

Date 21 September 2021

Time 10am-12pm



Rubber Parts For **WHITE GOODS & INDUSTRIAL ELECTRONICS** in the USA, China, Japan and South Korea

Via Microsoft Teams
FREE for MRC Members

Warm Greetings from the Malaysian Rubber Council (MRC)!

MRC is pleased to extend an invitation to participate in the Market Updates on Rubber Parts for White Goods and Industrial Electronics in the USA, China, Japan and South Korea. The webinar will highlight and present the findings identified from the market research study by MRC. Do not miss the opportunity as the webinar is FREE for members of the rubber and rubber products industry registered with MRC.

About the Webinar

According to research, the white goods market size was valued at US\$635.4 billion in 2019, and is estimated to reach US\$1,031.0 billion by 2027. This has led MRC to conduct a study on Rubber Parts for White Goods and Industrial Electronics in the USA, China, Japan and South Korea with interesting findings. This study has provided the application of the rubber parts in the electronic industry as well as provided the estimation of the market size for electronic goods in these countries. Additionally, this study will provide an inside into the supply of rubber parts to electronic goods in the selected countries. Most importantly, this study has resulted in several recommendations on marketing strategies for Malaysian exporters to approach potential buyers.

The Programme

9.30am - Online Registration is Opened

10.00am - Opening Remarks by MRC

10.05am - Presentation by Mr. Yuma Ito and Mr. Somnath Kansabanik of Arthur D. Little

Market Updates on Rubber Parts for White Goods and Industrial Electronics in the USA, China, Japan and South Korea

12.00pm - Q&A and End of Programme

How to Register

Please log on to www.myrubbercouncil.com and register online **HERE**

For more details or any query, you may contact us at 03-2782 2100 or email to Nurhaiza Abdul Hamid (nurhaiza@myrubbercouncil.com, 012-2114496) and Muhammad Alif Afiq (alif@myrubbercouncil.com, 013-4497818)