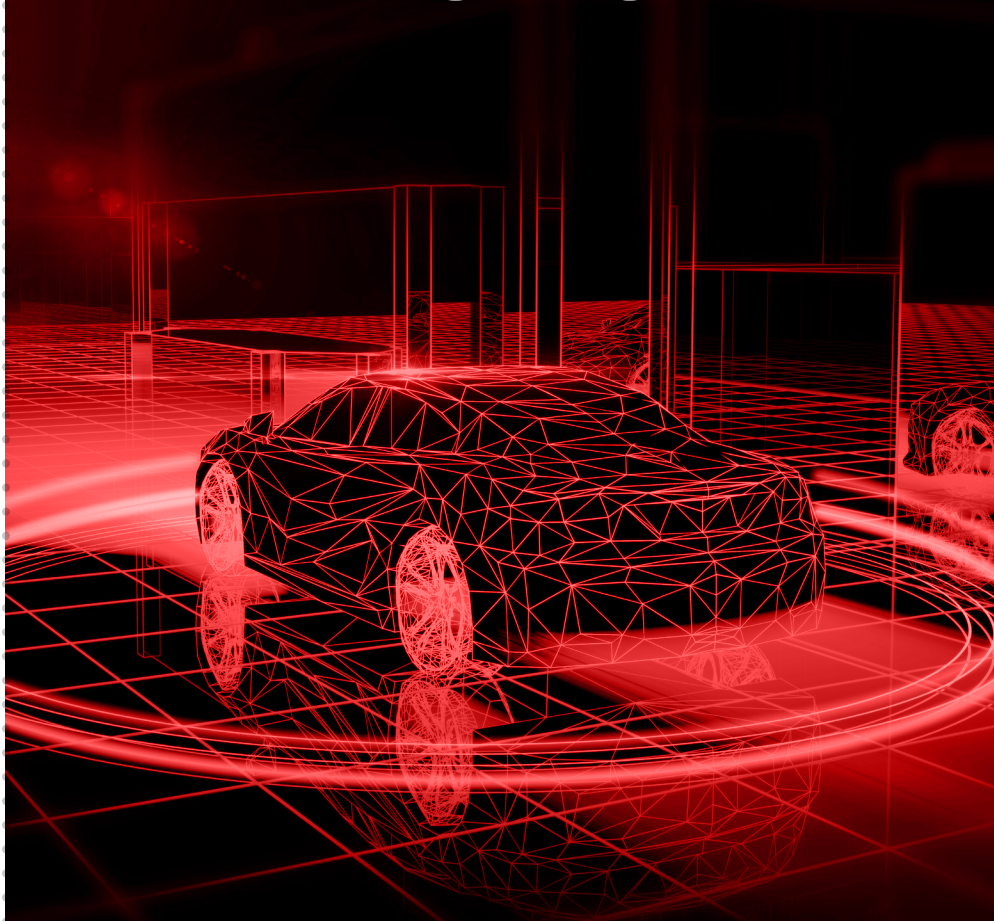


2019
TIRE & RUBBER
SUMMIT

DRIVING TO THE FUTURE



Tire and Rubber
Association
of Canada

L'Association
canadienne du pneu
et du caoutchouc

EVENT PROGRAM



There is nothing wrong
with change, if it is in
the right direction.

—WINSTON CHURCHILL

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TRAC MESSAGE TO THE DELEGATES

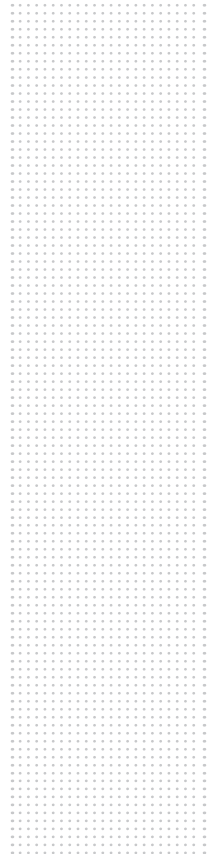
**IT IS WITH THE UTMOST PLEASURE THAT I WELCOME YOU
TO OUR 2019 TIRE & RUBBER SUMMIT.**

This year's iteration of the Summit is all about technology. We all know about the fast pace and exponential scope of technological changes that besiege all industries today; and we all know that disruption thru technology has become the name of the game—the one that challenges each and every status quo. This unique industry of ours is no exception. That being said, with its history as the poster child of modern manufacturing, I've always viewed the rubber industry as one that adapts quickly, champions change, and implements technologies that bring positive long-term results, whether it be in product research and development, material procurement, or tire production. As an industry, we have always met the challenges put forth by the breakneck speed of change. Today's technological shifts and disruptions are no different, and our speakers will provide invaluable insights into some of the fundamental shifts taking place right now.

I must say that with so much happening in the technology landscape, it was a thrilling task deciding on the topics and assembling the exceptional speakers we have lined up for you. Our speakers will bring insights about the fundamental changes that are coming, and perhaps help you distill new ideas that will help your enterprise make more informed business decisions.

Moreover, this event really is the best opportunity for TRAC and industry members to get together, learn from each other, network with industry suppliers, and gain an even greater appreciation of the complexities and nuances of the changes that are en route.

Glenn Maidment, President
Tire and Rubber Association of Canada

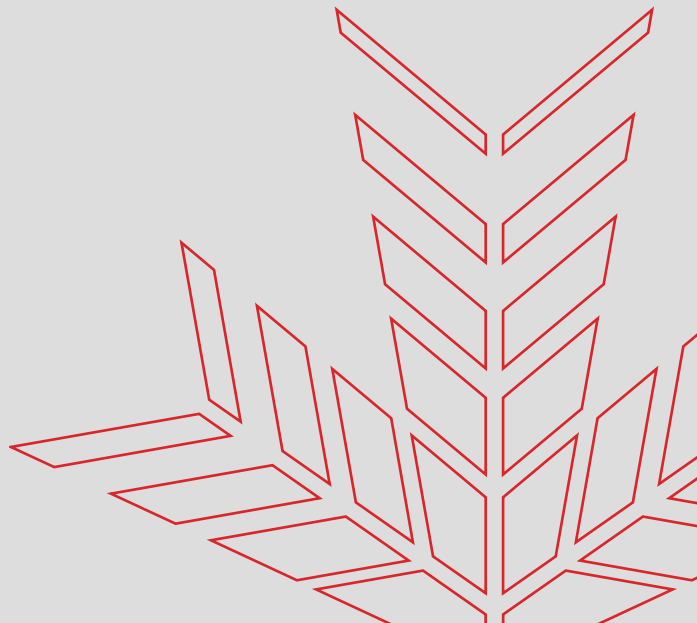


ABOUT THE SUMMIT

The precursor of our Tire & Rubber Summit dates back more than 30 years, and its core value remains constant to this day: as a networking aggregator, bring together C-level executives of the tire and rubber industry to collaborate, reveal latest trends and address key issues and developments affecting the global tire and rubber industry, with a spotlight on Canada.

In the Tire & Rubber Summit, TRAC created world-class event that explores the rubber industry's economic aspects, technology, innovation and regulation. All the expertise put forth at the event comes from executives in rubber companies, non-tire manufacturers, rubber compounders, suppliers, auxiliary businesses, and regulators who together will discuss rubber industry issues from uniquely Canadian perspective.

Our event features presentations and speakers who deliver thought-provoking ideas, allows the attendees the opportunity to absorb the latest industry insights, and jumpstarts industry conversations. The Summit's professional presentations provide latest insights and uncover potential new market directions, while the cooperative and collegial environment creates invaluable networking opportunities, connects new business opportunities, and helps grow market presence and increase business performance.



DRIVING TO THE FUTURE

When it comes to technology, industries across the globe are living through exciting times: autonomous vehicles, artificial intelligence, machine learning, robotics... these represent only the technological tip of the iceberg that's moving through the industries' waters worldwide. It's a perpetual technology race and, as ever, tire and rubber manufacturers are staying atop of these trends and raising the bar when it comes to banking on technology, whether it be in the product development, manufacturing processes, supply chain management and all other business aspects.

Technology is changing industries in unprecedented ways, dramatically altering the way they understand and advance product development, manufacturing processes, and other business aspects. New technologies have one thing in common: the surprising ways they can alter how companies reach their business goals. How will connected vehicles, advanced networks and other technologies impact the tire and rubber industry?

This year's event brings together industry professionals and expert panelists to discuss the technologies that reverberate throughout the tire and rubber industry. Besides technology, the speakers address issues and challenges affecting business performance and markets.

THE AGENDA

TUESDAY JUNE 11, 2019

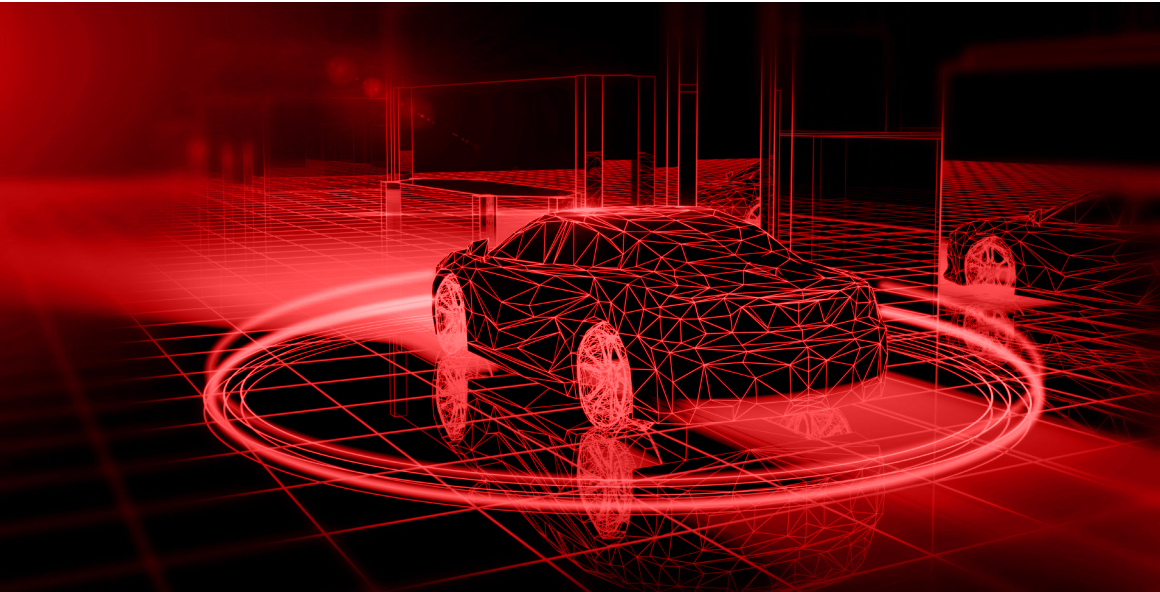
6:00 pm Delegate Registration & Chairman’s Reception

7:00 pm Chairman’s Dinner

The reception marks the official opening of the Tire & Rubber Summit 2019. Spend the evening networking with tire and rubber industry colleagues and other industry professionals, and listen to a presentation from a special guest speaker.

Dinner Keynote

Paul Barter. Management Consultant, Business Professor, Entrepreneur and Venture Investor



WEDNESDAY JUNE 12, 2019

8:30 am Delegate Registration & Networking Breakfast

9:00 am Opening Remarks

9:10 am Rubber Material Feedstocks – Supply and Demand Outlook

Our experts will present the challenges and trends affecting the supply and demand for tire industry's core raw material feedstocks such as NR, SBR, CB, processing oils and others. Furthermore, panelists will offer insights into latest feedstocks procurement strategies relevant in today's market environment.

Robert Rist Regional Director, Product Management, Reinforcement Materials, Cabot Corporation
Dennis Corson Senior Vice President, Sales and Operations, Alan L. Grant Polymer
Karthika Kizhakke Vellate (K. V.) Senior Procurement Analyst, Beroe Inc.

10:30 am Refreshment Break

10:45 am Regulatory Initiatives and Outlook

Our panelists will focus on several key regulatory initiatives relevant to rubber and tire manufacturers in Canada, and will include directives concerning Canada's Chemical Management Plan and Canada's Pan-Canadian Framework on Clean Growth and Climate Change. Trade also remains under scrutiny and customs compliance and programs continue to evolve to match the challenging global trade environment.

Sarah Amick Vice President, U.S. Tire Manufacturers Association
Michael Sherbo Director of Appeals, Dominion Customs Consultants Inc.
Pierrette LeBlanc. Senior Engineer, Office of Energy Efficiency, Natural Resources Canada

THE AGENDA

WEDNESDAY JUNE 12, 2019

(Continued)

12:00 pm Lunch Break

01:00 pm Annual General Members’ Meeting

01:20 pm Canadian Economic Outlook

Despite global trade tensions, the global economy is not expected to stall in 2019, and the U.S. economic growth has been the main cause in propelling global growth over the past year. The Canadian economy is expected to remain solid and will also likely continue to expand. This segment will provide an overview of the key factors that will shape the Canadian economy in the coming year.

Josh Nye Senior Economist, Royal Bank of Canada

02:00 pm Driving to the Future – Part I

New technologies have one thing in common: the surprising ways they can alter how companies reach their business goals. How will connected vehicles, advanced networks and other technologies impact the tire industry? This segment will present several technologies that are affecting the industry as we speak.

Khaled Boqaileh Co-Founder & CEO, LabsCubed
Don Heelis, P.Eng. Sales Manager, Cimcorp Automation Ltd.
Ross McKenzie Managing Director, Waterloo Centre for Automotive Research

03:30 pm Refreshment Break

03:45 pm Driving to the Future – Part II

Technology is changing industries in unprecedented ways, dramatically altering the way they understand and advance product development, manufacturing processes, and other business aspects. This segment will be a discussion of several new technologies and ideas that are informing automotive and tire industries today.

- Mike Nehls General Manager, Tire & Wheel Testing, Smithers RAPRA
Jay Spears Director of Standards and Regulations, Continental Tire, The Americas
Anthony Reyes Director of Partnerships and Innovation, The Michelin Group

05:00 pm Closing Remarks & Adjourn



SPEAKER BIOS



PAUL BARTER Management Consultant, Business Professor, Entrepreneur and Venture Investor

Paul is passionate about innovation and entrepreneurship and focusses on the intersection of technology, business, employment and society in our rapidly changing world. Besides his consulting and investing activities, he supports the next generation of entrepreneurs as an Entrepreneur in Residence at the RIC Centre, a Venture Advisor at MaRS Discovery District and an MBA professor and entrepreneurship advisor at the Schulich School of Business.

Besides consulting and advisory work, Paul also develops thought leadership content for multiple stakeholders; and his current focus includes presentations and workshops explaining AI to business decision makers. Paul is also completing his next book entitled 'Who's Next', which describes the effects rapidly changing technologies, such as artificial intelligence, have on employment and how corporations, students, parents, workers, educational institutions and governments might respond.

Paul studied Engineering and Economics at the Undergraduate and then earned an MBA from the Kellogg Schulich program which tends to make him think of most things in competitive strategy terms.



ROBERT RIST Regional Director, Product Management, Reinforcement Materials, North America; Cabot Corporation

Since joining Cabot Corporation in 2007, Robert has held several key positions in Business, Finance, Strategy and Operations and has been working with the Rubber & Tire industry for six years. Prior to joining Cabot, Robert worked for State Street Corporation. Robert earned his MBA from Boston College and his BS in Economics from the University of New Hampshire.



DENNIS CORSON Senior Vice President, Sales and Operations; Alan L. Grant Polymer

Dennis is a Senior Vice President of Sales and Operations with Alan Grant Polymers, Inc. of Norfolk, VA; and in his 23-year career, he has held various positions including logistics, supply chain management and trading with Alan Grant Polymers—the largest natural rubber distributor in North America. Dennis is currently responsible for all North America sales, and he manages the supply chain from origin to customer's factory. Dennis is Vice President of the Rubber Trade of North America Association. He holds a Bachelor of Science in Business Management and Marketing from St. Peter's University, New Jersey.



KARTHIKA KIZHAKKE VELLATE (K. V.) Senior Procurement Analyst, Beroe Inc.

Karthika K. V. specializes in both Basic and Specialty Chemicals, with more than four years of experience in the chemicals market research space. Her expertise includes handling chemical categories, especially rubber chemicals and polymers. She has worked on projects for a range of Fortune 500 clients spanning across automotive and industrial products, chemicals, FMCG, construction, mining, pharmaceutical & industrial sectors. Her career involves active interaction and networking with suppliers and industry experts, tracking and recording all the trends, supply risks and innovations in the chemicals market as well as financial risk analysis of suppliers; and she takes an active interest in tracking and understanding the crude oil market and the macroeconomic factors surrounding the commodities and their impact on the market dynamics.



SARAH AMICK Vice President, U.S. Tire Manufacturers Association

Sarah Amick serves as the U.S. Tire Manufacturers Association Vice President for Environmental, Health, Safety and Sustainability and Senior Counsel. Ms. Amick joined the association in 2008, and has over fifteen years of experience in policy development, advocacy, environmental law, and regulatory policy. In her role at USTMA, Ms. Amick directs the Association's policy development, technical affairs, and legal matters on environmental, health, safety and sustainability issues. Prior to joining USTMA, Ms. Amick worked as an attorney in the litigation group at Finnegan, Henderson, Farabow, Garrett & Dunner, a Boston based law firm, and as a law clerk in EPA's, Region I, Office of Enforcement. She holds a Bachelor of Arts degree from Trinity College in Hartford, CT, and a Juris Doctor degree from Suffolk University Law School in Boston, MA.



MICHAEL SHERBO Director of Appeals, Dominion Customs Consultants

Sherbo has been in the international trade industry for over 25 years, during which time he has assisted importers of all sizes with their international trade needs. Sherbo started his career by implementing a computer system for a customs broker, and over the years progressed to becoming one of the most successful international trade consultants in Canada; and he has argued over 70 appeals before the Canadian International Trade Tribunal.



PIERRETTE LEBLANC Senior Engineer, Office of Energy Efficiency; Natural Resources Canada

Pierrette LeBlanc is an industrial engineer with more than 30 years of experience in both, the private and public sectors. She has worked for the Government of Canada for 25 years in several departments including Public Services and Procurement Canada, Infrastructure Canada and Natural Resources Canada. Pierrette has spent several years as a member of the CSA Group's technical committees working on the development of performance standards related to energy efficiency and the development of regulations under the Energy Efficiency Act. She has collaborated with various stakeholder groups to support pilot projects and research. She is now responsible for the development of codes and standards related to the transportation and alternative fuels sector at Natural Resources Canada.



JOSH NYE Senior Economist, Royal Bank of Canada

Josh focuses on the macroeconomic outlook and monetary policy in Canada and the United States. His research notes include Financial Markets Monthly, a forward-looking analysis of domestic and international economic and financial market trends. Josh holds a BA (Honours) in Economics from the University of Western Ontario and MSc in Economics from the London School of Economics. He has worked at RBC Economics since 2012.

SPEAKER BIOS



KHALED BOQAILEH Co-Founder & CEO, LabsCubed

Following the completion of his master's degree in material development, testing and modeling of materials, Khaled decided to start LabsCubed in 2015 with the goal of bringing automation and AI to the materials' space and help companies create revolutionary new materials. He has worked at many companies around the world including Bosch, GM and Apple and he has always been interested in how technology can improve manufacturing in all sectors.



DON HEELIS, P.ENG. Sales Manager, Cimcorp Automation Ltd.

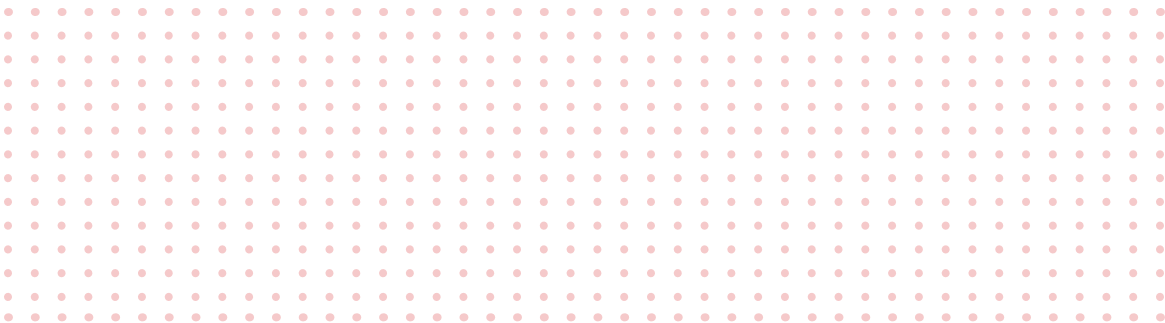
As a mechanical engineer, Don Heelis has had exposure to a broad range of industries throughout his career in automation. He has worked with international organizations and has seen firsthand how processes and operations have evolved over the past 25 years with the implementation of automated systems. He started his career at the research and development level and progressed through the engineering ranks to become a Senior Systems Sales Manager for Cimcorp in 2007.

Today, Heelis works with Cimcorp's customers, including major global tire manufacturers, to create unique solutions to meet their manufacturing and distribution needs. A longstanding industry expert, he continues to work with emerging technologies, which are pushed to the forefront and integrated into turnkey automated solutions. Heelis holds a Bachelor of Mechanical Engineering from Concordia University, and is a member of both the Professional Engineers of Ontario and the American Society of Mechanical Engineers.



ROSS MCKENZIE Managing Director, Waterloo Centre for Automotive Research

Ross McKenzie is the Managing Director of the University of Waterloo Centre for Automotive Research, known as WatCAR, a top 5 North American academic centre focused on automotive and mobility research. He is responsible for facilitating collaborations with industry. Ross is an elected director of Intelligent Transportation Systems Canada board, currently leading their communication and advocacy committee. He has served on the ITS Canada executive committee and as vice-chair of their connected and autonomous vehicle technical committee. Ross is an appointed member of the federal government's Car of the Future Stakeholder Advisory Group, a co-founder of the Open HD Maps platform for autonomous vehicles, and has served on the Canadian Automotive Parts Manufacturers' Association (APMA) Connected Vehicle Working Group. In 2017 Ross received the Ontario Ministry of Transportation Partnership Award, recognizing significant contributions to road safety.





MIKE NEHLS General Manager, Tire & Wheel Test Center; Smithers RAPRA

As general manager of Smithers' Tire and Wheel Test Center in Ravenna, Ohio, Mike Nehls oversees durability and performance testing of tires and wheels for suppliers across the industry value chain. His team commonly supports tire manufacturers, vehicle OEMs, fleets, raw material suppliers, and recreational vehicle manufacturers. The lab performs a wide variety of testing including accelerated aging, tire durability, rolling resistance, indoor tread wear, and force and moment testing, to name a few. Nehls has special expertise in on-vehicle testing programs for ride, handling, and performance characterization.

Nehls has nearly 20 years of experience in the tire industry in varying engineering and operations capacities. Before joining Smithers in 2016, he spent 18 years working for The Goodyear Tire & Rubber Company, managing tire activities at the Goodyear Proving Ground in San Angelo, Texas, and overseeing technology and quality at the company's Danville, VA plant. Nehls has a Bachelor of Science degree in Aeronautics from Embry-Riddle Aeronautical University and served in the US Air Force for nearly a decade.



JAY SPEARS Director of Standards and Regulations; Continental Tire, The Americas

Jay is the Director of Standards and Regulations for Continental Tire, the Americas, located in Fort Mill, SC. He is responsible for all tire regulatory and standardization work throughout North and South America and represents Continental within numerous industry organizations including the USTMA, TRAC and the Tire and Rim Association. Jay has been with Continental for almost 20 years with additional leadership roles in product development, technical product management and racing development. He holds a degree in Mechanical Engineering from Clemson University.



ANTHONY REYES Director of Partnerships and Innovation, The Michelin Group

Anthony is a Director of Partnerships and Innovation at Michelin's Silicon Valley office in San Francisco. He's been working with hardware, software and cloud-based technology companies for over 20 years in senior management positions worldwide, at both startups and large corporates such as Hewlett-Packard and Autodesk. Over the course his career, Anthony has overseen software partnerships that have led to over 60 million shipped units worldwide, helped launch Autodesk's first fully cloud-based software platform and earned two software design patents while at HP. Most recently, he is leading Michelin's innovation efforts in Silicon Valley around areas such as Artificial Intelligence, Machine Learning and Data Analytics.

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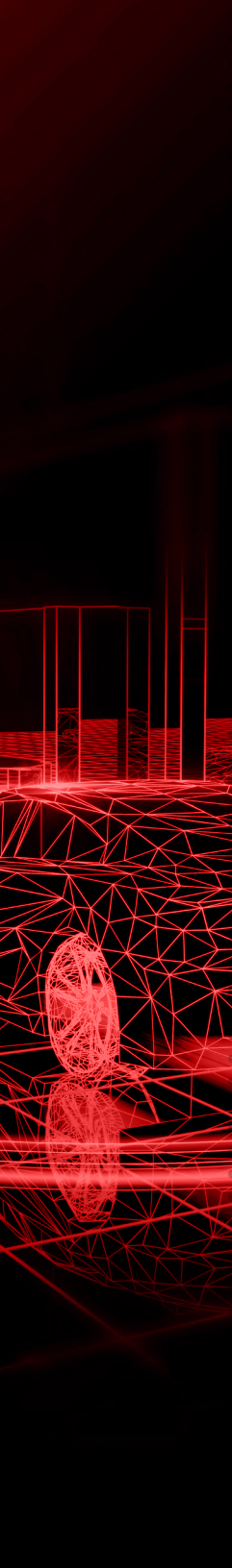
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