and help establish a long-term relationship between supply and demand.
- ➔ China International Chemical Industry Fair, China International Adhesives and Sealants Exhibition will be held concurrently to expand exhibition scope in order to complete the industry chain.
- ➔ Global buyers data resources and peer-to-peer product promotion.

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## Efficient marketing model

### 1. Direct Mail

Tickets and badges to pre-registered visitors of RubberTech China 2020 will be directly emailed one month before the exhibition.

### 2. Web Advertising

News coverage and ads on Baidu, Google, Wechat and other online media. Email with 80,000 recipients will be group e-mailed every week.

### 3. Postal Promotion

“Exhibit Preview” will be released online within four months before the exhibition.

### 4. Forum Cooperation

RubberTech Forum, Information Release, Supply & Demand Fair 2023 and Industry Typical Case Workshop.

### 5. Media

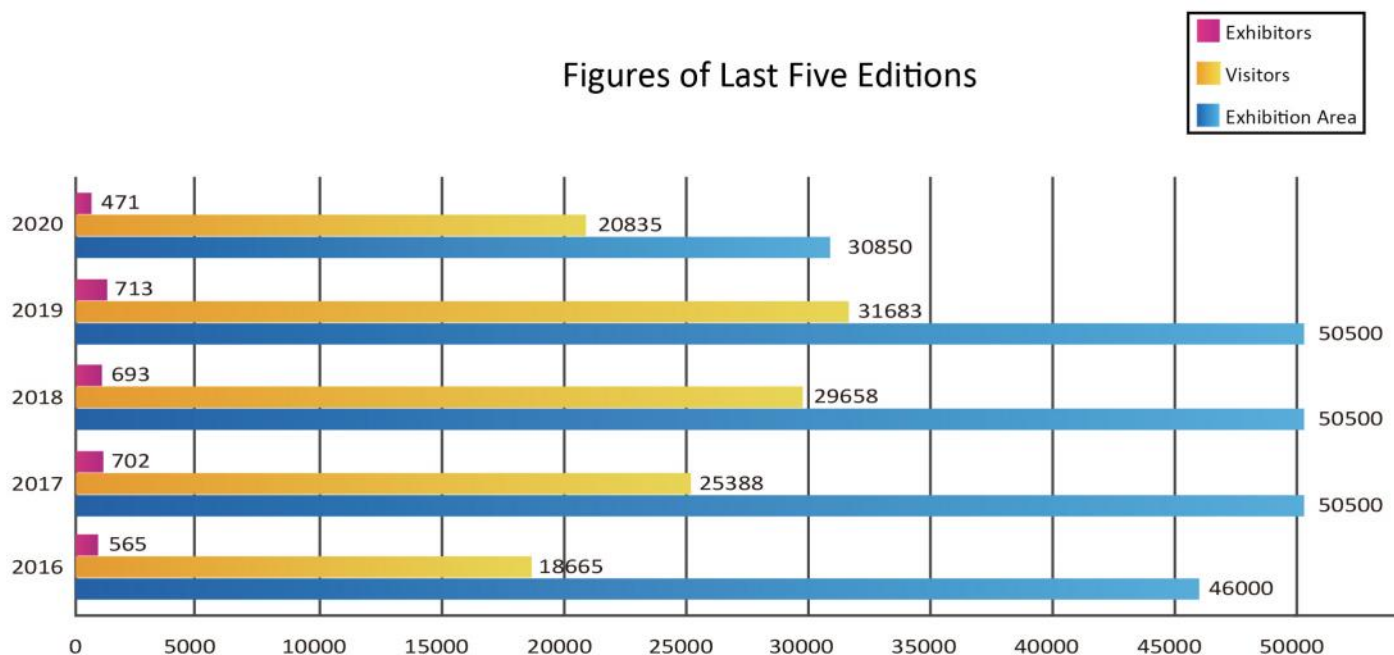
Several promotion channels could be used including website news coverage, printed media advertisements, exhibition video release, group e-mail, WeChat promotion, and exhibition onsite report.

### 6. Exhibition Promotion

Comprehensive promotion including news coverage, magazine advertisements and tickets distribution via other global rubber and tire exhibition.

## Historical Data

Figures of Last Five Editions



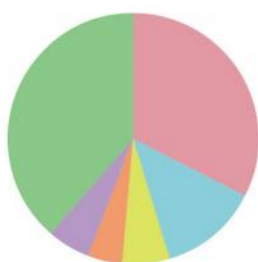


# Regular Exhibitors

listed in no particular order



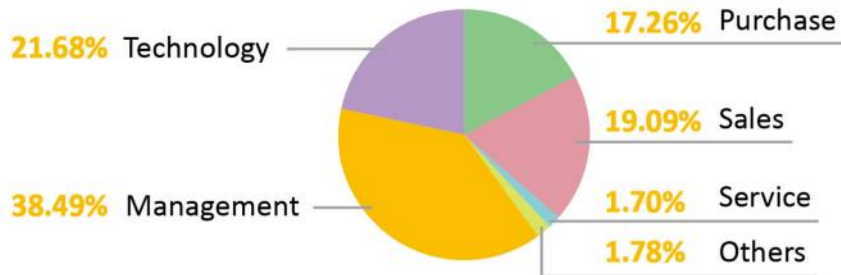
# Exhibitors Composition 2020



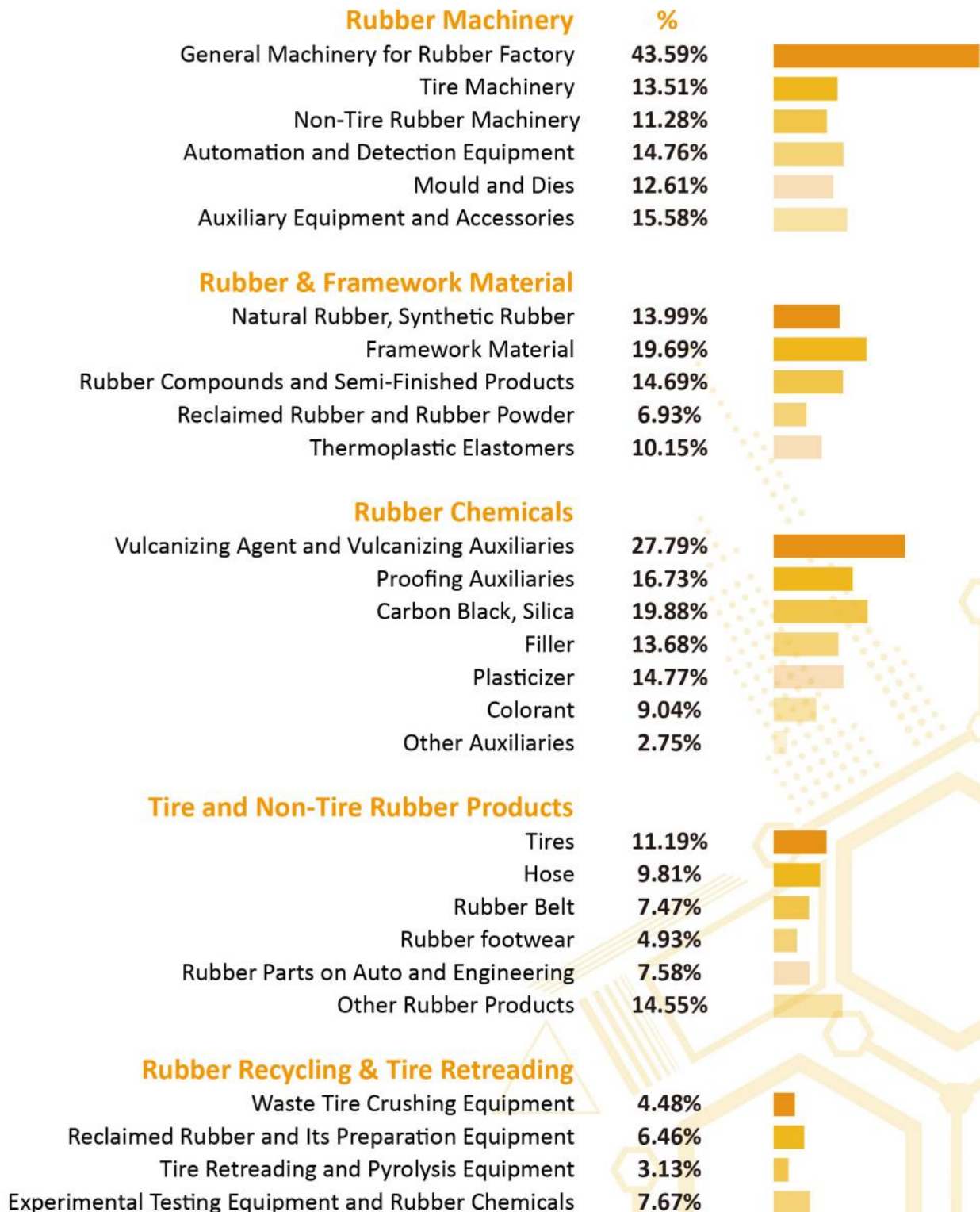
	No.	%
Rubber Machinery	182	38.64%
Rubber Chemicals	154	32.70%
Rubber & Framework Materials	60	12.74%
Tire and Non-Tire Rubber Products	29	6.16%
Rubber Recycling & Tire Retreading	21	4.46%
Others	25	5.31%

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## Visitor's Job Function 2020

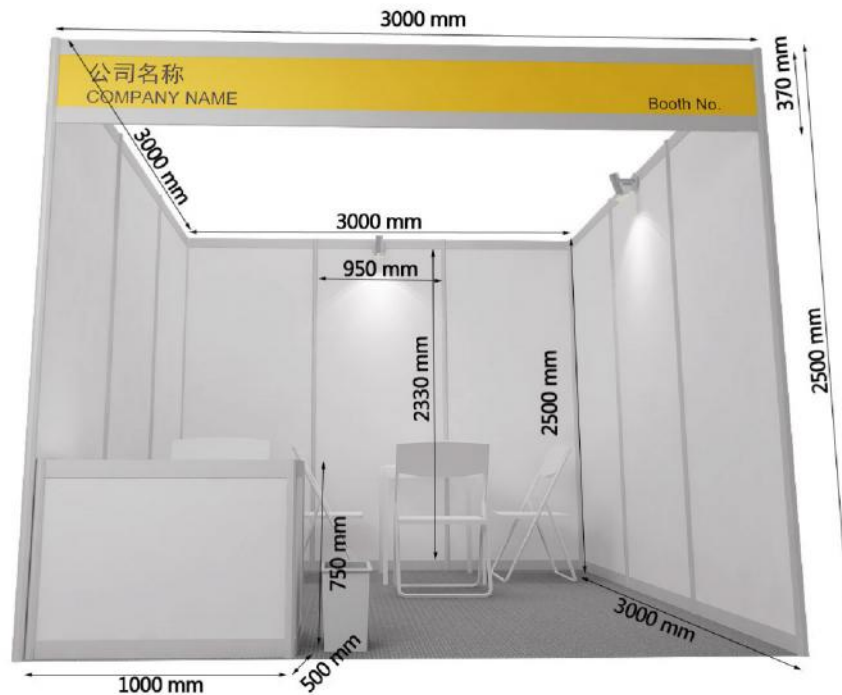


## Targeted Product Types 2020





## Stand Costs and Exhibition Hours



<b>Shell Scheme Stands</b>	RMB 13,500/9m <sup>2</sup>			<b>Move-in</b>	Sep. 02-03	09:00 - 22:00
	9m <sup>2</sup> Shell Scheme Stands (Section C)			<b>Exhibition</b>	Sep. 04-05	09:00 - 17:00
<b>Floor Space</b>	Section A	Section B	Section C		Sep. 06	09:00 - 15:00
	RMB 2,000/m <sup>2</sup>	RMB 1,600/m <sup>2</sup>	RMB 1,200/m <sup>2</sup>	<b>Move-out</b>	Sep. 06	15:00 - 22:00

1. Shell Scheme Stands (one information counter, one meeting table, four folding chairs, two spotlights, one 13Amp/220V single phase socket, one waste paper basket, carpeted floor, fascia board with company name in English and Chinese)
2. Floor Space (Exhibitor Service Manual, Product Preview, Exhibition Catalogue, Online Virtual Booth, Hall Management Fees)

## Exhibition Procedure

1. Exhibitors fill out the application form and mail or fax the signed and sealed version to the organizing committee.
2. Organizing committee checks the qualification of applying exhibitors, and assigns space according to the principle of "early application, early payment, early assigned".
3. Exhibitors must pay booth fee before the deadline as required in the application form.
4. Organizing committee will send Exhibitor Service Manual to the exhibitors.
5. Application Deadline: 04/08/2023



## Co-located Events



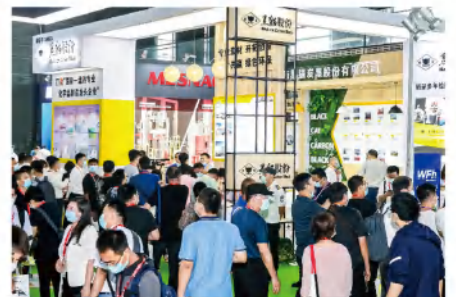
**橡胶技术高峰论坛**  
**RubberTech Forum**

 **橡胶产业创新论坛**  
**Rubber Innovation Forum**



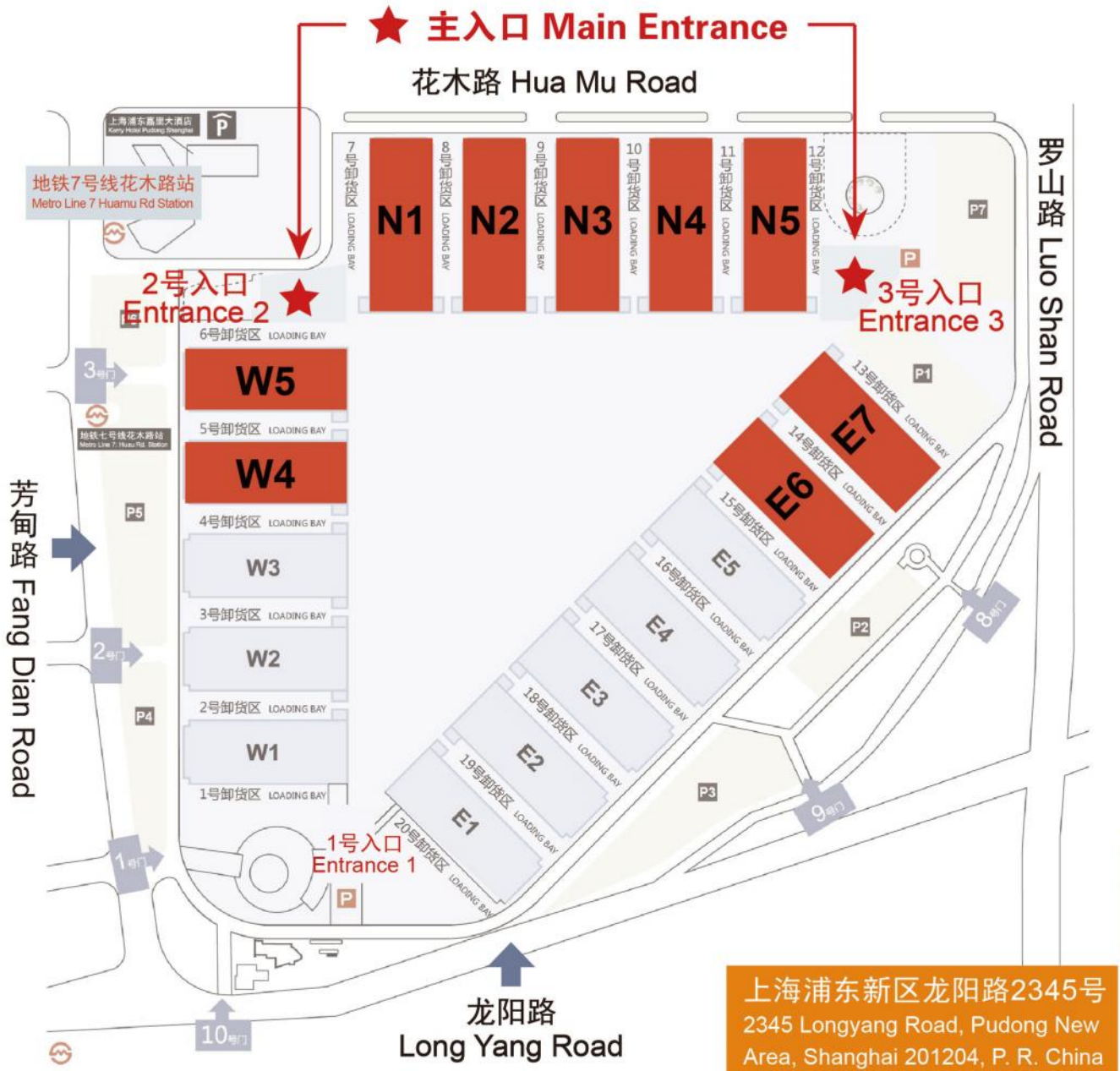
**2023企业供需洽谈会**  
**Supply & Demand Fair 2023**







# Shanghai New International Expo Centre - Exhibition Halls Layout



For Further Information, Please Contact

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More Information