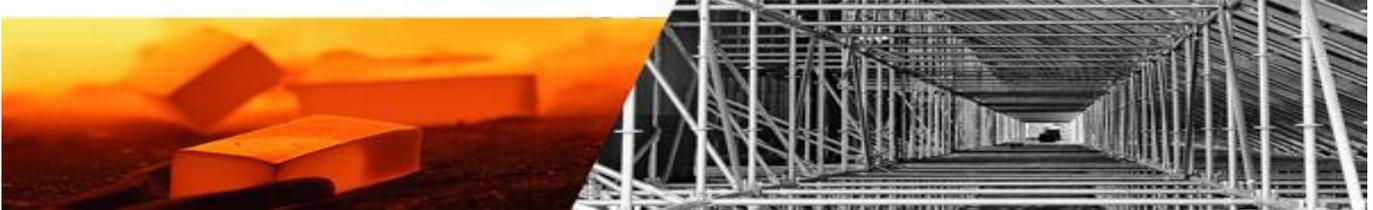


14th Annual

STEEL MARKETS EUROPE CONFERENCE

Trade flow, pricing & M&A disruption in the global steel markets

June 11 – 12, 2018 (Workshop – 12 June) | NH Hesperia Tower Hotel | Barcelona, Spain



Platts is delighted to reveal that the 14th edition of Steel Markets Europe returns to Barcelona on June 11 – 12, 2018 at the NH Hesperia Tower Hotel.

Europe's leading **producers, traders, service centers, raw material providers** and **end users** will gather with over **30 expert speakers** to debate the key issues facing the European steel industry today, including how trade flows, pricing and M&As are disrupting the global steel markets.

WHY ATTEND?

- **The general state of the steel industry today** - Macroeconomics, utilization and steel consumption rates, imports and exports, protectionism and price volatility – is it here to stay?
- **EU, US and Chinese trade issues, and M&As in Europe** – AD duties and cases, latest on the US national security probe, China production restrictions, export growth from other markets, implications of mergers and acquisitions in Europe, and why are banks facilitating M&As and investment?
- **Future signs of growth from and innovations for end users** – Which sectors are showing the best growth for steel consumption and why? What innovations are improving competitiveness for end users? What is the steel industry doing to remain competitive against alternative components? What are the trends and who is doing what and why in the specialized steel and products markets?
- **Latest developments, challenges and new market opportunities** – Shedding light on Turkey, India, North Africa, Russia and Iran
- **Dissecting raw materials trading and pricing dynamics and projections** – Trends, challenges and opportunities for the future
- **Implications of IMO regulation changes on the freight market and international trade** – What will happen and how does it impact the steel industry?
- **Examining the latest on EU carbon tariffs** – Will it be extended to imports and what are the possible implications of a border tax for Europe and the US?
- **Production technology innovations** – Analyzing advances in production technology and materials science, particularly for new types of high-tech steel

BOOK NOW

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DAY 1 – MONDAY 11th JUNE 2018

08:00 Registration and continental breakfast

08:55 Chairman's welcoming remarks

Christopher Davis, Content Director, EMEA Metals,
S&P Global Platts

The big picture – The general state of the steel industry today

09:00 **OPENING ADDRESSES: Macroeconomics, utilization and steel consumption rates, imports and exports, and protectionism for the EU and other regional markets**

- Examining European economic growth rates and projections, and implications for steel specific industries – taking a look at technology and consumer preferences
- Mill utilization rates versus capacity and demand levels from the longs and flats consuming markets
- Are there products with a shortage of supply in the EU?
- Key drivers of EU steel consumption growth – a look at large infrastructural projects being scheduled and kicked off around the world
- Examining direct and indirect trade of steel
- Export/import orientation: Will China remain the wild card? Will India really take off?
- Investigating rising protectionism such as America First – how will these developments shape new market behaviour patterns from producers' and end users?

Presentation I

Stefan Schilbe, Chief Economist, **HSBC Trinkaus & Burkhardt**

Presentation II

Jeroen Vermeij, Director for Market Analysis and Economic Studies, **Eurofer**

09:40 **Q&A**

Presenters from the proceeding session will take questions from the Chair

EU, US and Chinese trade issues and M&As in Europe – Analyzing implications for the steel industry

Leader perspectives: Anti-dumping duties and cases, latest on the US national security probe, China production restrictions, export growth from other markets and implications of M&As in Europe

- **EU anti-dumping duties in place and investigation results:** Who won and who lost? Is circumvention now the real danger? Are the measures enough or should they be tightened? Are free trade and competition rules still assured? What about government subsidy for producers in Europe? How European independent traders view duties on imports: how has their market share changed?
- **US trade policy and its impacts for the EU:** Possible outcomes on Section 232 on steel in the US: Is it going to happen and what will be the various global industry and end user impacts? Will we see a blanket tariff?
- **Will China export reduction be sustainable and why?** How much is it impacting worldwide steel production and prices? Is capacity being replaced rather than reduced? Despite capacity cuts will China's new technological advance give it a bigger share of the high end market? What is the impact of China removing export tax on steel products? Can China influence European steel prices indirectly through other exporters? What about export growth potential of countries like India, Turkey and Russia?
- **Consolidation in the EU steel industry:** What have we seen, what to expect and is bigger always better? How can the EC assure free competition in the EU?
- **Wider points for discussion:** What can the EU market and steel industry do to keep business and jobs in the EU except for antidumping and regulations? Impact of AD taxes and M&As on prices; Is the combined effect of consolidation and duties creating a shortage of steel in the EU? Are AD duties a transitional tool to manage the current phase to be abandoned in the long term? To what extent is the threat to steelmakers' jobs from technology rather than trade?

09:50 **The European Commission perspective**

Francisco Perez Canado, Head of Unit of Market Access, Industry, Energy and Raw Materials Unit, **European Commission**

10:05 **The European association perspective**

Karl Tachelet, Director of Trade and External Relations, **Eurofer**

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10:20 The European producer perspective

Jose Angel Rey, International Commercial Director, **CELSA**

10:35 The US perspective

John A. Purcell, Vice-president, **Leeco Steel**

10:50 Networking and refreshment break

11:20 The trader perspective

Julian Verden, CEO, **Stemcor**

11:35 The banking perspective

Seth Rosenfeld, Metals & Mining Equity Research, **Jefferies International**

11:50 The lawyer perspective

Matthew Nolan, Partner, **Arent Fox LLP**

12:05 Group Q&A

Presenters from the proceeding session will take questions from the Chair

12:40 Networking lunch

Steel distribution and the service center landscape: Impact of consolidation on the sector

14:00 EU distribution: Assessing steel mills share over distribution – to what extent does it endanger the survival of independent distributors and the SSC?

- To what extent is there a shift of bargaining power towards EU mills with consolidation in the distribution sector?
- Will independent steel stockholders/distributors be squeezed by market consolidation and reduced import volumes?

Lex Coenen, General Manager, **NovioStaal**

Exploring financing and investment trends: Is steel sexy again?

14:25 **PANEL DISCUSSION** Sources of finance & investment for the industry: Is steel sexy again for banks?

- Why are banks facilitating M&As and investment?

David Cheney, President, **Bedrock Industries**
Stefan Eitel, Director, Basic Industries, Metals & Mining, **KfW IPEX-Bank**
Seth Rosenfeld, Metals & Mining Equity Research, **Jefferies International**

Moderated by:

Peter Brennan, Senior Editor, **S&P Global Platts**

Pricing volatility in the steel markets

15:05 **PANEL DISCUSSION** Is price volatility here to stay?

- Recent yo-yoing of coking coal prices: Is it likely to continue, how important is it for scrap/ore usage and blending etc?
- Is the European steel market protected from the risks of steel price correction in the future?
- Assessing the role of hedging – who will support it?
- Possibilities of having future index/forward buying possibilities at fixed pricing

Laurent Plasman, Head of Operational Marketing, Central CMO Team of Flat Products Europe, **ArcelorMittal**

Julian Verden, CEO, **Stemcor**

Guillermo Magnasco, Head of Europe - Flat Products, **Interfer Steel and Commodities**

Antonio Novi, Director, **Levmet**

Enrique Arkauz, Lead Buyer, Flat and Long Carbon Steel, **Kloeckner Metals Europe GmbH**

Andrew Glass, Head of Ferrous Trading, **Anglo American**

Moderated by:

Vaseem Karbhari, TSI Regional Manager, EMEA, **S&P Global Platts**

15:55 Networking and refreshment break

Dissecting raw materials trading and pricing trends

16:25 **PANEL DISCUSSION**: Raw materials trading and pricing dynamics and projections – trends, challenges and opportunities for the future

- Exploring the latest on supply and demand for the coke, coal, iron ore and scrap markets, and prices by region and their causes
- Examining the impacts of erratic scrap prices and the graphite electrodes shortage
- Are China's exports last year sustainable, when will they be a firmly established trend and not just a blip?
- Assessing the latest trade routes, and developments and opportunities for traders

Michael Widmer, Director, Metal Strategist, **Bank of America Merrill Lynch**

Fatih Çitak, Marketing Director, **Erdemir Group**

Ersun Ozdemirel, Export Manager, **Borcelik Celik Sanayii A.S.**

Mario Borsese, Director Commercial, **DP Trade**

Moderated by:

Colin Richardson, Editor-in-Chief, Steel Markets

Future signs of growth from and innovations for end user markets

17:05 Specialised steel and products: What are the trends and who is doing what and why?

- How high steel grades/requirements are evolving over the years
- High-tech steel for cars, planes and trains commanding premium prices – how effective has this strategy been for steel producers?

17:30 **PANEL DISCUSSION** End user focus – Which sectors are showing the best growth for steel consumption and why? What innovations are improving competitiveness for end users? What is the steel industry doing to remain competitive against alternative components?

- What demand are we seeing to justify new investments for capacity increases? What new marginal market segments are emerging in the European steel market? How much more growth can we expect, especially from mechanical engineering and last year's shining star - construction?
- What examples are we seeing of steel innovations improving competitiveness for end users? Is there a lack of flexibility in the production process, allowing steelmakers to tailor supply to end user demand?
- What are the steel industry initiatives to remain competitive against alternative components? What steel substitutes are the most dangerous for steel consumption in the EU? Light-weighting in cars and electric vehicles – examining the steel and aluminum debate and outlook for the automotive market

Laurent Plasman, Head of Operational Marketing, Central CMO Team of Flat Products Europe, **ArcelorMittal**

Jose Angel Rey, International Commercial Director, **CELSA**

Ali Okyay, Executive Vice President Purchasing and Procurement, **Borusan Mannesmann**

Justin Cox, Director, Global Production, **LMC Automotive**

Jørgen Nordstjerne Schmidt, Lead Commodity Contract Manager, Structures Sourcing, Wind Power, **Ørsted**

Göran Nyström, Executive Vice President, Head Group Marketing & Technology, **Ovako AB**

Moderated by:

Colin Richardson, Editor-in-Chief, Steel Markets Daily, S&P Global Platts

18:20 Chairman's concluding remarks

Christopher Davis, Content Director, EMEA Metals, S&P Global Platts

18:25 Networking reception – join us for drinks

Join us immediately after the close of day one for drinks in the Dome bar.

19:30 Evening dinner

Join us on the evening of Day One for an exclusive networking dinner. Places are limited, so register early to secure your place at the table and avoid missing out on this opportunity to nurture or forge those relationships you will likely need for the year ahead.

DAY 2 - TUESDAY 12 JUNE 2018

08:30 Registration and continental breakfast

08:55 Chairman's welcoming remarks

Peter Brennan, Senior Editor, S&P Global Platts

Market developments, challenges & opportunities in Turkey, India, North Africa, Russia and Iran

09:00 **PANEL DISCUSSION:** Latest developments, challenges and new market opportunities – a special focus on Turkey, India, North Africa, Russia and Iran

- Turkey: How it could win from EU ADD as it has not been dumped – Exploring downstream investments, with more options for HR, HDG and coated products - How the market is becoming more important in flat steel and is the biggest market for EU exports
- India: Examining the role of this key new player in Europe along with demand growth in the home market – How the Indian government wants to more than double production capacity by 2030 as it pursues a massive infrastructure programme
- Exploring the latest steel outlooks in Egypt, Morocco, Algeria, Russia and Iran

Jaap Piso, Commercial Director, **NLMK Europe Strip Products**

Fatih Çitak, Marketing Director, **Erdemir Group**

Ali Okyay, Executive Vice President Purchasing and Procurement, **Borusan Mannesmann**

Ersun Ozdemirel, Export Manager, **Borcelik Celik Sanayii A.S.**

Guillermo Magnasco, Head of Europe - Flat Products, **Interfer Steel and Commodities**

Matthew Nolan, Partner, **Arent Fox LLP**

Moderated by:

Peter Brennan, Senior Editor, S&P Global Platts

Examining the latest on EU carbon tariffs

09:50 Update on EU carbon tariffs – will it be extended to imports and what are the possible implications of a border tax for Europe and the US?

- What are the challenges of calculating a border tax?
- How effective could it be realistically?
- Exploring the prospects of a carbon price
- Are producer profits sustainable even with strict ecological requirements?

Jaap Piso, Commercial Director, **NLMK Europe Strip Products**

New processes and new product advances

10:15 New processes and new products: Will it save the EU steel industry?

- The EU industry is facing many challenges: overcapacity, unfairly priced imports, CO2 penalties, all leading to low, often insufficient, returns
- Leading steel producers respond by relentlessly cutting costs and also accelerating new products and new processes developments
- In light of recent market improvements, what are the best strategies and will these be sufficiently timely to restore the industry to more sustainable profitability?

Marcel Genet, President Director General, **La Place Conseil**

10:40 Case study: Update on Tata Steel's new emission-cutting technology offering a 20% reduction in energy use and efficiency gains

- How the 'Hlsarna' method could eventually replace traditional blast furnaces as a way of making liquid iron
- How HISarnar offers an 80% reduction in energy use when factoring in use of carbon capture and storage
- What are the other benefits of the technology? When will commercial rollout take place?
- Assessing the latest on hydrogen-based steelmaking

Freek Schut, Senior Sales Director, **Tata Steel**

11:05 Networking and refreshment break

Learning from the Kobe Steel quality scandal

11:35 Case study - Kobe Steel quality scandal: What went wrong and what can we learn for the future?

- What happened, why and what actions have taken place to overcome the issues?
- Exploring general end user expectations in product quality and reliability of supply

Michael Widmer, Director, Metal Strategist, **Bank of America Merrill Lynch**

Implications of IMO regulation changes on the freight market and international trade

12:00 What is the new IMO regulation and how does it impact the freight market and the steel industry?

- What IMO changes mean for bunker fuel emissions and possible responses the freight/shipping industry could take?
- What are the implications for international trade and the cost of freight?

Will Bathurst, Global Head of Analysis, **Peninsula Petroleum**

Innovations in trading technology and supply chain efficiency – Introducing blockchain

12:25 Introducing blockchain trading technology: how much can and should this be the future for the metals industries?

- To what extent can smart contracts help you improve your supply chain processes?

Alpesh Doshi, Founder & Managing Partner, **Fintricity**

12:50 Chairman's key takeaways and close of conference

Peter Brennan, Senior Editor, **S&P Global Platts**