

## Future Leaders of Rubber: Are We Preparing Them?

Peram Prasada Rao  
CEO & Founder, TechnoBiz, Thailand  
Email: [peram@technobiz.org](mailto:peram@technobiz.org)

### Abstract:

The rubber and elastomer industry is undergoing a rapid transformation driven by sustainability demands, digital technologies, and increasing global competition. While organizations continue to invest in advanced materials, automation, and processes, a critical question remains: are we equally investing in preparing the people who will lead this transformation? This presentation explores the growing leadership gap across the industry, highlighting challenges such as limited leadership development, family business succession issues, and the disconnect between academic education and real industry needs.

It emphasizes that technical knowledge alone is no longer sufficient. Future leaders must combine technical expertise with business understanding, sustainability awareness, digital readiness, and strong communication skills. The talk also calls for a collaborative approach involving industry, academia, alumni, and faculty to strengthen infrastructure, improve practical learning, and build leadership capability at all levels. Ultimately, it presents a thought-provoking perspective that the future of the rubber industry will not be shaped by technology alone—but by the leaders we prepare today.

### Biography

Peram Prasada Rao is the Founder and CEO of TechnoBiz, a global platform focused on knowledge sharing and business growth in the rubber, polymer, and polyurethane industries. With over 28 years of international experience, he is recognized as an industry strategist and ecosystem builder. A Chemical Engineer with a Master's in Environmental Engineering, he actively supports companies in marketing, branding, and capability development. Under his leadership, TechnoBiz has completed a 20-year journey, emerging as a positive catalyst for workforce development and business growth across the rubber and polymer industries.



He has established global platforms such as Rubber Week, PU Week, PolyWorld, Global Rubber, Latex & Tyre Expo (GRTE) and Middle East Rubber & Tyre Expo (MRTE) connecting industry professionals worldwide. He also leads industry publications including Rubber Review, Plastics Review, and PU Review, and has enabled access to hundreds of specialized reference books through the TechnoBiz Store to support continuous learning.

His initiative on Executive Diploma Programs, customized based on participants' background and business profile, is a unique and globally well-received approach to skill development in the industry. TechnoBiz continues to evolve by staying relevant to current and future needs, and every rubber professional and business can benefit from connecting with the platform. For latest updates, please visit [www.technobiz.org](http://www.technobiz.org)