



MINISTRY OF PLANTATION INDUSTRIES
AND COMMODITIES

PRESS RELEASE

LAUNCHING OF INTERNATIONAL RUBBER INDUSTRY CONVENTION AND EXPO (IRICE 2022)

1. Minister of Plantation Industries and Commodities Malaysia, YB Datuk Hajah Zuraida Kamaruddin launched the International Rubber Industry Convention and Expo 2022 (IRICE 2022) today at One World Hotel, Petaling Jaya.
2. IRICE 2022 will be held in conjunction with the 10th International Rubber Glove Conference and Exhibition 2022 (IRGCE 2022) and RubberCon2022, from 6 to 8 September 2022 at Kuala Lumpur Convention Centre.
3. IRICE 2022, organised by Malaysian Rubber Products Manufacturers Association (MRPMA) and co-hosted by Malaysian Rubber Council (MRC), aims to define the opportunities and address the challenges faced by Malaysia rubber industry players, which include precured treads, engineered rubber products in construction, railway, mining and marine, latex foam and mattresses, rubber medical devices, rubber automotive components, and green rubber.
4. It also aims to promote the dry and technical rubber exhibition in Malaysia, that covers six categories; art painting, handicraft &

souvenirs, sports, recreational and general consumer goods, building, construction and engineering, electrical & electronics, automotive, masterbatch, rubber chemicals, machinery and equipment. IRICE 2022 is a networking platform designed to boost revenue as well as facilitate knowledge sharing amongst the industry.

5. Also present during the event were Encik Hizwan Ahmad, Chief Executive Officer of MRC, Mr. Loh Yoon Han, Organising Chair of IRICE and management team of both MRC and MRPMA.
6. As part of MRC's initiatives in promoting Malaysian rubber products, the exhibition will bridge the trade promotion activities, business cooperation, and technology exchange for domestic and key players from within the rubber industry. To date, more than 80 companies have shown interest in participating and MRPMA is encouraging more participation from other rubber industry stakeholders to take part in the IRICE 2022.
7. Further details on the upcoming conference can be found on www.irice.com.my.

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