

Southern Africa

# TRENDS

Tyrexpo Africa hosts dynamic Tyre Conference

One-on-One with Max T Solutions' Peter Klein

Tyre grading considered a new revolution

Michelin unveils first responsible sports tyre

Going green ... the environmental impact

Vol 16 • June 2010

FOCUS ON TYREXPO AFRICA 2010



**WIN**

a set of premium 4x4 tyres courtesy of Maxxis



## TYREXPO AFRICA 2010 HOSTS DYNAMIC TYRE CONFERENCE

The third instalment of the biennial Tyrexpo Africa, which took place at the Sandton Convention Centre on 4-6 March of this year, was of the typical high standard we've come to expect from this trade event and its organisers. For the most part, exhibition stands were professionally constructed, well manned and eye-catching. Moreover, the three-day event, which this year,

spanned Thursday to Saturday in response to a direct request from the local contingent, ran like clockwork. As for the mileage the exhibition was expected to generate, opinion is divided, with some exhibitors elated with the volume and quality of business that was transacted and others citing disappointing figures in terms of feet through the door.

highly retreadable casings. He added that many European retreaders were already successfully retreading certain Chinese makes and urged retreaders to evaluate each casing brand separately, as the larger Chinese producers were already committing to the 'cradle to grave' concept.

#### Managing the Waste Tyre process

To conclude the day's proceedings, Dr. Etienne Human and Des Griffiths of the SATRP, outlined the way forward with respect to the Waste Tyre legislation and its impact on the industry. They spoke at length about the proposed green fee that will be used to recover the cost of the waste tyre management process with respect to: Collection and transport of waste tyres to transfer sites; storage and sorting of waste tyres; delivery of waste tyres to waste tyre processors; establishment and treatment fees for waste tyre processors; external auditor; external accountant; social awareness and marketing campaign; SATRP company administration.

Dr. Human painted a picture of the international markets, claiming that in Europe, energy recovery had jumped from 11% in 1994 to 30% in 2004. In the US, about 54% of scrap tyres are used as alternative fuel in cement kilns, pulp and paper mills and industrial and utility boilers, while ground rubber consumes about 17% of scrap tyres generated and civil engineering consumes 12%.

More encouraging yet, stockpile abatement in the US, had reduced stockpiles by as much as 87% in the years 1990-2007.

In the US, a tyre-fee is charged at the dealer level and recovered by the IRS to pay for abatement plans, thereby demonstrating the need for a green fee to fund the waste tyre management process.

#### Local tyre manufacturers were sorely missed

Much like the past two events, exhibitors and delegates were highly critical of the attitude of the major tyre manufacturers who chose not to exhibit, with consensus being reached that their presence at the country's only dedicated tyre exhibition would have made a strong stand against the proliferation of foreign brands that are flooding into South Africa.

Said Suthers: "It is enormously frustrating for us as organisers and is obviously disappointing to those who do invest time and money in the show. While domestic tyre makers were mostly absent, their places were filled by exporters from countries like China, who commanded a virtual monopoly of the traders who came to the show. However, as organisers, we will continue our endeavours to encourage the major manufacturers to exhibit, both to demonstrate support for their customers and the industry at large."

Whether the big four will ever see their way clear to support a trade event such as this, which admittedly, is not aimed at the man-on-the-street, is ultimately up to them. One thing is certain – their combined presence at the next event in 2012 would likely attract support from a greater number of local exhibitors thereby not only boosting the national component, but also serving to cement the continuity of the only dedicated tyre exhibition in Africa.

I, for one, believe our industry needs a dedicated trade event such as this and would hate to see the show becoming an exclusive platform for foreign tyre companies to showcase their products and services.

#### *The show returns to the Sandton Convention Centre on 6-8 March, 2012.*

## Exhibitor feedback:

"Tyrexpo Africa 2010 has given Tyrecor/Infinity the platform to further grow our presence in the southern African markets; not only giving us much needed exposure on a regional level, but also affording us the opportunity to give our current customer base in SA a glimpse of what can be expected in years to come.

"We were pleased with the increase in African visitors to our stand this year which is a clear indication that Africa will be an important part of our plans going forward. That the show is run in such a professional manner has made it truly worth our while."

**Charl de Villiers, Managing Director, Tyrecor.**

"The show was a great success for Holmann Megaplan. A contributing factor, I believe, was that the show tied in with other tyre related events such as the launch of a new Firestone tyre which meant that we started off with delegates from all over SA. We would like to keep supporting the

event and we will definitely be attending the next one in 2012!" **David Barendse, Managing Director, Holmann Megaplan.**

"We were pleasantly surprised by the amount of visitors to our booth and we are happy to report that 60% of our visitors were new leads for us to follow up." **Peter Kruger, Managing Director, Tubestone.**

"We enjoyed good success at our stand. We put a lot of work into it as a team and got a lot out of it. We believe that you need to get excited about your business and share this with the visitors coming to your stand." **Arthur Birkin, Richards Bay Tyres.**

"Thank you for your excellent organisation of Tyrexpo Africa 2010. All three times that we have exhibited (2006, 2008 and 2010), were good for Bandenmarkt, with more sales achieved at each exhibition." **Leen van 't Hof, Managing Director, Bandenmarkt, The Netherlands**