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Metal Expert



VIII International Conference

CIS Steel and Raw Materials in the World Markets

22-23 April 2013, Kiev, Ukraine, InterContinental Hotel



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Learn the top-notch
experts' opinions on the state
of the steel industry

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METALRESEARCH

The position of CIS rolled steel exporters remains difficult because of instability in key markets and ambiguous situation in the raw materials segment. In January-February, steel suppliers managed to consolidate their position mainly due to strong demand in Asia. However, a noticeable increase is improbable in terms of unstable imported scrap prices in Turkey and as a consequence, export offers of Turkish long products.

The turning point for exporters from the CIS will be the period from March to May. If the forecasts of end-users' high activity prove to be correct and suppliers of scrap materialize pass to the offensive, the quotations of the material from the CIS will increase without almost any obstacles, considering an improvement in price trend in the Asian markets. However, even if the situation follows the less optimistic scenario, the sharp drop in prices shouldn't be expected, considering the opportunity for suppliers to switch from one market to another. The lack of fierce competition will remain a comforting aspect: Chinese exporters, who undermined the position of CIS suppliers in 2012, now actively set the tone for higher prices.

At the same time buyers mostly keep the hand-to-mouth position, fearing the threat of price destabilization in the market. In these conditions, CIS exporters need a consolidated strategy that will minimize the negative correction and, going to the bullish actions to successfully implement the price increase strategy.

AMONG CONFIRMED SPEAKERS



Mete Sahin
Sales Manager
Colakoglu Metalurji



Abu Bucker Husain
CEO
Al Ghurair Iron & Steel



Wolfgang Seiwert
General Manager
Sales
Dillinger Hutte



V.B. Garg
CMO
ArcelorMittal
Kryvi Rih



Ersun OZDEMIREL
Export Manager
Borcelik



Ilya Belyakov
Head of Forecasting
and Markets Analysis
Metaloinvest



Margarita Zvezda
Head of Marketing-
Evraz Steel Division
Evraz East Metals



Alexander Andreev
Deputy General
Director for Strategic
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Raspadskaya Coal
Company



Livio Rimoldi
Senior Trader
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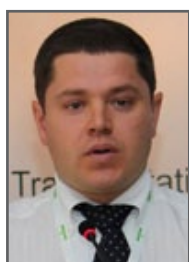
Vladislav Belousov
Senior Manager
Magnitogorsk Iron
and Steel Works



Ronnie Cecil
Senior Analyst -
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Viktor Bisovetskyi
Head of Market
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Volodymyr Bayda
Chief Commercial
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Anton Pyatkov
Analyst
Mechel



Jarek Mlodziejewski
Analyst
The Steel Index



Alexander Vasilchenko
Commercial
Director
Portinvest



Mehmet Anadol
Coordinator
Koza Chartering &
Transportation

PRELIMINARY PROGRAM

DAY 1, 22 APRIL

Session 1. Metallurgical business in 2013

- World economic outlook and steel demand trends
- Impact of China on world steel market
- India as a powerful driver of global metallurgy
- Global steel production dynamics. Outlook for steelmaking capacities

Session 2. Steel exports from CIS

- Steel production cost and competitive position of CIS producers
- Sales strategy of steel exporters
- Foreign-owned assets of CIS companies as a way to expand activities in the key markets:
 - outlook for capacities
 - practical effect & perspective
- Regional structure & commodity pattern of CIS supplies, volumes, prices, prospects
- Perspective of growth in supplies of CIS flats after suspension of quotas for Russia
- Peculiarities of flat products sales to the USA

Special topic – tubes & pipes supplies from CIS

Individual negotiations in conference offices with CIS suppliers

Session 3. Regional markets – Europe, MENA, South-East Asia, Turkey, USA

- Steel demand
- Modernization of production capacities and new projects
- Peculiarities of competition between CIS exporters and local suppliers

INDIVIDUAL NEGOTIATIONS IN CONFERENCE OFFICES WITH CIS SUPPLIERS

DAY 2, 23 APRIL

Session 4. Raw materials exports

- World raw materials markets outlook: price forecast and impact on steel market
- Regional structure & commodity pattern of CIS supplies, volumes, prices, prospects
 - Iron ore
 - Pig iron
 - HBI
 - Coal and coke
 - Scrap
 - Ferroalloys

Special topic – perspective of iron ore and coking coal futures markets development

Session 5. Transportation of metallurgical cargoes

- Outlook for seaborne trade of steel products in Black Sea and Mediterranean Regions
- Rail cars' lease rates for transportation of metallurgical cargoes
- Port capacities for metallurgical cargoes' transshipment

The simultaneous translation into English and Russian will be provided during working sessions!

For more details regarding conference program please contact:

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WORKSHOP MARKET ASPECTS OF STEEL PRODUCTION MODERNIZATION

SECTION: STEEL PRODUCTION IN TERMS OF MARKET TENDENCIES

- Steelmaking and rolling facilities in the local steel markets: Europe, Turkey and Middle East
- Modernization and new metallurgical projects in Russia and Ukraine
- Application of modern equipment and reduce of production costs

SECTION: METALLURGICAL EQUIPMENT MARKET

- Market structure and key suppliers of metallurgical equipment
- World leaders of metallurgical machinery in the CIS market
- Cooperation between suppliers and customers, their roles in metallurgical investment projects

To attend the workshop we invite representatives of commercial and technical departments of steel producers, metallurgical equipment suppliers, design engineering and consulting companies.

WHY IT IS A MUST-ATTEND EVENT?

- Stand alone meeting to highlight the most remarkable metallurgical industry issues both in domestic and international arena
- Extremely content-driven conference led by high-caliber speakers
- Vast opportunities to network and engage in business with top CIS steel & raw materials exporters

IN 2012 THE CONFERENCE WAS ATTENDED BY NEARLY 360 PARTICIPANTS REPRESENTING 240 COMPANIES FROM 39 COUNTRIES.

AMONG THE CONSTANT PARTICIPANTS

A.T. Kearney, ALZ LLP, Amir Kabir Steel Company, ArcelorMittal Kriviy Rih, Asia Minerals Limited, Azovmash, Badische Stahl Engineering, Byelorussian Steel Works, Carbofer General Trading, Colakoglu Metalurji, Corts Engineering, Daewoo International Corporation, Danieli Corus Technical Services, Dneprometiz, Donetsk Metal Rolling Plant DMPZ, DTEK Trading, Ege Celik Endustrisi Sanayi Ve Ticaret, Ekinciler Foreign Trade, ENRC Marketing, Erdemir Group, Evraz Group, Evraz Vitkovice, Ferritec General Trading Co., Freight One in Ukraine, Great Pacific, H Kalkavan Chartering and Shipping Management, Harsco Metals Europe, Industrial Union of Donbass, ISD Dunafer, KazFerroSteel, Khorasan Steel Co., Khouzestan Steel Co., Kibar Dis Ticaret, Koksohimtrans, Kosaya Gora Iron Works, LKAB, Magnitogorsk Iron and Steel Works (MMK), Manuchar Steel, Mechel, Metalloinvest, Metinvest Holding, Mitsubishi Corporation, Mitsui & Co., Ltd., Nippon Steel Engineering, NLMK – Longs, Northland Resources, Nurmet Celik Sanayi ve Tic. A.S., OMK-Steel, Rozak Demir Profil Tic. ve San., Salzgitter Mannesmann International, Severstal, Severstal – Resurs, Steelloyd General Trading Co., Stencor Ukraine, Stoilensky Mining and Beneficiation Plant (SGOK), Tarazsky Metallurgical Works, ThyssenKrupp Mannex, TIS – Ruda, Trafigura Bener, Trinecke Zelezarny, U.S.Steel Kosice, UGMK, UGOK, Zaporizhstal, Zhejiang Materials Industry International Co. (ZMI), etc.

SPONSORSHIP, ADVERTISING & EXHIBITION

Advertising and sponsorship opportunities developed by Business-Forum Company are essential tools for achievement of complex marketing goals and objectives.

Our business events are the best place for company presentation, brand awareness improvement, corporate reputation upholding. Business-Forum Conferences give you opportunity to approach normally elusive and difficult to reach executives.

Depend on company's goals and objectives we offer different promotional packages

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Coffee-breaks Sponsor. *And even breaks work for you.*

Registration Sponsor. *No one will pass.*

Lunch Day One Sponsor. *Hospitality and attention.*

Lanyards Sponsor. *Visibility and visualization.*

Conference Bags Sponsor. *Your advertisement in everybody's hands.*

For future information about sponsorship, advertising and exhibition options, please contact:

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CIS Steel and Raw Materials in the World Markets

Business-Forum

22-23 April 2013, Kiev, Ukraine, InterContinental Hotel

REGISTRATION FEE *(all taxes included)*

One delegate	2000 USD
Two or more delegates (each)	1800 USD

METHODS of PAYMENT

1. Credit Card
2. Invoice

VENUE

InterContinental Hotel Kyiv
2A Velyka Zhytomyrska Street,
Kiev, 01025 Ukraine
tel: +38 044 219 1919,
fax: +38 044 219 1929
www.intercontinental-kiev.com

Registration fee includes attendance at all events within framework of the conference, documentation, on-line access to final conference materials, coffee breaks, lunches & dinners within working days of the conference, stand-up buffet.

If you cannot attend the conference you may purchase on-line access to final conference materials for 600 USD

Note: Hotel accommodation & transfer are NOT included.

Registration Cancellation

All inquiries regarding participation cancellation should be sent in a written form not later then the **08th of April 2013**. Registration fee is not refunded if cancellation is received after the **08th of April 2013**. Delegate substitution is **allowed** without any additional payments or fines.

REGISTRATION

1. Visit our website www.b-forum.com
2. Fill in the registration form below and send it back to e-mail v.fediaieva@b-forum.ru
3. Call or fax to **Ms. Veronika Fediaieva: +38 056 794 33 94 ext. 247**

For additional conference information please contact **Mr. Kirill Lashkov: +38 056 794 33 94 ext. 241, k.lashkov@b-forum.ru**

REGISTRATION FORM

Company Details (For Conference Book)

Company name _____

Profile (specify the main activities/products/services) _____

Steel Producer

Steel Trading

Transportation

Raw Materials Producer

Raw Materials Trading

Postal Address, Zip Code _____

Web-site _____

Phone _____ Fax _____ E-mail _____

Participant's Details

First Name, Last Name (Mr. / Ms.) _____

Position _____

Phone _____ Mobile* _____

E-mail _____ Assistant's E-mail* _____

Speaking Opportunity

Advertising / Sponsorship

I cannot attend but I would like to purchase on-line access to final conference materials

* for organizers only

I AGREE WITH PARTICIPATION TERMS AND ASK TO SEND ME AN INVOICE FOR PAYMENT