



HF TEAM AT RUBBER TECH SHANGHAI: FROM LEFT: Hauke Paul, Andreas Stoehrmann, Nora Grupe, Ye Wang, Lutz Herrmann, Uwe Meyer



HF TARGETS CHINA TO MARKET TRUCK TYRE PRESS

Since its launch in 1998, the Rubber Tech Shanghai Exhibition has become the largest official exhibition for rubber technology in China. More than 15.000 visitors from 66 countries have since then visited the fair - the high international interest shows the great importance of the exhibition and the market. The visit of the Rubber Tech China gives an informative overview of market developments and provides the opportunity to develop new networks and cultivate existing contacts.

For the third time the HF TireTech Group was present at the Rubber Tech China with its own exhibition stand and this years' appearance at the trade fair was rounded off with a lecture on "Technical Perspectives in Tyre Manufacturing Machinery" by Lutz Herrmann and Ye Wang.

Furthermore HF has introduced a new co-operation partner: Qingdao Doublestar. The cooperation in production and marketing of Truck Tyre Presses for the Chinese market was established only 6 months ago and already first objectives

and sales successes have been achieved. The purpose of this cooperation is to bring an attractively priced customised Truck Tyre Press onto the market, developed with the know-how, technical competence and experience of HF and manufactured and distributed by Qingdao Doublestar. In order to document the budding cooperative partnership between the two companies, a small marketing campaign was jointly carried out: The teams served Chinese beer in German beer steins. The promotion was well received by the predominantly Chinese visitors.



Lutz Herrmann and Ye Wang before their presentation



HF TireTech Group and Qingdao Doublestar handing out beer mugs to the visitors