



Walid Hikmat - Consultant

استشاري تدوير مخلفات

Tel: 002014 409 1571

www.plasticandtires.com

Announcing MERAS the

Middle East Asphalt Rubber Symposium

From Tires to Pavement

Nov. 21-22nd 2009

Cairo Sonesta Hotel

Introduction – the problem:

Millions and perhaps billions of tires are scrapped every year adding to already piled up scrapped tires over the years, it is estimated that at least one tire is scrapped annually for each citizen, while 20 million tires are scrapped in Egypt reflecting an average of 40 million kilograms of precious raw material thrown either into the ground via land-filling or burned into the air in the form of hazardous oxides, in a country like Jordan at least there are one and half million tires may be scrapped this year at 30,000 tons on average.

Rubber tires don't decompose if buried; they float to the surface over time, and render the landfill unusable for any development in the future. Further on when piled they become subject to fires such fires may be difficult to extinguish if not expensive for that matter, thus emitting dangerous gases and damaging the environment, if they escaped fires and because they have cavities they become a good breeding ground for insects and spread of disease.



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Recycling – the solution:

Many recycling methods were developed throughout the last few decades each is being considered for a different end product, the most successful and possibly the “will be a lasting one” is ambient grinding, this method is proved effective when dealing with large amounts of scrap tires at a given time span while the final product is widely used in hundreds of applications. Extracting the valuable components of tires through recycling is not an option, it is a must.

Roads and pavements

Asphalt and concrete pavements have long been used to make walking and driving smooth and easy, however they don't have any shortage of problems of their own. They expand and retract under day heat and night drop in temperature, when they retract they don't do that back to their original shape, thus forming cracks first on the surface then cracks become deeper into the structure, when moisture or rainwater fills in these cracks and temperature falls water expands pushing the cracks wider and deeper damaging the pavement.

Sound is another issue, most of the noise we hear while driving comes from the contact points of tires and pavements, while some will come from the



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vehicle driving against the air, with modern aerodynamic technologies applied to vehicle's body the sound of tires hitting the road will still be the major noise source, this is as far as the passengers are concerned and yet there is still the neighborhood and noise pollution caused by the tires road contact.

Tires loose 20-25% of their original weight before they are scrapped due to friction between the tire and asphalt pavement, where does this waste go? It goes into the air we breathe and the food and water we consume.

Why should we do it?

1. Environmental reasons: To avoid burning or burying tires, lowering noise levels, lowering frictions and lowering emitted hazardous gases into the air.
2. Economy: Avoiding wasting valuable raw material, improving pavement quality thus reducing maintenance costs and prolonging pavement service life and reducing wear of the tires themselves which will reflect on their consumption.



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The symposium:

This two days symposium will address the above issues and discuss ways and means on how we can help our environment, economy and way of life through the use of scrap rubber tires in asphalt pavements.

The audience:

Tire recyclers, Municipalities, Public works – military and civil, Contractors, Scholars and researchers, Environmental specialists, Consulting engineering houses and Universities from the Middle East region.

Participation:

1. As a delegate, you will get hands on knowledge directly from the experts, network and discuss various tire recycling and asphalt rubber issues.
2. As a speaker, you will benefit attendees from various engineering, construction, and recycling sectors by sharing your ideas or present the technology to a new and fresh market.
3. As a sponsor, you will enjoy exposure to a new lucrative market.



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Who is exhibiting?

A display area will be allocated for:

1. Asphalt rubber systems developers and equipment vendors
2. Crumb rubber and crumb rubber products manufacturers
3. Research and development houses

For registration and symposium information please contact:

Walid Hikmat – Recycling Consultant

Tel: +20 14 409 1571

E-mail: tadweer@plasticandtires.com

Website: www.plasticandtires.com

MERAS Meet

Name	Middle East Rubber Asphalt Symposium
Theme	From Tires to Pavement
Dates	Nov. 21 st through Nov. 22 nd 2009
Venue	Sonesta Cairo Hotel – Egypt
Audience	From public works, civil and military, Municipalities, Engineers, Consultants, Tire recyclers, Universities, Environmental organizations
Territories	Egypt, Gulf States, Syria, Lebanon, Jordan, Iraq and Yemen
Presenters	Tire recycling systems manufacturers, Asphalt Rubber Plants Manufacturers, Crumb Rubber Producers, Researchers and Scholars, Associations. Profit and Non Profit Organizations
Exhibitors	Open
Platinum Sponsor	Open
Gold Sponsor	Open
Silver Sponsor	Open
Organizers	Walid Hikmat – Recycling Consultant

Topics and schedule:

1. Nov. 21st 09:00 Hrs
Introduction to tires
 - History
 - How tires are made
 - Tires composition
 - Scrap tires – environmental impact
2. Nov. 21st 13:00 Hrs
Introduction to scrap tires recycling
 - Methods
 - Emphasis on ambient grinding
 - Granules quality and properties
 - Economies of recycling
3. Nov. 22nd 09:00 Hrs
Introduction to asphalt
 - About asphalt
 - Physical properties
 - Environmental issues
 - Economy
4. Nov. 22nd 11:00 Hrs
About asphalt rubber
 - History
 - Technologies
 - Applications
 - Environmental and long term economic impact
5. Nov. 22nd 16:00 Hrs
Conclusions, recommendations
6. Nov. 22nd 18:00 Hrs **Symposium ENDS**

Organizer: Walid Hikmat - Recycling Consultant Alexandria – Egypt tadweer@plasticandtires.com www.plasticandtires.com	MERAS '09 M. East Asphalt Rubber Symposium From Tires to Asphalt Nov. 21-22, 2009 Sonesta Hotel, Cairo
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REGISTRATION FORM

Please print the requested information, this information will be used for your name badge

Registrant		Birth Date	
Company		Occupation	
Address		City	
		Country	
Tel/Fax		E-MAIL	

FEES – Please fill in as applied, room is optional				
Amount	Type			Totals
\$750	Individual Registration			
\$650	Government & NGOs			
\$550	Speakers			
\$155	Single Room, per night w/Breakfast, number of nights		Total	
Total payment to accompany this form				

Terms
<ul style="list-style-type: none"> • All registrations must be received by 21/10/2009. • Government staff and NGO members must provide a letter from their organization. • Walk in registration accepted at the door with cash payment only if seats are available. • Registration fee is non-refundable, substitutions not accepted. • Payment receipt must accompany this registration form. • Registration forms received without payment are discarded. • Send this form with voucher to: tadweer@plasticandtires.com

Payment		
Via Western Union	Pay to: Walid Hikmat	Voucher "Receipt" must accompany this form.
By wire – T/T	Walid Y. Hikmat – CIB Commercial International Bank, Loran Branch, Alexandria, Egypt A/C No. 440090-7723 - Swift Code: CIBEEGCX044	

Authorized Name		Date	/ /2009
Stamp if applicable		Signature	

This area is for the organizer use, please don't write in this area			
Comments:			
Received on	/ /2009	Checked and processed by:	

MERAS '09

*Middle East Asphalt Rubber Symposium
From Tires to Pavement
Sonesta Hotel, Cairo
Nov. 21-22, 2009*

Exhibitor Stand Booking Form

Company Name:		Contact Person	
		Occupation	
Address		City	
		Country	
Phone		Fax	
EMAIL Address		Website	
Products			

Please email a company logo or advertisement up to 10X10 cm in black and white to tadweer@plasticandtires.com prior to November 1, 2009. This ad should be e-mailed in JPG format will be listed in the event brochure at no charge.

One table and two chairs stand:

\$750 per stand + \$150.00 for each Stand worker – *Includes lunch & Breaks*

Individuals to be registered for the conference – separate registration form is required

Name: _____

Email: _____

Name: _____

Email: _____

Additional Stand Workers:

Name: _____ at \$150/Worker

Name: _____ at \$150/Worker

Number of Stands Requested: _____ "Stands compose of tables, chairs and back drapes only"

Please read and sign the following statement:

I understand that if I pay the fees to reserve a Stand and decide to cancel, the fees will not be refunded unless the Stand can be re-rented. I further understand that I cannot setup my exhibit prior to 8:00 pm on Saturday, Nov. 21, 2009. I further understand that I cannot dismantle my exhibit prior to 18:00 noon on Sunday, Nov. 22, 2009.

Signature: _____ Date: _____

Please make payment via Western Union to: **Walid Hikmat**, Egypt

Or, via wire transfer to the following account and e-mail back voucher "receipt" with registration form prior to cutoff date of 30/10/2009.

Walid Y. Hikmat
Commercial International Bank
Loran Branch, Alexandria, Egypt
A/C No. 440090-7723 Or, 440205-0050
Swift Code: CIBEEGXC044

For additional information please visit our website at: www.plasticandtires.com

Sponsorship Opportunities

Platinum Sponsor - Opening Cocktail Reception - \$ 7,500

Overview: On the opening day of the conference, a cocktail reception will be held prior to the keynote speaker. The welcome reception will be held on Nov. 20th at 20:00 Hrs.

The reception will include local, organic hors d'oeuvres and beverages.

Sponsor Highlights:

- Welcome guests at the reception together with the organizer
- Highlight the sponsor's initiatives and stewardship in the industry during the welcome address.
- Sponsor's name and logo will appear on a banner displayed prominently in the reception area.
- Sponsor's logo will also appear on the conference website and program.
- Additional signage, provided by the sponsor, can be positioned throughout the cocktail area.
- Prominent Exhibition Space
- Two free seats at the symposium.

Gold Sponsor – keynote Speech \$5,000

Overview: The conference keynote address will be attended by all participants and is one of the most important components of the conference. Distinguished keynote speaker will address all attendees and set stage for the conference, Gold will have the opportunity to address the audience following the Keynote Speaker.

Sponsor highlights:

- Welcome guests together with the organizer.
- Sponsor's logo on the introductory slide of the keynote presentation, and all intermission slides positioned on the screen before each of the general track sessions.
- Sponsor's logo on the conference website and program.
- Prominent exhibition space.
- Two free seats at the symposium.

Silver Sponsor – \$ 2,500 per lunch, two available

Overview: Lunch for all attendees, panelists, and presenters will be held on 21st, and 22nd Nov. The lunch will include a local, organic buffet and Beverages.

Sponsor Highlights:

- A banner highlight the sponsor's company logo and URL displayed in the dining area.
- A joint speech together with a MEEF representative to thank guest for attending the lunch.
- The opportunity to display and distribute promotional material on a table near the coffee-service.
- Sponsor's logo on the conference website and program.
- One free seat at the symposium

Please contact us to book your preference at: +20 14 409 1571