

Evaluation of Asia's Position

5th

Asian Steel Conference

21 - 22 October 2005

The Leela, Mumbai, India

Financing of Iron & Steel Projects
Opportunities & Threats

Raw Materials
Short term & Long term Perspective

International Trade
Emerging Products - Emerging Markets

Technology
Driver for Cost Competitiveness

Regional Industry Profiles
Present Status & Future Prospects

Organiser

SANKET Trade Fairs

www.steelworld.com/asc2005

Asian Iron & Steel Sector

Asia has always been the leader in world steel consumption with around half of the world steel demand generated in Asian markets. The Asian region comprises of developing countries where infrastructural development is on the forefront of the agenda. The other steel consuming sectors like auto, white goods etc, also view Asia as the fastest growing market, thus further strengthening steel demand. Though the region witnessed a setback when economies of some of the South East Asian countries faced currency crisis, most of the lost ground is made up and these countries are again on fast recovery track. All this makes Asia the most favoured destination for not only to steel makers but to all the allied businesses too.

Today, China is the undisputed leader of global steel sector, producing around 300 million tones per year and consuming even more than that. Thus it is the trigger of the global steel trade and any change in Chinese perspective will make a substantial impact on international iron & steel trade. The steel prices, which were at a higher level throughout the year 2004, have started sliding down in the second quarter of 2005. Some analysts attribute this to slowing down of Chinese demand. Even European steel mills have taken a cautious approach. Another reason may be piling of stocks in warehouses. Whether the slide is a temporary correction factor or a long term phenomenon is yet to be clear.



The Conference

'Asian Steel Conference' is now an established event and is seen as the biggest gathering of iron & steel industry professionals in Asian region. Steel business houses from not only Indian sub-continent but also from other regions like China, gulf, SE Asia, Europe participate to make this interaction more meaningful and complete. The conference will address itself to the issues of prime importance to the steel industry in Asian region.



Any change in finished steel prices has a cascading effect and it influences the whole supply chain. Raw material prices, which were also shooting out of the roof for quite some time, have also started settling down. Today, iron ore and coal linkage along with met coke availability are the largest factors influencing the prospects of any company. What are the short term and long term perspectives regarding steel raw materials ?

The international trade is slowly getting dominated by value added products day by day. Also, the winds of liberalisation are reaching developing countries opening new markets for steel products. Which are these new products ? Where are the emerging markets ? Where will the international steel trade reach by 2005 ?

The viability, longitivity and growth of any manufacturing based business largely depends on technology. Technology can be the strongest driver of cost competitiveness and can provide the required cutting edge to overcome the competition. What is the right technology for a particular product ? How local conditions affect the selection of technology ? How much should be the 'cost of technology' ?

These and many other prime issues, country profiles, success stories, technology updates will make the event meaningful, informative and thus IMPORTANT.

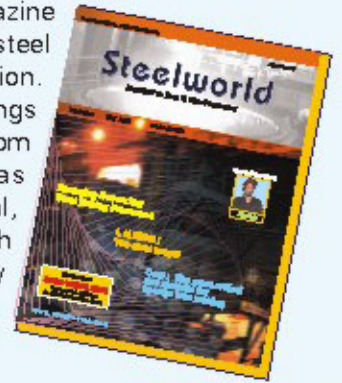
Who Can Benefit

- Steel Producers
- Steel Processors
- Steel Consumers
- Trading Houses
- Steel Importers & Exporters
- Raw Material Suppliers
- Equipment Manufacturers
- Consultants
- Financial Institutions
- Policy Makers



Organiser

"Steelworld" is a monthly magazine reaching more than 35,000 iron & steel industry professionals in Asian region. It conducts industry studies and brings out industry analysis reports from time to time. "Steelworld" has launched a B2B industry portal, www.steelworld.com which facilitates information, consultancy and trading. It also produces a E-zine named "Steelworld News Digest".



"SANKET Trade Fairs", a group company of "Steelworld", is a leading steel trade show organiser in Asia. It promotes meaningful & constructive interaction between steel professionals of various regions. It is the organiser of many popular events such as "Asian Metallurgy" (a biannual exhibition on ferrous & non ferrous metallurgy), "Extrusion Summit" (a annual conference on aluminium and copper extrusion industry), "Iron & Steel Summit" (a annual conference covering steel industry raw materials)



Stand Details
Equipped Stand of
Size : 2 m X 3 m

Exposition




An Exposition is being organised along side the Conference. The exposition will showcase new technologies, processes & products and inturn enhance business. This exposition is open to delegates and other industry professionals.

Venue

THE LEELA, Mumbai
A Kempinski Hotel (5 star)
Sahar Mumbai - 400 059.
(Near Sahar International Airport)
Tel.: 91-22-5691 1310, 5691 1234
5691 1313, 5691 1308, 5691 1309
Fax: 91-22-5691 1457
e-mail: leelarsv@theleela.com
Web: www.theleela.com



3 EASY ways to register

 91-22-2619 2376
 91-22-2616 2817
 register@steelworld.com

Registration Details

The delegate fee includes conference kit, presentation papers and lunch.
The delegate fee does not include travelling and accommodation.
Please send the duly filled in registration form (enclosed)
along with the payment.

Payment

Cheques/Bank Drafts should be drawn on
'SANKET Trade Fairs' payable at **Mumbai** only.

Travel & Stay

Mumbai offers a variety of Transport modes which
include public transport like BEST buses,
Local Trains, Yellow top Taxies (on meter basis),
Cool Cabs (on meter basis) and private Taxies (on daily charges)

There are a variety of Hotels in the vicinity of the venue, which is
merely a kilometer away from the International Airport.
A discounted room rate is available for all delegates at
The Hotel Leela (Venue of the conference)
Please contact the hotel directly to make your reservation.
(mention code 'Steelworld Conference')

Supported by



Metallurgical Council of China Council
for the Promotion of International Trade



Arab Iron & Steel Union

iSteelAsia
www.isteelasia.com

MESTEEL

www.mesteel.com

Official Publication



Official Website

www.steelworld.com

For further details contact
SANKET Trade Fairs
1/5, Vishnu Prasad, M. G. Road,
Vile Parle (E), Mumbai - 400 057. INDIA
Tel.: 91-22-2619 2376 / 2616 2817
Fax : 91-22-2616 2817
E-mail : info@steelworld.com
Web : www.steelworld.com