

27-28 June 2017  
Leonardo Royal Hotel, Cologne

**FUTURE  
TIRE  
CONFERENCE**

# STAYING AHEAD IN THE NEW DIGITAL ERA

SMART PLANTS, SMART SUPPLY, SMART TIRES

## THE FUTURE TIRE CONFERENCE RETURNS

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

### FEATURING

- **Paolo Butti**, Automotive & Tire Industry Manager Europe, Middle East and Africa Region, Rockwell Automation
- **Shibu George**, Head of Automation and Electronics, Apollo Tyres
- **Csaba Mákos**, Plant Unit Head, Apollo Tyres Hungary Ltd
- **Hans-Martin Monyer**, Head of Automation, HF MIXING GROUP
- **Marco Spinetto**, Strategic Innovation, R&D - Pirelli Tyre SpA
- **Karol Vanko**, MESNAC Vice President, MERTC General Director, Mesnac European



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29.05. - 01.06.2018



# FUTURE TIRE CONFERENCE

## 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 supply-chain models to meet the changing needs of the market.

## DAY ONE 27th June, 2017

08.15 **Registration and refreshments**

09.00 **Chair's welcome**  
*Bruce Davis, Editor, Tire Business*

### TIRE PLANT AUTOMATION STRATEGIES AND WHAT IT WILL MEAN TO THE INDUSTRY

09.05 **OPENING ADDRESS: Automation: The era of innovation in smart factory manufacturing**

- Transforming a traditional business: Building a gateway to the future
- Meeting customer demands and service expectations: rethinking manufacturing
- Taking a fully automated tire handling approach
- What next? From robotics to AI

*Shibu George, Head of Automation and Electronics, Apollo Tyres*

09.35 **Trends towards standardization and integration for tire industry**

- Reasons for the trend to standardization in tire production
  - Integration of different machines to one Manufacturing Operation Management System
  - Advantages for the end customer
  - Benefits for OEM and finding new ways to stay unique
- Peter Haan, Head of Vertical Market Management Tire, Siemens AG, Digital Factory Division*

10.00 **Industry 4.0: What can the tire industry learn from other sectors**

- Flexibility of automation systems
  - How are cyber-physical systems working with automation
  - Innovation and competence management
  - Examples from plastics moulding industry
- VDMA**

10.25 **FOCUS SESSION: Change management and lean transformation around IT**

- Change management in the tire sector: what are the specific needs and end goals
- Deployment of IT systems: getting ready for change and integrated legacy systems

- Identifying which business processes can be digitised and transformed through technology
  - Building consensus among senior management and shop floor
- Jacob Peled, Executive Chairman Pelmar Engineering Ltd*

10.50 **Refreshment Break**

### PUTTING AUTOMATION INTO ACTION FOR A CONNECTED FUTURE

11.20 **Tire Analytics: The journey of a connected tire in a connected environment**

- Data analytics and real-time information
  - The discontinuous jump into the future: connectivity inside the vehicle for a holistic customer journey
  - Supporting real-time access to manufacturing data (big data): anytime, anywhere
  - Robotics: The impact of new facilities equipped with new automated machines
  - Preserving investments already in place for a more flexible production model
- Paolo Butti, Automotive & Tire Industry Manager Europe, Middle East and Africa Region, Rockwell Automation*

11.50 **Case Study: Managing end-to-end automation and robotics**

- Emerging software trends
  - Better control of the material flow and manufacturing execution
- Jyrki Anttonen, Technology Director, Cimcorp Oy*

12.10 **Case Study: Setting up and managing a greenfield site**

- Workforce engagement and management
  - Automated handling solutions: integration with shipping trailers, conveyor systems, identification systems
  - Real-time data for inventory management: 100% availability of product across the handling process
- Csaba Mákos, Plant Unit Head, Apollo Tyres Hungary Ltd*

12.30 **Keynote Panel: Reinventing the tire manufacturing organization around automation**

- Paolo Butti, Automotive & Tire Industry Manager Europe, Middle East and Africa Region, Rockwell Automation*  
*Csaba Mákos, Plant Unit Head, Apollo Tyres Hungary Ltd*  
*Jyrki Anttonen, Technology Director, Cimcorp Oy*

\*Programme may be subject to change. Visit [www.tire-conferences.com](http://www.tire-conferences.com) for the latest agenda.

Register before 28 April to take advantage

Indeed, the future success of all players in this sector will depend on their ability to optimise 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 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](http://www.tire-conferences.com)**

## DAY ONE 27th June, 2017

### 12.50 Lunch and networking

### AUTOMATED MIXING, CALENDERING AND DOWNSTREAM PROCESSES

#### 14.00 OPENING SESSION: Mixing Room Automation 4.0: Integrated automation solutions for the tire mixing room

- Design requirements for modern and efficient tire mixing room solutions
- Automation solutions supporting specific tire mixing manufacturing process challenges
- Industry 4.0 terms and definitions applied to tire mixing room automation
- Industry 4.0 driven Mixing Room Automation solutions today and in future
- The tire industry's great benefits on Industry 4.0 mixing room automation solutions

**Hans-Martin Monyer, Head of Automation, HF MIXING GROUP**

#### 14.25 Smart Mixing: Reducing manual working for improved productivity

- The need for emerging smart solutions
- Automatic warehouse examples:
  - raw materials and seeding to mixers
  - automatic polymers cutting devices
  - sending automatic compounds warehouse
- Maintaining quality of mixing from technology point of view
- Reducing electric energy for mixing and an increased environmental capacity

**Karol Vanko, MESNAC Vice President, MERTC General Director, Mesnac European Research and Technical Centre s.r.o.**

#### 14.50 Optimising mixing processes to gain critical economic benefits

- Internal mixing: Pinpointing the key challenges of engineering and technology
- What forces are changing the mixing process and quality check requirements

- Compounding and its impact on product properties  
**Speaker TBC**

#### 15.10 Refreshment Break

#### 15.30 Technology-led innovative calendering: Smart production models

- Innovative calendering: Building a more integrated solution for high-quality performance
- The importance of productivity and safety
- 3D innovative engineering concepts based on a real virtual plant model
- Barriers to full implementation: Balancing installation times and costs to achieve optimum efficiency

**Speaker TBC**

#### 15.50 RECYCLING PANEL: Bridging the gap between sustainability and automated process management

**Moderator: Jacob Peled, Executive Chairman Pelmar Engineering Ltd**

#### 16.30 IT INNOVATION PANEL: What do modern tire makers want from materials and testing technology advances: How will smart support future growth

- Who is investing in which smart system, automation and IoT programme
- 3D printing and calendering concept 4.0
- Dealing with legacy system integration: focusing on critical decisions for growth and cost saving
- Automated repair systems: new technology for quality and cost efficiency

**Olav Schulz, Managing Director, SLCR Lasertechnik GmbH**

#### 16.50 Chair's closing remarks

#### 17.00 End of Day One - Drinks reception and networking

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**Advantage of Early Bird Rates. Book your place today!**

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

- Technology
- Product Development
- Supply Chain Management
- Safety
- Tire Purchase
- Business Development
- Research and Development
- Technical Innovation
- Quality
- Tire Development
- Marketing
- Fleet Management



## DAY TWO 28th June, 2017

### SMART TIRE PLANT LOGISTICS

**08.30 Registration and refreshments**

**09.00 Chair's welcome**

**09.10 Keynote: Kick-starting the digital transformation of a more traditional business**

- Putting the focus on strategy and vision first
- Where does the supply chain fit into the transformation cycle
- Defining key targets, KPIs and scorecards
- Technology drivers for future business success: from social to AI and robotics
- Top tips and examples from the tire industry

**Luisella Giani, EMEA Digital Director, Oracle**

**09.45 Beyond the silo: Unleashing the potential of your supply chain function as a strategic asset**

- Key logistics IT & developments in the tire sector
- What are the digital drivers pushing the supply chain to the forefront of the business
- Balancing customer demand with tactical supply planning
- Putting the supply chain at the centre of your business: geographical considerations
- What needs to change across the organisation to further empower the supply chain

**Speaker TBC**

**10.10 Building for future efficiency: A vision on the connected factory**

- Controlled process and automatic inspection
- Interfacing of machine with environment: HMI, data exchange and logistics
- Maintenance and uptime

**Jan Grashuis, Vice President – Global R&D, VMI**

**10.40 Delegate Q&A**

**11.00 Refreshment Break**

### AUTOMATION MODELS TO SUPPORT END USER AND SUPPLY CHAIN EFFICIENCIES

**11.30 CASE STUDY: Staying ahead of the game: Gearing up your supply chain around new IT and software**

- Transforming a supply chain model that aligns with the new business goals
- Re-organization of both people and process around new technology
- What's achievable in terms of legacy systems and upgrading existing IT
- Building efficiency to move beyond traditional manufacturing: incremental improvements
- Emerging software trends
- Better control of the material flow and manufacturing execution

**Speaker TBC**

**12.00 BEST PRACTICE INTERVIEW**

**12.30 Lunch and networking**

### RFID SOLUTIONS: TRACK AND TRACE

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

- Who should be part of your core team: and wider
- Collaboration innovation: enabling closer exchanges
- Labels that store and update data: finding more effective methods of tracking
- RFID systems which are designed to integrate with your production process
- Accurate tracking and tracing and dynamic data management
- Integrating RFID throughout the production process and into distribution

**Armin Kraus, Director, 4JET Technologies GmbH**

**Karol Vanko, MESNAC Vice President, MERTC General Director, Mesnac European**

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## PREVIOUS FUTURE TIRE CONFERENCES WERE ATTENDED BY:

- Asahi Kasei Plastics Europe
- Bartell Machinery Systems LLC
- BASF
- Biochemical Holding Orgkhim
- Biolanic sp. z o.o.
- Borrachas Vipal SA
- Bridgestone
- Continental
- Cooper Tires
- Ergon Europe
- Evonik Industries AG
- ExxonMobil
- FeyeCon D&I
- Goodyear Dunlop Tires Operations
- Hankook Tire
- Lanxess Deutschland
- Marangoni Tyre
- Michelin
- Miliken Europe
- Mitas
- Mitsui & Co
- Nanocyl
- Pirelli
- Repsol Lubricantes Y Especialidades, S.A.
- Sabic
- Yulex Corporation

## DAY TWO 28th June, 2017

### 14.00 CASE STUDY: Vulcanizing RFID solutions and tread labels across a global tire distribution

- Warehouse operations and RFID challenges
- Taking advantage of RFID track and trace systems
- Using RFID mould solutions to support the processes avoiding mistakes
- Dynamic storage and handling: real time visibility
- Data and reducing fraud and errors

*Jos Uijlenbroek, Ferm RFID Solutions*

### 14.30 Refreshment Break

### 14.50 CASE STUDIES: Track and trace

Many tire businesses enter into an RFID implementation plan hoping to realize significant cost savings, as well as supply chain visibility and efficiency gains. But achieving those goals may be difficult, as there are many application-development, integration and deployment challenges. This session will offer some different short presentations aiming to provide the practical knowledge you need to move ahead with a realistic delivery plan.

*Andreas Hoell, Technical Industry Manager, SICK AG*

### 15.35 Delegate Q&A

## HOW TO PLAN FOR THE NEXT ERA FOR THE TIRE INDUSTRY

### 15.45 Discussion Session: Building the business case for RFID automation investment

Smart technology has the potential to embed intelligence into modern tire designs to reap production efficiency gains and retail product differentiation. How should manufacturers understand and present their case for automation based around RFID? Is this the best use of resources? How can working together help?

*Speaker TBC*

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

- External Forces: Connected tires, electric cars and self-driving: How will this influence the tire sector?
- The rate of design change in cars and the impact on tire design, development and distribution
- Safety and how the market for tire technologies and autonomous vehicles will develop
- Future of tire mounted technology and add-on features
- What steps should you be taking now to maintain growth in the future

*Marco Spinetto, Strategic Innovation, R&D*

*- Pirelli Tyre SpA*

*Zivojin Sekulic, Intelligent Tire Project Manager, GAJ*

### 16.40 Chair's closing remarks



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## DELEGATE REGISTRATION

	<b>Early Bird Rate</b> available until 28/04/2017	<b>Normal Rate</b> available from 29/04/2017	<b>Group Discounts of 15%</b> available to bookings of 3 or more delegates
1 Day Rate	€465 + German VAT	€525 + German VAT	
2 Day Rate	€725 + German VAT	€825 + German VAT	

To book your place visit [www.tire-conferences.com](http://www.tire-conferences.com)

## CONFERENCE VENUE

Leonardo Royal Hotel Köln – Am Stadtwald  
Dürener Str. 287  
50935 Köln  
Germany

For further information about the venue,  
travel and accommodation please visit  
[www.tire-conferences.com](http://www.tire-conferences.com)



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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](mailto:ilea@crain.com).

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