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PRESS RELEASE

**MALAYSIA TO HOST THE SIXTH ASEAN RUBBER CONFERENCE AND EXHIBITION
(ARC 2010)**

Kuala Lumpur, Malaysia, October 8, 2009: Malaysia, the world's third largest producer of natural rubber (NR), has been selected as the next host venue for the Sixth Asean Rubber Conference (ARC 2010), which will be held from 17 – 19 June 2010 in the city of Kuala Lumpur.

Organized by NextVIEW and presented by the International Rubber Research and Development Board (IRRDB), the event themed **'Gearing Up the Natural Rubber Industry: New Directions and Strategies'**, is held to provide NR experts and policy makers, captains of industry and serious investors a platform to converge and meet face-to-face to discuss a wide spectrum of commercial, R&D developments and the 2010-2011 price outlook.

According to the Organizer, over 700 trade visitors and delegates from 28 countries from the United States, Europe, East-Asia, North-Asia and ASEAN will converge at this annual event to discuss pertinent issues on the current global NR situation, policies, socio-economic issues and solutions for NR industry, natural rubber as green commodity and many more issues.

According to Datuk Dr. Abdul Aziz, Secretary General of IRRDB, who is also the President of ARC 2010 Secretariat, "The rubber industry now faces great challenges from an increasingly competitive global market. In the past few years, many other commodities have surpassed the rubber industry. Therefore, it is imperative for the NR industry to gear up and meet these challenges."

"We urge all rubber players, policy makers, industry experts, producers and manufacturers to take this opportunity to meet, discuss and decide on new directions and strategies so that we can together expand the rubber industry for global sustainable growth", said Datuk Dr. Abdul Aziz.

Mr. Paul Yeo, the Organizing Chairman of Asean Rubber Conference 2010 commented, "ARC has built up an impressive record of success since its inception in 2005. The organizing committee is dedicated to tailor-make a high-profile annual natural rubber event to everyone engaged in the natural rubber industry."

He added, "Preparations are underway for an exhilarating event which will incorporate a high caliber conference, an expo, pre-conference study tour, golf tournament, awards ceremony, and business-matching meetings between the public and private sectors."

"It is essential for NR players to be at this conference to gather the most current strategic information and insights into future developments and market directions of the Natural Rubber Industry. The in-depth knowledge and understanding of key areas in the industry gained at this



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conference could provide a competitive advantage for them in this important commodity sector,” said Mr. Paul Yeo.

This event is supported and endorsed by All India Rubber Industries Association (AIRIA), Association for Rubber Development of Cambodia (ARDC), Automotive Tyre Manufacturers’ Association (ATMA), Colombo Rubber Traders’ Association (CRTA), Philippine Rubber Industry Association (PRIA), Taiwan Rubber Industry Association (TRIA), Thai Rubber Association (TRA), and Vietnam Rubber Association (VRA).

About ASEAN Rubber Conference (www.aseanrubberconference.com)

ARC brings together experts and delegates from all over the world with an agenda to provide a forum for the exchange of ideas and insights into the commercial aspects of supply and demand and price outlook of natural and synthetic rubber. This annual conference is held in one of the ASEAN countries on a rotational basis and serves as a platform for ASEAN’s NR producing countries and world’s consuming countries to:

- Get updated on consumption and output trends and price outlooks of the industry
- Facilitate the exchange of information and subsequently opening up new turfs of business opportunities and expansion
- Promote industry-wide investment opportunities in ASEAN countries in general and the host country in specific
- Provide a platform for policy makers and association heads to discuss determining factors within the industry in the coming years
- Enable industry experts to communicate the latest R&D breakthroughs and technologies
- Bring together the producers and consumers from the NR & SR industries

About NextVIEW (www.nextview.com)

Singapore-based NextVIEW is one of Asia’s fast growing Financial Information Vendors, operating direct offices in Kuala Lumpur, HoChiMinh City, Bangkok, Hong Kong, Shanghai and Mumbai.

NextVIEW combines financial terminals, financial portal, education and conference products to form the Financial DNA (Data, Network & Analytics), placing NextVIEW in a unique position to support the development of Asia’s Financial Eco-systems.

NextVIEW is an authorised market data vendor for major securities, commodities and derivatives exchanges in Asia, USA and Europe, such as CME Group, NYSE-Euronext LIFFE, NYSE, Nasdaq-OMX, ICE-NYBOT, Singapore Exchange, Bursa Malaysia, HoChiMinh Stock Exchange, Hanoi Securities Trading Centre, Stock Exchange of Thailand and the Agricultural Future Exchange of Thailand.



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