

**FOR IMMEDIATE RELEASE**

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**Global Credit Crunch: Strategies for The NR Industry**

The 5th ASEAN Rubber Conference and Exhibition (ARC 2009) will be held in Vientiane, Laos from 18–20 June 2009 with the theme “Technology, Innovation and Market Driven Strategies: Keys to the Global Development of the Natural Rubber Industry”. The event is organized by the NextVIEW Group, and hosted and co-organized by the Ministry of Agriculture and Forestry, Laos.

The global financial and commodities markets are experiencing extreme volatility never before seen in history, initially caused by the subprime crisis in the US, and has since snowballed to an economic turmoil affecting almost every sector of the prime industries globally.

As consequences of this, there are many questions abound within the Natural Rubber (NR) Industry - What are the quantum of damages on the NR Industry? How has the global credit crunch affected the NR Industry? What are the strategies to be adopted to overcome the looming global economic recession? Will there ever be another surge of commodity prices?

Special papers and presentation by renowned speakers encompassing rubber and commodities policy makers as well as top analysts of the industry will address these issues close to the heart of rubber players globally. This event is devoted entirely to the rubber sector and is the only economic-centric conference that includes price outlook discussion for Natural Rubber.

It is imperative for NR players to be at this conference as it allows delegates to gather the most current strategic information and insight into future developments and market direction of Natural Rubber. The in-depth knowledge and understanding of key areas in the industry gained at this conference could provide a competitive advantage for them in this important commodity sector, more so during these challenging times. Furthermore, they get valuable insight into a fast growing rubber sector of Laos, and the economic and investment potentials that the country has to offer.

According to Mr. Paul Yeo, Organizing Chairman of the ASEAN Rubber Conference 2009, “The ARC secretariat welcomes the Laos Government’s decision to host the ASEAN Rubber Conference 2009, the first ever international mega event on rubber in Laos, in line with ARC’s platform for initiatives and

activities to develop the NR Industry in ASEAN”. He commented that the presence of international investors, technical experts, industry suppliers and end-users from the global NR Industry in Laos in June 2009, conform to the host government’s strategic plans to develop the agribusiness sector, in particular the rubber industry”.

H.E. Dr. Bounthong Bouahom, Permanent Secretary for the Ministry of Agriculture and Forestry, Laos commented, “Our Ministry is pleased to play host and co-organize for the first time this high-profile annual natural rubber event in Laos with the NextVIEW Group. We trust that the discerning delegates, industry speakers and visitors from 25 countries will benefit from firsthand experience and information gathered on various investment opportunities in rubber cultivation, processing and manufacturing that the fertile lands of the Mekong Basin could offer”.

Almost 700 experts and delegates from over 25 countries from United States, Europe, East-Asia, North-Asia and ASEAN will converge in Vientiane, Laos to discuss pertinent issues on the world’s NR demand and supply trends, sustainable and profitable strategies for NR industry, rubber smallholders development, NR downstream activities, technologies to meet global competitiveness, NR price outlook for 2009/2010 and many more issues.

The event is supported and endorsed by All India Rubber Industries Association (AIRIA), Association for Rubber Development of Cambodia (ARDC), China Rubber Industry Association (CRIA), Colombo Rubber Traders’ Association (CRTA), International Rubber Research & Development Board (IRRDB), Philippine Rubber Industry Association (PRIA), Taiwan Rubber Industry Association (TRIA), Thai Rubber Association (TRA), Vietnam Rubber Association (VRA).

For further information on ARC 2008, please visit: <http://www.aseanrubberconference.com/>

### About ASEAN Rubber Conference

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 in to commercial aspects of supply and demand and price outlook of NR and SR. 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



NextVIEW's vision is to build a pan Asian investment network by combining four business pillars consisting of information terminals, investor education, investor relations and trading platform solutions. Founded in 1999 as a world pioneer in the real-time delivery of equity market information over the Internet, NextVIEW has become one of the largest regional financial information vendor and investor education provider in Asia operating direct offices in Singapore, Kuala Lumpur, Bangkok, Ho Chi Minh City, Hong Kong, Shanghai and Mumbai serving thousands of subscribers in more than 15 countries. Since 2007, NextVIEW has been organizing the largest retail investor event, the Asia Trader and Investor Convention (ATIC), held across 7 cities in Asia. NextVIEW is 70% owned by Malaysians and 30% owned by a Japanese listed company, T&C Holdings, an international financial information and financial advisory company headquartered in Tokyo.

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