

Evaluation of Asia's Position

10th ASIAN STEEL CONFERENCE

20-21 Dec. 2010
Hyatt Regency, Kolkata



- **Raw Materials**
Short term & Long term Perspective
- **Mineral Processing**
Improving the bottom line
- **International Trade**
Emerging Markets - Emerging Products
- **Technology**
Driver for Cost Competitiveness
- **Regional Industry Profiles**
Survival Strategies after Meltdown
- **New Projects**
Update on new Greenfield & Brownfield Projects
- **Facilitators for Steel Industry**
Finance ● Logistics ● Pollution Control

ORGANISER



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Asian Iron & Steel Sector



Asian Steel industry has almost recovered from economic meltdown which struck the world in second half of 2008. The effect of the crisis was more adverse on the European and the US steel industry, while, Asian region, which comprises developing countries like China, India, Middle East countries, South East Asian countries and some parts of Russia, has succeeded in overcoming the recession.

The effects of the meltdown reflected through production cuts, prices, manpower and curtailed expansion plans. The magnitude was bigger in the western world. The lack of liquidity and sharp decline in demand from the end user industries like auto, construction and consumer goods had fuelled the meltdown further.

Asian countries, particularly India and China, survived recession mainly due to infrastructure-oriented stimulus packages. China, the world's largest steel producer and consumer, has been the undisputed leader of global steel sector for the past few years. While in India, ever since the cloud of recession started to fade after January 2009, the industry started focusing on tapping the sizable domestic demand. Asian steel producers succeeded in slashing their inventories to normal level from the historical highs. Auto and construction industries in

Asia, particularly in India, started gaining momentum. But until today, auto industry in western world is struggling to come out of the recession.

As the situation stands today, Indian steel producers have, again started to implement their expansion programmes, which were kept on hold last year in the wake of global economic crisis. As such the Asian steel market experienced a 'powerful run' in the second half of 2009, with steel demand in the next 6 months climbing by 4% to 5% from the first half of 2009. This positive trend continued in 2010 and the Indian economy grew by 7.2% in 2009-10. In the next fiscal, it is expected to show much better results and all this is sure to translate into higher steel demand. China's infrastructure projects, domestic construction in India and Taiwan, improving auto sales in India, and stabilization of industrial production in Korea and Indonesia are set to provide a major boost to steel demand in the Asian region.

Sensing these opportunities, the developed world steel companies are trying to enter into the region by setting up new plants or by acquiring stakes in Indian companies. There are big opportunities for the technology and equipment supplying companies as well and they have started focusing on ever expanding Asian steel markets.

Asian Steel Conference, being organised by Steelworld, is acknowledged as one of the biggest gathering of iron and steel industry professionals in the Asian region. 'Asian Steel Conference' has been providing a neutral platform for the steel business houses from regions like Indian subcontinent, China, Gulf, SE Asia and Europe to share knowledge, technologies as well as markets.

Every year, the conference addresses vital issues of the iron and steel industry in the region. As China is the world largest steel producer and consumer and India is one of the fastest growing economies in the world, any change in the industry perspective of these countries will have a major impact on international iron and steel trade.

Today, iron ore and coal linkages, met coke availability and fluctuating finished steel prices are the main concerns for the industry. What is the short term and long term perspective regarding raw materials for steel? Except the Asian steel markets, the rest of the world has not fully come out from

the recession; it is time to identify the new emerging markets and invent new products. Which are these products? Where are the emerging markets and where will the international trade reach by 2012? What strategies are required to tap these markets?

The viability, longevity and growth of any manufacturing based business largely depend on technology. Technology can be the strongest driver of cost competitiveness and can provide the required cutting edge to overcome 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 crucial issues, regional industry profiles, success stories, technology updates will be discussed and debated in the conference. Apart from these, there will be absorbing panel discussions, networking luncheons and relaxing evening dinners which will make this event meaningful, informative and thus IMPORTANT.

Asian Steel Conference



Who can benefit?

- Steel Producers
- Steel Processors
- Steel Consumers
- Trading Houses
- R & D Firms
- Raw Material Suppliers
- Equipment Manufacturers, Suppliers, Distributors
- Service Industry Providers
- Steel Importers & Exporters
- Consultants
- Financial Institutions
- Policy Makers



Organiser

'Chandekar Business Media Pvt. Ltd.' is a ISO certified business media company based in Mumbai and having offices at Kolkata, Raipur and Chennai, and having overseas group companies in Dubai and Bangkok. We publish leading industry magazines, 'Steelworld' devoted to iron & steel industry, 'Metalworld' covering non-ferrous metals sector & foundry industry and 'Maharashtrache Udyog Vishwa' covering industrial and business sector of Maharashtra. Apart from publishing, we organise numerous B2B conferences and exhibitions on steel & metals business throughout the year in Asian region. Further we also render advisory and industry study services to our clients all over the world. You may visit our websites www.steelworld.com, www.metalworld.co.in and www.udyogvishwa.com for further information about our activities.



Exposition



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

STAND
DETAILS

Equipped Stand of
Size : 2 m x 2 m

(Registration Details in
the Form enclosed)



3 EASY ways to register

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Venue

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Kolkata - 700 098

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Fax : 91 33 2335 1235

Website : www.kolkata.regency.hyatt.com



Registration Details

The delegate fee includes conference kit, presentation papers and lunch.

The delegate fee does not include travelling and accommodation.

Please fill in the enclosed registration form and send along with the payment.



Travel & Stay

A discounted room rate is available for all delegates at the Hotel Hyatt Regency Kolkata. Please contact the hotel to make your reservation.

(Mention code 'Steelworld Conference')

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