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#thetirecologne

THE TIRE COLOGNE 2024 presents the Circular Economy themed area

Tire retreading and recycling now concentrated in a centrally located themed area

THE TIRE COLOGNE 2024 will devote even more attention to the circular economy next year. "Sustainability has a major role to play in the tire industry, as it does in all sectors, because reusing and recycling products slows down the rate at which natural resources are used, while also helping to reduce energy consumption. And last but not least, today's consumers expect products to be more efficient and more sustainable. By locating the Circular Economy themed area in a central position at THE TIRE COLOGNE, we want to raise the visibility of companies engaged in retreading and recycling tyres. We will be supporting the joint presentation of the companies in the themed area with communications measures, a content-driven stage programme and attractive participation packages ranging from stand construction and meeting rooms to a lounge that will be accessible to all," says Ingo Riedeberger, Director of THE TIRE COLOGNE.

The Circular Economy themed area at THE TIRE COLOGNE 2024 has been designed to build on the concept of the Boulevard of Sustainability, which was introduced at the event in 2022. With a central position in Hall 7 of THE TIRE COLOGNE and its own stage for talks, the themed area is sure to attract extra attention. Across its exhibition space, the tire industry will present not only new products but also concepts for recovering raw materials and producing tires. Focus islands within the themed area will shine a spotlight on further stages of the circular economy and showcase the latest solutions along the value chain, from collecting used tires through to retreading and recycling. In order to project a coherent and sustainable vision in the Circular Economy Area, all of the featured concepts will explicitly focus on ways of using important resources responsibly.

In partnership with experts from specialist magazines Tyre & Rubber Recycling and Retreading Business, a content programme is being developed for the Circular Economy Area's stage that will complement the topics addressed on the focus islands.

Potential exhibitors in the Circular Economy Area will benefit from collective, attention-grabbing branding as well as comprehensive communication tailored to the relevant target groups. They will also be able to choose from a range of flexible presentation options within the themed area.

The next edition of THE TIRE COLOGNE will be held from 4 to 6 June 2024.



THE TIRE COLOGNE
04.06. - 06.06.2024
www.thetire-cologne.com

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Koelnmesse - industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT and THE TIRE COLOGNE, two major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. From 2022 Koelnmesse will expand its portfolio with polisMOBILITY, a new hybrid event that shows how mobility in cities can and must be designed in the future. Alongside tires and wheels, THE TIRE COLOGNE focuses on equipment for motor vehicle servicing and tire fitting centres and presents a comprehensive range of products and services for tire retreading and the recycling and disposal of old tires. INTERMOT is the show for motorised two-wheelers and presents the key innovations in electromobility, accessories, clothing, parts, customizing, touring and workshop equipment. The events serve as central, international business platforms, bringing the industry together with a carefully targeted approach to showcase the latest products, developments and innovations.

Further information: <https://bit.ly/3MDcNVP>

The next events:

polisMOBILITY - Moving Cities, Cologne 22.05. - 24.05.2024

THE TIRE COLOGNE - The international trade fair for the tire industry, Cologne 04.06. - 06.06.2024

INTERMOT Cologne - International Motorcycle and Scooter Fair (01.10. und 02.10. trade visitor and media day), Cologne 01.10. - 06.10.2024

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