

News Release

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**The business matchmaking conference
for rubber related companies held in Vietnam.
~SHOWA RUBBER (Vietnam) CO., LTD.~**

On 19 February 2016, together with great supports from Vietnam Rubber Association and the Ho Chi Minh City Plastic Rubber Association, Showa rubber (Vietnam) CO., LTD., which was established last year as one of the group subsidiaries, hosted the business matchmaking conference for rubber related companies in Ho Chi Minh City.

Mr. Tatsuya Konoshita(※), a CEO of Showa Holdings Co., Ltd. which is our parent company outlined group’s all businesses and expressed strong business commitments in Vietnam market. We received many questions, interests and even offers of business tie-ups from its participants for rubber business. We are willing to tie up with various rubber related companies in the aspects of technologies, quality, marketing and distribution to expand business together not only in Vietnam but all throughout Asia.

(※) Mr. Tatsuya Konoshita had been interviewed by Saigon Entrepreneur, and the article has been published on No. 365 (4-10 November, 2015). Please refer to the following URL.



Original article in Vietnamese

<http://www.doanhnhansaigon.vn/tro-chuyen/tatsuya-konoshita-nha-dieu-hanh-di-khaph-the-gian/1092823/>

The conference was featured on many local media in Vietnam.

1. Đại đoàn kết:

<http://daidoanket.vn/kinh-te/co-hoi-hop-tac-giua-cac-dn-cao-su-viet-nam-va-nhat-ban/88518>

2. Thời báo kinh doanh:

<http://thoibaokinhdoanh.vn/Ket-noi-kinh-doanh-52/Co-hoi-hop-tac-moi-cho-cac-DN-cao-su-Viet-Nam-va-Nhat-Ban-21672.html>

3. Báo Tiền phong:

<http://www.tienphong.vn/Kinh-Te/co-hoi-hop-tac-moi-cho-dn-cao-su-viet-nam-va-nhat-ban-971330.tpo>

4. Viettimes:

<http://viettimes.vn/kinh-doanh/tpp-la-co-hoi-vang-cho-nganh-cao-su-viet-40122.html>

5. Báo công thương:

<http://baocongthuong.com.vn/co-hoi-hop-tac-moi-cho-doanh-nghiep-cao-su-viet-nam-nhat-ban.html>



Below is the translation of article 3. Báo Tiền phong

New cooperative opportunities for Vietnamese and Japanese rubber companies

A conference to strengthen exchange, cooperation and business opportunities in Vietnam's rubber industry was organized on February 19th in Ho Chi Minh City. The event, co-hosted by the Vietnam Rubber Association, the Ho Chi Minh City Plastic Rubber Association with Showa Rubber Vietnam Company under Japan's Showa Holdings Group, attracted the participation of leaders of the associations and nearly 100 rubber traders in Vietnam.

Currently rubber is one of major export items and contributing to GDP growth in Vietnam economy. Rubber industry does not bring much added value but can play a big role in social security and give positive impact on national budget solving employment issues for many labors.

Vietnam's rubber industry is awaiting major advantages from Free Trade Agreements, especially the Trans-Pacific Partnership (TPP). As Vietnam joins TPP, the country will benefit from the removal of the current 3.5%-57.4% tariff to enjoy the preferential rate of

zero percent, helping the industry improve its competitive capacity. This is considered a golden chance for the industry to develop in both quantity and quality.

However, the biggest challenges for the industry are now unstable and unequal quality, and the lack of a strong brand name. Only a few big enterprises have their own brand, while the Vietnamese rubber trademark has not gained wide trust among consumers at home and abroad. Therefore the conference offered opportunities for Vietnamese companies to meet, share and resolve existing difficulties of the industry in order to enhance productivity and promote cooperation on investing in and producing rubber products.

At the event, Vietnam's rubber traders had opportunities to approach and study the experiences of Japan's leading rubber group Showa Holdings in innovating technology, as well as introducing cooperative directions for the future such as processing rubber products for Japan in Vietnam, or for Showa Holdings to become a distribution agent of Vietnamese rubber products in Japan and other countries.

In his speech at the event, Mr. Nguyen Quoc Anh, Chairman of the Ho Chi Minh city Plastic Rubber Association, shared that recently the Government has had policies to speed up supporting industries in Vietnam, and the city set rubber among the four key industries to support the development of other industries.

However, supporting industries require big investment from companies. On the contrary, less-developed supporting industries make foreign investors hesitate to invest in Vietnam. In addition, Vietnam's small and medium-sized enterprises now lack information, technology and stable quality management system.

The conference brought practical results for rubber businesses by providing information, experiences and opportunities to promote cooperation and attract investment in expanding production, increasing orders and developing exports.

The association said Showa Rubber Vietnam Company planned to seek Vietnamese producers to process its traditional products in Vietnam, as well as to cooperate in developing new products. These are expected to be new step further intensifying sustainable development for Vietnam's rubber industry in the near future.

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