



PRESS RELEASE

Westlake Tyres Hosts European Partner Conference in Dubai

London, 8 April, 2013. – Westlake's 2013 Partners Event was recently held in the Emirate of Dubai during March 2013, with more than 50 European guests enjoying five-star accommodation at Jumeirah Beach throughout their four day visit.

After the opportunity to relax and acclimatise to the balmy Gulf weather (a far cry from the cold temperatures many left behind in Europe), guests were officially welcomed by Mr. Surender Kandhari, Chairman of the Al Dobowi Group, at a gala reception dinner in the exclusive Emirates Hills residential district.

The following day, the Westlake team was transported on an exclusive 'Desert Safari' where they were able to witness the marvels of Arabia's true character. Following a nerve-shredding 4x4 ride over the famous sand dunes, the group arrived at a specially prepared camp where many activities were available, including the opportunity to ride camels in the desert!

The next day, after sampling modern Dubai, the trip was completed by boarding a traditional Dhow cruise to 'salsa' the night away whilst being instructed by world-class Colombian dancers specially invited for the occasion.





Eskay Tyres and Westlake were delighted to welcome so many partners from across Europe. As well as experiencing the delights of Dubai, guests were updated on the latest technical advances and new products from China's largest tyre producer at a specially arranged 'Beachside Conference' - a quite unique location in which to talk tyres!

Mr. Ge Guorong, CEO of Hangzhou Zhongce, and Mr. Nick Zhou, European Export Manager of Hangzhou Zhongce, were also present in Dubai to outline the future investment and development strategy of the company as well as receive questions and observations from the invited audience.

Mr. Surender Kandhari, Chairman of the Al Dobowi Group, commented: "It was a pleasure to invite so many friends both old and new to this wonderful place. You can feel the buzz surrounding the Westlake brand and we look forward to growing our Westlake family over the months and years to come".



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