



8th

Steel Success Strategies

London

29-30 November 2010

Marriott Grosvenor Square, London

Clash of the Titans



Key speakers include:

- **Martin Abbott**, CEO, **London Metals Exchange**
- **Ron Ashburn**, Executive Director, **Association for Iron & Steel Technology (AIST)**
- **Neil Bristow**, Director, **H&W Worldwide Consulting**
- **Matthew De Morgan**, CEO, **Duferco**
- **Ali Hosseini**, Managing Director, **ADPICO**
- **Peter Kerr-Dineen**, Joint Chairman, **Howe Robinson & Co**
- **Karlis M. Kirsis**, Managing Partner, **World Steel Dynamics**
- **Antonio Marcegaglia**, CEO, **Marcegaglia**
- **Peter F. Marcus**, Managing Partner, **World Steel Dynamics**
- **Gordon Moffat**, Director General, **Eurofer**
- **Ralph Oppenheimer**, Chairman, **Stemcor**
- **Nasser Alaghband**, CEO, **Balli Group**, UK

"Quality speakers whose opinions matter in such uncertain times"

Gerard le Gouefflec, Commercial Director, **Areva T&D**

"360 degrees view of world steel markets from the most reliable industry speakers"

Mario Bernacca, CEO, **OD Shipping Ltd**

"Excellent presentations with high quality data"

Noriaki Matsunaga, Manager, Europe, **Bluescope International Ltd.**

"First-hand perceptions of the moods in the industry"

Vladislav Udaltsov, Assistant Strategy Director, **Severstal**

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8th Steel Success Strategies London

Introduction

Metal Bulletin Events and World Steel Dynamics' 8th Steel Success Strategies - London is the most influential steel conference in Europe.

With a prestigious and expert speaker line-up addressing an anticipated 250-strong audience of top-level industry professionals, the conference is a once-a-year opportunity to meet new contacts from around the world and get business done.

It's been a turbulent time in the world steel market and the downturn resulted in a number of new paradigms in global steel. The A-Z of the global steel sector will be present to network and learn from some of the industry's leading authorities including: Steel mills and producers, suppliers of raw materials, semi-finished products, end products, technology manufacturers, financiers, investors and service suppliers from Latin America, Canada, USA, Europe, Africa, India, China and Japan.

Topics to be discussed

- Fortress Europe under siege
- What is China's natural resource strategy with regards to iron and steel and is it sustainable?
- India & China: Can the Heavyweight Contender be a Heavyweight Champion?
- Who are the global winners and losers emerging from the credit crunch?
- Raw materials supply: Where, how and how much?
- Steel's technological revolution: Coming to the rescue
- Might we see serious consolidation post-crisis?

Monday, November 29, 2010

07:45

Registration desk opens

08:45

Welcome address

Raju Daswani, Managing Director, **Metal Bulletin**, UK

08:55

Keynote presentation: **Steel industry transformed**

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

Karlis M. Kirsis, Managing Partner, **World Steel Dynamics**, USA

09:25

Highlight speaker

Michael Pfitzner, Executive-Vice President for Commercial Coordination and Marketing, Member of Management Committee, **ArcelorMittal**

10:00

Refreshment break and networking

10:45

Panel I: **European and CIS steel – fortress Europe under siege**

Moderator: **Gordon Moffat**, Director General, **Eurofer**, Belgium

Panelists:

Antonio Marcegaglia, CEO, **Marcegaglia**, Italy

Marc Thümecke, Co-Head Metals & Paper, Managing Director, Project & Commodity Finance, **UniCredit Bank**, Germany

Willem Plaizier, Vice-President, **AT Kearney**, Netherlands

Andrey Laptev, Head of Strategic Planning, **Severstal**, Russia

Christopher Beauman, Senior Advisor, **EBRD**, UK

12:45

Luncheon

14:15

Panel II: **Middle East and North African steel – shifting sands**

Moderator: **Becky E. Hites**, Managing Partner,

World Steel Dynamics, USA

Panelists:

Ali Hosseini, Managing Director, **ADPICO**, UAE

Gilles Calis, Managing Director, **SteelConsult International**, Netherlands

15:30

Refreshment break and networking

16:00

Panel III: **Steel marketplace – jousting for the future**

Moderator: **Phillip Price**, Steel Editor, **Metal Bulletin**, UK

Panelists:

Ralph Oppenheimer, Chairman, **Stemcor**, UK

Matthew De Morgan, CEO, **Duferco**, Switzerland

Nasser Alaghband, CEO, **Balli Group**, UK

17:30

Evening cocktail reception

08:30

Morning refreshments

09:00

Highlight speaker

09:30

Panel IV: China and India – heavyweight champion and heavyweight contender?

Moderator: **Brian Levich**, Head, **Metal Bulletin Research**, UK

Panelists:

VK Mehta, Executive Director, **Steel Authority of India Ltd (SAIL)**, India

Dave Stickler, Senior Managing Director,
Global Principal Partners, USA

Neil Bristow, Director, **H&W Worldwide Consulting**, Australia

John Kopfle, Director of Corporate Development,
Midrex Technologies, USA

11:00

Refreshment break

11:30

Panel V: Iron ore and steel derivatives – let battle commence

Moderator:

Peter Kerr-Dineen, Joint Chairman, **Howe Robinson**, UK

Panelists:

Martin Abbott, CEO, **London Metals Exchange**, UK

Patrick A. McCormick, President, **WSEM**, USA

Robby Afnaim, Joint CEO and CFO, **Ronly**, UK

Michael T. Zeitler, Head of Metals Brokerage,
BNP Paribas Commodity Futures Ltd, UK

12:45

Lunch

14:15

Panel VI: Raw materials and logistics – securing supply routes

Moderator: **Peter F. Marcus**, Managing Partner,

World Steel Dynamics, USA

Panelists:

Stephane Navarra, President, **Harsco Metals**, UK

Robert Edwards, Managing Director-Metals and Mining Research,
Renaissance Capital, UK

Peter Norfolk, Research Director, **Freight Investor**, UK

Ian Roper, Commodities Strategist, **CLSA**, China

15:15

Panel VII: Steel technology – the building revolution

Moderator: **Ron Ashburn**, Executive Director,

Association for Iron & Steel Technology (AIST), USA

Panelists:

Gianpietro Benedetti, Chairman, **Danieli & C. SpA**, Italy

Frank M. Fisher Jr, President, **Castrip Technology LLC**, USA

16:30

Close of conference



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Please contact **Dmitri Volodko** call:
UK + 44 (0) 20 7779 8439 or
email: dvolodko@metalbulletin.com
for more information.

Forthcoming events

14th Middle East Iron & Steel Conference

13-15 December 2010, United Arab Emirates
www.metalbulletin.com/events/meis

Middle East Steel Tube & Pipe Conference

23-24 February 2011
Radisson Blu (SAS) Hotel, UAE
www.metalbulletin.com/events/mestp

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