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#thetirecologne

## THE TIRE COLOGNE 2024 - Under the banner of the circular economy



**THE TIRE**  
C O L O G N E

THE TIRE COLOGNE  
04.06. - 06.06.2024  
[www.thetire-cologne.com](http://www.thetire-cologne.com)

More than a billion motor vehicles were registered worldwide in 2023. Sustainable production and utilization processes are therefore a central theme for the tyre industry. The industry finds itself on a path that doesn't stop at sustainable production, but instead leads to the circular economy. As a "Global Knowledge Leader", THE TIRE COLOGNE offers the forum for the presentation of solutions from the retreading and tyre recycling industry with the "Circular Economy" theme world. At the same time, the Circular Economy Forum in Hall 7 serves as a hot spot for an exchange with renowned industry experts and well-known future and trend researchers. THE TIRE COLOGNE 2024 is entirely under the banner of the circular economy and thus actively provides strong impulses for a value-oriented design for the future in a spirit of partnership. In keeping with this is the fact that an old tyre resolution will be signed on 4 June in the context of THE TIRE COLOGNE that promotes more sustainable dealings with old and new tyres.

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That the trade fair strikes a chord with its focus is also proven by the many exhibitors from the retreading & recycling segments, like B&J Rocket Sales, Cima Impianti, E.I.B., Industrias del Neumático, Matteuzzi, M.I.G. MAE, TECH EUROPE, VIPAL Europe or VMI Holland. Their products and solutions are entirely under the banner of the circular economy. This encompasses the separation and processing of tyre components and their return to the production cycle, resulting in a closed resource cycle. However, organisations that stand for the complete tyre cycle, such as the innovation forum Allianz Zukunft Altreifen (AZuR), are also represented. "The trade fair is the ideal platform for the exchange of knowledge and ideas aimed at developing technologies for a more sustainable future", says Ingo Riedeberger, Director of THE TIRE COLOGNE.

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Mayor of the City of Cologne  
Henriette Reker

### Circular Economy Forum - a stage for retreading and recycling

The highlight of the Circular Economy Area is the newly introduced Circular Economy Forum. In partnership with the experts of the trade media of "Tyre & Rubber Recycling" and "Retreading Business", the forum promises a varied stage programme hosted by David Wilson from Retreading Business Magazine. In addition to the presentations of solutions by leading companies, expert panels with areas of thematic focus like retreading and recycling will take place here that focus on the future of the industry and take the perspectives of the manufacturers and suppliers into account.

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

## Together for the circular economy

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Political regulations at the European level for even more effective realisation of endeavours for sustainability within the industry are also being strived for. Along with other organisations, the innovation forum Allianz Zukunft Altreifen (AZuR) also pursues this intention. An old tyre resolution should be signed to this purpose. The promoted goals include that all tyres used in the EU must also be reused or new tyres also be manufactured as sustainably as possible. Those who would like to support them can register at the AZuR website until 31 March 2024. A festive signing ceremony is also planned for 4 June 2024 in the context of THE TIRE COLOGNE.

**Koelnmesse - industry trade fairs for the mobility segment:** Koelnmesse stages INTERMOT, THE TIRE COLOGNE and polisMOBILITY, three major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. 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 latest format polisMOBILITY shows how urban mobility can and must be designed in the future. 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. - 23.05.2024

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

INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne 05.12. -  
08.12.2024

### Note for editorial offices:

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