The inaugural International Rubber Technology and Economic Congress (IRTEC) is an extension of the International Rubber Economic Conferences organised by the Malaysian Rubber Board, to include both economic issues and technical aspects affecting the rubber industry globally. IRTEC 2012 is an intensive two-day event vis-à-vis innovative ideas, technologies, current issues and developments in the rubber industry throughout the world. It intends to highlight the challenges and uncertainties in 2013 and beyond. The Congress attempts to address these matters through applications of latest R & D findings. This is in line with the need for new, increasingly robust and cutting-edge technologies confronting existing landscapes towards the sustainability of the natural rubber industry.

IRTEC 2012 will feature plenary sessions, as well as sessions on technical economics, investment and trade. IRTEC 2012 is a one-stop-centre for rubber industry players to exchange views and perspectives on a bi-annual basis. In addition, policy makers from new emerging rubber growing countries will present first hand information about their economic and social condition, land availability and government incentives for foreign investment in their respective countries.

**OBJECTIVES**
- Provide a platform for exchange of knowledge and expertise among industry’s professionals, practitioners and the public sector that encourages networking
- Provide an avenue for discussion and exchange of views on the opportunities that arise in these challenging period facing the global rubber industry
- To evaluate the risks and benefits of current state of NR prices to stakeholders
- A one-stop centre for prospective investors to gain first hand information from policy makers of various countries pertaining to investment particularly in rubber cultivation.

**WHO SHOULD ATTEND**
- Rubber producers and planners
- Multinationals, manufacturers, processors, exporters, traders and those related to the rubber industry
- Government officials and regulators
- Academicians
- Corporate personnel

**FEES:**
- Local participants: RM2,500/per person
- International participants: USD1,000/per person
- 20% discount for Malaysian Rubber Exchange (MRE) members
- 50% discount for students
- Fees are HRDF claimable
INAUGURAL ADDRESS
Vision For The Rubber Industry

PLENARY SESSION
1. Future of the Global Rubber Industry: Business Opportunities
2. ARTS: A Revolutionary Latex Harvesting Technology
3. Technological Aspects in the Designing of Seismic Rubber Bearing for Second Penang Bridge
4. Planning and Designing the Second Penang Bridge
5. Seismic Rubber Bearing for Second Penang Bridge
6. Innovation and automation: The Hartalega Experience

PAPER PRESENTATION: CONCURRENT SESSIONS

1A. Precision Transfer of Technology
   i. Enhancing Economic Return to Smallholders Through Effective Supply Chain
   ii. Enhancing Smallholders Income Through Transfer of Technology (Integration)
   iii. Precision Agriculture
   iv. Land Consolidation: The Story of Padi Farming

1B. Rubber Production: Relooking The Issues
   i. Economic Transformation Programme: Shaping Malaysian Rubber Industry for 2020
   ii. Sabah & Sarawak: New Hub for Rubber Industry
   iii. Meeting REACH requirements in China
   iv. New Perspective for Rubber Plantation in Estate Sector

2A. Rubber Upstream Sector: Novel Approaches
   i. Envisioning the Future with Rubber Genes
   ii. Genome Assembly of Hevea Brasiliensis Latex Timber Clone RRIM 928
   iii. The Application of Lateral Flow Technology in the Detection of All Allergens in Latex
   iv. Lifecycle Analysis on Production of Rubber Planting Materials In Malaysia

2B. Sustaining and Enhancing Growth
   i. Competitive Advantages Through Technology and Marketing
   ii. Production of Specialty Rubbers for Green Rubber Products
   iii. Addressing Price Volatility Through International Cooperation
   iv. Storming in Volatility of Latex Prices

3A. Advancement and Sustainability of Rubber Downstream
   i. Engineered Surface Active Materials for Applications in Latex Products
   ii. Emerging Technologies in Rubber Engineering or Compounding
   iii. Life Cycle Assessment in Ensuring Sustainability of Rubber Downstream Sector
   iv. Harmonisation of Standard as a Thrust to Enhance Rubber Industry
   v. Roles and Opportunity of Rubber Industry to Support Automotive Industry

3B. Direction and Market Prospect
   i. Green Aspects of Synthetic Rubber
   ii. Upholding Contract Sanctity – The IRA's Experience
   iii. Detroit of Asia: Thailand's Automotive Industry
   iv. Maximizing Economic Return: Shifting from Corn to Rubber in North East Thailand
   v. Will Economic Downturn in US and Europe Lead to Rubber Industry Armageddon?

*Subject to change*