

2025 Rubber Recycling Symposium Preliminary Program-at-a-Glance Calgary, Alberta October 8-9, 2025

**Program times and speakers are subject to change*

“Tires Reimagined: Sustainability in Motion”

DAY 1: INNOVATIONS, POLICIES, & SOLUTIONS

Wednesday, October 8

6:00 - 7:30 am **Exhibitors Move-In**

7:30 - 8:30 am **Delegate Registration & Breakfast**

8:30 am **Welcome & Opening Remarks**

Carol Hochu, President & CEO, TRAC

Ed Gugenheimer, CEO, Alberta Recycling Management Authority

09:00 am **Global Perspectives on Tire Recycling: Europe, Canada, and the U.S.**

This session explores global approaches to tire recycling, highlighting the policies, practices, and innovations that continue to shape efforts in Europe, Canada, and the United States, and comparing their effectiveness in promoting sustainability and circular economy goals. Representatives from ETRMA, CATRA, and USTMA will share regional updates on tire recycling performance, policy frameworks, and diversion rates. Attendees will also hear about innovative and even unexpected projects that could signal the next wave of transformation in sustainable tire management.

Speakers:

Alex Van Gelderen, Senior Manager ELT & Circular Economy, ETRMA

Steve Meldrum, CEO, eTracks Tire Management System and Chair, CATRA

Amelia Chucholowski, Manager, Sustainability and Recycling Policy, USTMA

10:30 am **Refreshment & Networking Break**

10:45 am **What's New in Non-Mechanical Tire Recycling Technologies?**

As the circular economy for tires continues to gain momentum, pyrolysis has emerged as one of the most commercially viable non-mechanical methods for transforming end-of-life tires. This session brings together industry experts to explore the latest innovations, share practical insights, and discuss the future potential of tire recycling technologies. Attendees will gain a deeper understanding of the trends shaping the industry, the challenges being addressed, and the opportunities for advancing sustainability in tire management.

Dr. Linda Mitchell, Science, Research and Innovation Manager, at Tyre Stewardship Australia

David Steinmetz, Technical Director, MTG Recycling Services, Kal Tire

12:00 pm – 1:30 pm Lunch & Networking Break with Keynote Speaker

Keynote: Stephanie Mull, Executive Director of the Tire Recycling Foundation: Meet the Tire Recycling Foundation—A New Chapter in U.S. Tire Sustainability

Tire Recycling Foundation (TRF) is a national initiative led by the U.S. Tire Manufacturers Association (USTMA) and the Tire Industry Association (TIA). In this session, Stephanie will introduce herself and share TRF's mission, strategic priorities, and vision for accelerating innovation and market development in end-of-life tire management.

1:30 pm Recycled Rubber & Sustainable Infrastructure: Advancing Circular Applications

This session explores cutting-edge applications of recycled rubber in infrastructure, focusing on Rubber-Modified Asphalt (RMA), Tire-Derived Aggregate (TDA), recycled rubber products, and emerging technologies. Speakers will highlight how international insights are driving local innovation, with new data showing TDA's alignment with circular economy goals. Alberta's success stories will showcase real-world applications and the growing role of tire-derived products in sustainable construction and regional development.

Dr. Hany El Nagggar, Professor, Department of Civil and Resource Engineering, Dalhousie University

Che-Wei Chung, Vice President, Stewardship, Alberta Recycling Management Authority

Dr. Sina Varamini, General Manager of Canadian Operations, CRM of Canada

Mark Carli, Vice President, Engineering and Operations Consulting Engineer, Pliteq

3:00 pm Refreshment & Networking Break

3:30 pm The Global Threat to Tire Retreading

In an era of shifting global markets, evolving environmental regulations, and increasing competition from low-cost new tires, the tire retreading industry faces unprecedented challenges worldwide. The presentation examines the key economic, technological, and policy pressures threatening the global retreading industry. The presentation will outline the environmental and cost benefits at stake, explore strategies to counter misconceptions about retreads, and offer industry stakeholders actionable steps to strengthen retreading's market position, advocate for supportive regulations, and ensure the sustainability of retreading in a competitive global landscape.

David Stevens, Managing Director, Tire Retread & Repair Information Bureau (TRIB)

4:15 Closing Remarks

5:00 – 6:30 pm Networking Reception

DAY 2: SOLUTIONS IN RECYCLING & MANUFACTURING

Thursday, October 9

7:00 – 8:30 am **Breakfast**

8:30 am **Driving Sustainability in Tire Manufacturing**

Reducing the environmental footprint of tire production is a critical pillar in the global push for sustainability. Leading tire manufacturers are pioneering innovative technologies and strategies to meet key economic, environmental, and social performance goals. In this session, representatives from top global tire companies will explore their sustainability journeys, sharing bold ideas, real-world challenges, and their evolving vision for a greener future.

Keshav Das, Vice President, BKT Tires Canada Inc.

Maureen Kline, Vice President, Public Affairs & Sustainability, Pirelli Tire North America

Louise Touze, Director for Government Affairs, Michelin Canada

10:00 am **Spotlight on Tire Materials: Conducting an Alternatives Analysis for 6PPD in Tires**

The USTMA is driving progress on one of the most pressing challenges in tire sustainability. Learn about groundbreaking efforts to identify potential alternatives to 6PPD, the critical antioxidant and antiozonant that protects the components of the tire from attack by ozone, oxygen, and other factors. Hear the latest developments from an industry expert as she shares USTMA's progress in conducting an alternatives analysis for 6PPD in tires.

Tracey Norberg, Executive Vice President and General Counsel, U.S. Tire Manufacturers Association

10:30 am **Refreshment & Networking Break**

10:45 am **The Tire Industry Project: Advancing Sustainability in the Tire Lifecycle**

The Tire Industry Project (TIP), operating under the World Business Council for Sustainable Development (WBCSD), is a collaborative forum of leading manufacturers focused on advancing sustainability across the tire lifecycle. TIP commissions independent research, develops standardized assessment methods, and contributes to key areas such as tire and road wear particles, materials and chemicals, and end-of-life tire (ELT) management. The session will highlight TIP's role and key priorities, including how the organization supports ELT management through the development of practical toolkits, stakeholder engagement, and policy dialogue; and also cover how TIP advances research on tire emissions during the use phase, aimed at improving scientific understanding and potential impact assessment.

Dr. Ivan Buslov, Manager, Research, Tire Industry Project

11:15 am Navigating Canada's Plastics Registry: What Tire Sector Stakeholders Need to Know

Phase 2 of the Canadian Federal Plastics Registry introduces new reporting obligations for organizations in the tire value chain. With the 2025 data reporting deadline set for September 2026, George Kendros from Environment and Climate Change Canada will join us to share key updates, milestones, and timelines. This session will help industry stakeholders understand what's required, how to prepare, and what's coming next in Canada's push for greater transparency and circularity in plastics management via a registry that includes tires.

George Kendros, Physical Science Senior Officer, Environment & Climate Change Canada

12:00 – 2:00 pm Lunch & Networking Break with Keynote Speaker

**Keynote: Fredrik Ardefors, CEO, Swedish Tyre Recycling
Rubber Reimagined: A Nordic Update**

Fredrik Ardefors returns to share the latest developments from Sweden's pioneering tire recycling system. Since 2023, when SDAB took sole responsibility for national collection and recycling, the organization has been driving change across the sector. They have introduced new approaches to value creation, built state-of-the-art recycling facilities, launched the world's first open-access research portal on recycled tire rubber, and even brought art and emotion into the business—all to strengthen transparency and trust. The presentation will outline how a whole new level of tire recycling can be achieved through international co-operation.

2:00 pm CEO Panel

Returning by popular demand, our closing session brings together a powerhouse panel of CEOs from across the tire recycling and rubber molded products industries. These leaders bring unmatched insight into the forces shaping today's circular economy. Expect a lively, candid discussion on the biggest challenges and opportunities ahead, including advances in technologies and ebbs and flows of the end markets. Attendees will leave with practical takeaways and a clearer view of where the industry is headed, and how to stay competitive.

Barry Takallou, President & CEO, CRM
Emmie Leung, Founder & CEO, Emterra Group
Paul Downey, CEO, Pliteq

3:30 pm Closing Remarks

DAY 3: OPTIONAL TOUR—Kal Tire Retread Facility

Friday, October 10

TRAC has organized a tour of Kal Tire retread facility. Pre-registration for the tour is required and available for a nominal fee. Interested attendees can secure their spot by registering at <https://www.tickettailor.com/events/rubberrecyclingsymposium2025/1667930>.

Preliminary Itinerary as follows:

8:00 am	Depart the Fairmont Palliser Hotel
8:30 am	Arrive at Kal Tire retread facility (7307 40 St SE Unit 105, Calgary, AB T2C 2K4)
10:00 am	Depart Kal Tire
10:30 pm	Arrive Fairmont Palliser Hotel

About Kal Tire

Kal Tire is Canada's largest retreading company, helping commercial truck and mining customers extend the life of their tires and reduce their carbon footprint by applying a new tread to the casing of used tires. Each time Kal retreads a commercial truck tire, almost 57 liters of oil are saved compared to manufacturing a new tire. This environmentally friendly practice also reduces the amount of virgin materials required to manufacture a tire (rubber, steel, and carbon black). To meet the growing demand for this alternative to scrapping tires, Kal Tire has expanded its retread services internationally, operating six state-of-the-art OTR (off-the-road) tire retreading facilities in Canada (two), the UK, West Africa, Mexico, and Chile.