



**WEBINAR**

# MARKET OPPORTUNITIES FOR PRECURED TREADS IN AUSTRALIA

DATE & TIME

8 September 2026 (Tuesday)  
10.00 am – 12.00 pm

PLATFORM

Microsoft  
Teams

WEBINAR FEE

MRC Members - Complimentary  
Non-Member Companies - RM250

RSVP by  
3 Sept 2026

Australia's commercial tyre industry is entering a new era driven by sustainability, cost efficiency, and smarter fleet management. As demand rises across the logistics, mining, and agricultural sectors, precured tread technology is gaining momentum as a key solution supporting Australia's circular economy and long-term operational performance.

Approximately one-third of new truck tyre sales in Australia are accounted for by retreaded truck tyres, reflecting steady demand despite competition from low-cost imported tyres. Truck tyre casings can typically be retreaded two to three times, reducing raw material consumption and oil usage compared to producing new tyres.

Malaysia is rapidly emerging as a preferred supplier of precured tread materials to Australia, with exports increasing from RM12.2 million in 2019 to RM13.1 million in 2025, reflecting growing confidence in Malaysia's manufacturing excellence and sustainable solutions.

Discover how sustainability, circular economy policies, and Australia's expanding heavy-duty transport sectors are shaping the future of the precured tread industry. This programme presents valuable insights into Australia's evolving precured tread market, including procurement trends, supply chain dynamics, buyer expectations, and emerging opportunities for exporters and industry stakeholders seeking to expand into high-value commercial segments.

## KEY HIGHLIGHTS

- 01+ Insights into Australia's growing demand for sustainable and high-performance precured tread solutions
- 02+ Market intelligence on procurement trends, buyer requirements, and supply chain dynamics
- 03+ Opportunities for Malaysian exporters in logistics, mining, agriculture, and fleet sectors
- 04+ Competitive landscape analysis covering market positioning, pricing, quality, and supplier strategies

## WHO SHOULD ATTEND

- + Malaysian rubber product manufacturers and exporters
- + Trade associations, policymakers, and industry agencies
- + Retreading industry players and tyre solution providers
- + Investors, distributors, and fleet management companies



## PROGRAMME

9.30 am	Online Registration
10.00 am	Welcoming Remarks by MRC
10.15 am	Presentation by MRC
11.00 am	Q&A Session
11.30 am	End of Programme

## SPEAKERS



**LILY CHOW**  
*Deputy Director,  
Information Services  
Malaysian Rubber Council*



**SYAFIA SYAHIRAH BINTI MAZLAN**  
*Senior Executive,  
Information Services  
Malaysian Rubber Council*

**Gain first-hand market intelligence and position your business ahead of the competition in one of the region's most specialised tyre markets.**

For enquiries & assistance, please email:

**najwa@myrubbercouncil.com**  
**(Siti Najwa)**

► +6014-2232388 | +603-27822100

[www.myrubbercouncil.com](http://www.myrubbercouncil.com)

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