

# 11th Steel Success Strategies Turkey



## 18-20 February 2014

### Renaissance Istanbul Bosphorus Hotel, Istanbul, Turkey

#### Confirmed speakers include:

- **Adrian Bodea**, President, **MTAG Technology**, Switzerland
- **Ahmed Firoz**, Chief Economist, **Indian Ministry of Steel**, India
- **Ali Aydin Pandir**, Chairman and Managing Director, **ERDEMİR**, Turkey
- **Antonio Marcegaglia**, Chairman and CEO, **Marcegaglia**, Italy
- **A. N. Venkat**, Vice President Sales, **Emirates Steel**, UAE
- **Atsushi Yamaguchi**, Senior Analyst, **UBS**, Japan
- **Dan Carrigan**, President, **NASDAQ Futures Exchange**, USA
- **Dmytriy Nikolayenko**, Sales Director, **Metinvest Holding LLC**, Ukraine
- **Edward Meng**, CFO, **China Gerui**, China
- **Ernie Thrasher**, CEO and Chief Marketing Officer, **Xcoal Energy and Resources**, USA
- **Erkan Kafadar**, General Manager, **Borçelik Çelik San. ve Tic. A. Ş.**, Turkey
- **Fidel Blanco**, Managing Director Iron Ore Sales, **Vale**, Switzerland
- **George Matta**, Marketing Director, **Ezz Steel**, Egypt
- **Gorkem Bolaca**, Managing Director, **Galex Steel International**, Turkey
- **Igal Zakuto**, Deputy CEO, **RZK Çelik Servis Merkezi**, Turkey
- **Jean-Martin Van der Hoeven**, Vice President, **ArcelorMittal Flat Carbon Europe**, Luxembourg
- **Jiang Li**, Chief Market Analyst, **Baosteel**, China
- **Khaled Al-Begami**, Manager Market Intelligence - Metals SBU Business Strategy, **SABIC**, Saudi Arabia
- **Kim Marti**, Commercial Director, **CELSA International**, Spain
- **Mehmet Çakmur**, Sales Director, **MMK Metalurji**, Turkey
- **Michael Zheng**, Vice President, **Dalian Commodity Exchange**, China
- **Miguel Marques**, General Manager, **BAMESA ÇELİK**, Turkey
- **Nae Hee Han**, General Manager Economics and Chief Economist, **World Steel Association**, China
- **Patrick A. McCormick**, President, **World Steel Exchange Marketing**, USA
- **Peter F. Marcus**, Managing Partner, **World Steel Dynamics**, USA
- **Philipp Englin**, CEO, **Worlds Steel Dynamics**, USA
- **Philip Hoffman Esq.**, Vice President US Ferrous Scrap Trading, **Medtrade Inc.**, USA
- **Prashant Jain**, Head of Corporate Strategy, **JSW**, India
- **Sevkinaz Alemdar**, Procurement Coordinator, **ERDEMİR Group**, Turkey
- **Sharjeel Azhar**, CEO, **Al-Ittefaq**, Saudi Arabia
- **Vadim Makhov**, Chairman of the Board of Directors, **OMZ**, Russia
- **Veysel Yayan**, Secretary General, **Turkish Steel Producers Association**, Turkey
- **Wu Wenzhang**, CEO, **Steel Home**, China
- **Yong Doo-Cho**, Senior Vice President, **POSCO**, South Korea
- **Yuri Mishin**, Vice Chairman of the International Iron Metallurgy Association (IIMA), Adviser on Industrial Policy, **Metalloinvest**, Russia

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**"Excellent networking event with actual and interesting market review in a great environment."**

Kristof Van Den Branden,  
Manuchar Steel NV

Lead supporter:



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18-20 February 2014  
Renaissance Istanbul Bosphorus Hotel, Istanbul, Turkey



Based on the huge success of 2013's European conference, Metal Bulletin Events and World Steel Dynamics' **Steel Success Strategies** series returns to Istanbul. As the epicentre of many important steel industry trends, both political and economical, this is the perfect location for senior representatives to gather and discuss the key issues the industry faces.

Over three days panellists will engage in strategic discussions, offering their insights and predictions for the short and long term future of

the market. Whilst the steel industry continues to face difficulties, positive signs of recovery are emerging. This is your chance to better understand the challenges, opportunities and risks that you face, and the strategies and mechanisms which will enable survival.

Bringing together top level executives from all the major global players this is the must attend steel event in Turkey. With a truly international line up of speakers and delegates can you afford to miss out?

**"Very informative conference with good combination of perspectives from both east and west."**

Jiang Li, Baosteel

## Delegates 2013

Australia	1
Austria	1
Belgium	4
Canada	2
China	3
Egypt	1
Georgia	1
Germany	8
Greece	1
Italy	4
Japan	2
Netherlands	3
Poland	1
Qatar	2
Russia	4
Saudi Arabia	7
Senegal	1
Slovak Republik	1
Spain	5
Switzerland	5
Thailand	1
Turkey	7
Ukraine	4
United Arab Emirates	4
United Kingdom	6
United States	2



## Key topics for discussion:

- Global market fundamentals, the continuing impact of the economic crisis and overcapacity
- Maximising profitability through technological innovation
- Turkish and Middle Eastern demand for flat rolled products
- New developments in the long products market including the opportunities that Iraq and Iran present
- Asia's role in sustaining industry growth and demand
- Raw materials focus
- Liquid steel futures markets – how hedging strategies can boost financial gains



## Who should attend?

- Steel mills
- Steel and raw material traders
- Iron ore producers
- Technology providers
- Logistics companies
- Analysts and consultants
- Steel service centres
- Automotive and consumer goods manufacturers
- Construction companies
- Scrap suppliers
- Banks and financiers
- Exchanges and clearing houses

## Tuesday 18 February 2014

14:00 Registration desk opens

### Workshop:

15:00 **Maximising profitability through technological innovation**

- Which breakthrough technology will have a revolutionary impact?
- Can old steel plants still be modernised sufficiently to remain competitive?

**Adrian Bodea**, President,  
**MTAG Technology**, Switzerland  
*Other technology providers to be confirmed*

17:00 Networking drinks reception

## Day one: Wednesday 19 February 2014

08:15 Registration desk opens

### WSD presentation:

09:00 **Battle Metallica: Changing rules of the game**

**Peter F. Marcus**, Managing Partner,  
**World Steel Dynamics**, USA

**Philipp Englin**, CEO,  
**Worlds Steel Dynamics**, USA

09:40 **Keynote address**

**Ali Aydin Pandir**, Chairman and Managing  
Director, **ERDEMIR**, Turkey

10:00 **Highlight speaker**

**Antonio Marcegaglia**, Chairman and CEO,  
**Marcegaglia**, Italy

10:20 Networking refreshment break

### Panel I:

10:45 **The global steel market: New strategies for an old game**

- Analysis of current steel market structure and changing realities
- In what regions are we witnessing "green shoots" of recovery?
- How is the continued financial crisis, particularly in the Eurozone, impacting markets?
- When will the industry return to sustainable profitability?
- Asia's role in sustaining industry growth and demand
- Security of raw materials and trends in upstream integration
- Addressing structural overcapacity – is consolidation the answer?

**Ahmed Firoz**, Chief Economist,  
**Indian Ministry of Steel**, India

**A. N. Venkat**, Vice President Sales,  
**Emirates Steel**, UAE

**Nae Hee Han**, General Manager Economics and  
Chief Economist, **World Steel Association**, China

**Prashant Jain**, Head of Corporate Strategy, **JSW**, India

**Vadim Makhov**, Chairman of the Board of  
Directors, **OMZ**, Russia

12:45 Networking lunch

### Panel II:

14:15 **East meets West: Turkey and the Middle East's evolving position in the global flat products steel marketplace**

- When will Turkey's EAF-based producers of HRC have significant profits?
- Is the Middle East and Europe sustainable as an outlet for surplus HRC products?
- Will new Middle Eastern capacity prevail over that in Turkey?

**Dmytriy Nikolayenko**, Sales Director,  
**Metinvest Holding LLC**, Ukraine

**Erkan Kafadar**, General Manager,  
**Borçelik Çelik San. ve Tic. A.Ş.**, Turkey

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**ArcelorMittal Flat Carbon Europe**, Luxembourg

**Mehmet Çakmur**, Sales Director,  
**MMK Metalurji**, Turkey

**Miguel Marques**, General Manager,  
**BAMESA ÇELİK**, Turkey

15:45 Networking refreshment break

### Panel III:

16:15 **East meets West: Turkey and the Middle East's evolving role in the global long products steel marketplace**

- Are Turkish long product mills doomed unless the steel scrap price plummets?
- Will Turkey's infrastructure significantly drive up steel demand in the country?
- Are market opportunities for Turkish rebar including, Iraq, Iran and southern Europe sufficient?
- What are the consequences of the continued surge in steel scrap recovery in China?

**George Matta**, Marketing Director,  
**Ezz Steel**, Egypt

**Khaled Al-Begami**, Manager, Market  
Intelligence – Metals SBU Business Strategy,  
**SABIC**, Saudi Arabia

**Kim Marti**, Commercial Director,  
**CELSA International**, Spain

**Sharjeel Azhar**, CEO, **Al-Ittefaq**, Saudi Arabia

**Veysel Yayan**, Secretary General,  
**Turkish Steel Producers Association**, Turkey

17:45 End of day one and networking  
drinks reception



# Day two:

Thursday 20 February 2014

08:15 Registration desk opens

## Panel IV:

09:00 **All eyes on Asia: Who's "driving the bus" besides the Chinese?**

- Has Chinese steel demand hit the great wall?
- Coastal mill battleground: China, Japan, Korea and Taiwan
- When will India become the next China? Never?
- Is significant capacity rationalisation a pipedream?
- What opportunities exist in the emerging SE Asian markets?
- When will Chinese massive investment in steel fallback sharply?
- What regions, markets and products are showing the most promise for growth?

**Atsushi Yamaguchi**, Senior Analyst, **UBS**, Japan

**Edward Meng**, CFO, **China Gerui**, China

**Jiang Li**, Chief Market Analyst, **Baosteel**, China

**Wu Wenzhang**, CEO, **Steel Home**, China

**Yong Doo-Cho**, Senior Vice President, **POSCO**, South Korea

10:30 Networking refreshment break

## Panel V:

11:00 **Steelmakers' metallics: Transformation, concentration and disintegration?**

- What is the status of expansion plans for iron ore's biggest players?
- The imminent war between Turkish scrap and merchant pig iron
- When will China become a major steel scrap exporter?
- How will changing supply/demand balance impact steelmakers raw materials prices?
- Pricing outlook in an era of continued oversupply
- Will low cost DRI plants in the Middle East destroy Turkish mills?

**Ernie Thrasher**, CEO and Chief Marketing Officer, **Xcoal Energy and Resources**, USA

**Fidel Blanco**, Managing Director Iron Ore Sales, **Vale**, Switzerland

**Philip Hoffman Esq.**, Vice President US Ferrous Scrap Trading, **Medtrade Inc.**, USA

**Sevkinaz Alemdar**, Procurement Coordinator, **ERDEMIR Group**, Turkey

**Yuri Mishin**, Vice Chairman of the International Iron Metallics Association (IIMA), Adviser on Industrial Policy, **Metalloinvest**, Russia

12:30 Networking lunch



## Panel VI:

14:00 **Universal hedging of the steel price risk: The unexpected solution?**

- When will futures become liquid outside of China?
- Whose financial returns will change for the better when price hedging is commonplace
- Will banks be far more accommodating when the price risk is hedged?
- Can hedging strategies mitigate exposure to raw material price volatility?

**Patrick A. McCormick**, President, **World Steel Exchange Marketing**, USA

**Dan Carrigan**, President, **NASDAQ Futures Exchange**, USA

**Michael Zheng**, Vice President, **Dalian Commodity Exchange**, China

Senior Representative, **Shanghai Futures Exchange**, China

15:30 Conference concludes

## A sample of the companies that attended in 2013:

- ABB Ltd
- Air Products GmbH
- Al Babbain Power & Telecom CO
- Al Ittefaq Steel Products Co
- Al Jazera Factories for Steel Products Ltd
- Almouhana Trading Company
- Badische Stahl Engineering GmbH
- Barnesia Aceros SL
- Baosteel Group Corp
- BNP Paribas
- Boldrocchi
- Broekman Distriport
- Burson Marsteller China
- Carmeuse
- Centro Sviluppo Materiali SpA
- CLN SpA
- CME Group
- CMI Metallurgy SA
- Colakolgu Metalurji AS
- Emirates Steel Co LLC
- Ender Metal
- EZDK Al Ezz Dikheila Steel Co Alexandria
- FCT Combustion
- Febit Dis Ticaret Ltd.Sti
- GFI Group
- Harsco Metals Group Ltd
- Heavymovement
- Industrial Union of Donbass
- Itiro Corporation
- Kandil Steel
- KfW IPEX-Bank GmbH
- KGHM International
- LKAB Schwedenerz GmbH
- LMG
- London Metal Exchange
- Manuchar Steel NV
- MC Metalloinvest LLC
- Metal One Corporation
- Metalloinvest Trading AG
- Metinvest SMC
- MMK Metalurji San Tic ve Liman Isletmeciligi AS
- Nippon Steel Trading Co
- Pasek Minerale SAU
- Performances Management Consul
- Phaethon International Co SA
- POSCO London Rep Office
- ProCoat Tecnologias SL
- PSI Metals
- Qatar Steel
- Quaker Chemical BV
- Rustavi Steel LLC
- SABIC
- Salzgitter Mannesmann International GmbH
- SCM Consulting Limited
- Severstal
- Sidenor SA
- Sider Center
- Sierra Gorda SCM
- Sinosteel Shanghai Co Ltd
- SMS Meer
- SSI UK Ltd
- SSSY Futures
- Stalprofil SA
- Starcore Co Ltd
- Tata Steel
- TMEIC Corporation
- Toyo Kohan Co Ltd
- Trafigura Pte Ltd
- Tubular Steel Inc
- Unisteel International DMCC
- US Steel Kosice Sro
- Vale International SA
- Vanomet AG
- Vtorchermet - Nahodka LTD

# Sponsorship opportunities



## What's available?

### Welcome reception

network and welcome potential clients with your branding prominent

### Host a delegate lunch

entertain a large number of existing and potential clients

### Coffee break sponsor

get your message across with high visibility branding

### Delegate bag sponsor

your company logo on the move for maximum effect

### Platinum, Gold & Silver branding

stand out from the rest and ensure your logo is on the conference stage, all event banners and marketing material, which is distributed to thousands of professionals in the market place

Metal Bulletin is the market leader for providing international metal conferences for the last 30 years. Our core strength lies in our specialized and intimate understanding of the market as well as our experience in the conference, exhibition, corporate hospitality and managed events arena.

Taking a sponsorship option or exhibition stand is the most cost-effective and targeted way of reaching the international metals community. Sponsorship offers a prime opportunity to raise your company profile and augment your position as a leading market player in the sector, as well as to create pre- and post-event exposure.

### The key strengths of Metal Bulletin Events include:

- Established reputation and experience of organizing over 30 international ferrous and non-ferrous conferences per year the largest metal industry gatherings world-wide
- A client base of over 6,500 attendees to Metal Bulletin Events each year and access to a database of more than 50,000 metal sector executives
- Programmes are designed and put together by leading Metal Bulletin metal specialists that attract top quality speakers

# Exhibition opportunities

## Why exhibit?

Whether your goals are to **increase your market share**, **launch a new product**, **increase brand awareness**, **penetrate a new market sector** or **increase your sales**, the conference will provide you with the tool to achieve these goals.

As an exhibitor you will have the opportunity to:

**Network** and do business with senior level decision makers

**Target** new customers, build and reinforce relationships

**Attend** the conference and improve your industry knowledge

**Relax** and enjoy communicating with colleagues old and new at the evening receptions



Exhibiting companies will receive:

- 3m x 2m table top exhibition area with table and two chairs
- Company logo and profile in the event guide
- Two conference delegate passes

Exhibition package cost **£5,500**

To find out more about tailored sponsorship or to reserve your exhibition booth, please contact:

**Manjit Sandhu** Tel: **+44 (0) 20 7779 8188** Email: **msandhu@metalbulletin.com**

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18-20 February 2014

Renaissance Istanbul Bosphorus Hotel, Istanbul, Turkey

### REGISTRATION RATES

**Full standard rate** ..... €1,999

### METHODS OF PAYMENT

**PLEASE SIGN THE FORM IN ORDER FOR REGISTRATION TO BE PROCESSED**

Signature:

Date:

 To make a payment by credit card, please call **+44 (0) 20 7779 8905** or visit **www.metalbulletinstore.com** to book and pay online **I would like to pay by bank transfer.**  
**Option only available before 21 January 2014****Note:** Full bank details will be emailed to you with your booking confirmation. When paying by bank transfer, please ensure that you transfer enough funds to cover the full price of your purchase, plus any bank charges you may incur.**IMPORTANT:** Please make sure you quote your full invoice number, details can be found on your invoice.

Metal Bulletin standard terms and conditions apply.

Visas are the responsibility of delegates

**Fees:** The conference fee includes attendance at all sessions, refreshments, welcome reception and lunches.**Accommodation:** The fee does not include accommodation. A limited allocation of rooms has been reserved at the conference hotel. Delegates will be sent an accommodation booking form along with confirmation of registration. This form should be completed and returned to the hotel.**VAT:** If your organisation is tax registered within the European Union please provide your company

VAT number:

Our VAT Number is **GB 243 31 57 84** Please tick if you are not registered for sales tax.

If your details above are incorrect please amend them here

### PLEASE COMPLETE IN BLOCK CAPITALS

(Mr/Miss/Mrs/Ms/Dr)

Family Name:

First/Given Name:

**\*Delegate Email:****\*Administrator Email:**

Job Title:

Company Name:

Address:

Postal/Zip Code:

Country:

Tel: +

Fax: +

Please indicate your metals interest in order of preference:

1

2

3

What is your company's main business activity:

**\*Delegates must provide their email address in order to receive booking confirmation and access to the delegate messenger system.**

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#### BOOKING CONDITIONS

Registrations can only be confirmed upon receipt of payment or proof of payment and discounted fees will only apply when payment is received within the offer period. If you are not able to attend, a substitute delegate will be accepted. Cancellations must be received in writing 28 days prior to the conference to qualify for a full refund less €200 administration fee. It may be necessary for reasons beyond the control of the organisers to alter the content, timing and venue. In the unlikely event of the conference being cancelled or curtailed due to any reason beyond the control of Metal Bulletin Ltd., or it being necessary or advisable to relocate or change the date and/or location of the event, neither Metal Bulletin Ltd., nor its employees will be held liable for refunds, damages and/or additional expenses which may be incurred by delegates. We therefore recommend prospective delegates arrange appropriate insurance cover.

### EASY WAYS TO REGISTER

**Contact:** Roger Cooke**Online:** [www.metalbulletinstore.com](http://www.metalbulletinstore.com)**Tel:** +44 (0) 20 7779 8905**Fax:** +44 (0) 20 7779 5200**Email:** [mbstore@metalbulletin.com](mailto:mbstore@metalbulletin.com)**Address:** Metal Bulletin Events, Nestor House,  
Playhouse Yard, London, EC4V 5EX, UK

### VENUE



#### Renaissance Istanbul Bosphorus Hotel

Address: **Barbaros Bulvari No: 145, Besiktas, Istanbul, 34349 Turkey**Tel: **+90 212 340 70 00**Fax: **+90 212 340 70 70**

Istanbul hotel Renaissance Bosphorus meets the most demanding requirements of today's travelers and meeting organizers.

Spacious and no smoking rooms and suites in Istanbul downtown feature magnificent Bosphorus views, luxury bedding and latest technologies.

#### Booking your accommodation

Upon registration, delegates will receive an accommodation booking form by email to be completed and returned direct to the hotel.