

News Release

For Further Information

www.iisrp.com

Or contact: Juan Ramon Salinas

Email: salinas@iisrp.com

713.783.7511 Ext. 222

PR 16.01

Synthetic Rubber Producers Set Program for 2016 Association Meeting

- Premier industry event to be held in New Orleans
- Keynote address on Synthetic Rubber Industry Supply Chain

Houston, Texas USA – 12 January 2016 -- The sustainability, innovation and global trends influencing the synthetic rubber industry are among the topics that industry-leading speakers will address at the International Institute of Synthetic Rubber Producers (IISRP) annual meeting in New Orleans during 11-14 April 2016.

“The Institute’s annual general meeting has established itself as the go-to event for the synthetic rubber industry,” said Juan Ramon Salinas, Managing Director and CEO of IISRP. “Gregory Nelson of East West Copolymers, our International President, has led an outstanding effort in organizing a high level speakers program”, added Salinas.

Wade Sheffer, Executive Director of General Motors Chassis Purchasing, will deliver the Keynote address on Synthetic Rubber in the Supply Chain at our Wednesday program. Thursday’s program is highlighted with a presentation on Technology Trends in the Transportation/Tire Industry by Steve Charles, Vice President of Product Development for Bridgestone Americas. They will be joined by 10 other outstanding speakers reflecting our conference theme, “**Positioning for Growth**”. The full program and registration is available on the IISRP website at www.iisrp.com. Early discounted registration is available now.

IISRP is an international not-for-profit trade association with corporate members, domiciled in 20 countries, who produce 80 percent of the world's supply of synthetic rubber. Incorporated in 1960 and headquartered in Houston, Texas, the Institute supports section offices in Milan, Tokyo and Beijing.

(30)