

Evaluation of Asia's Position

6th

Asian Steel Conference



29 - 30 September 2006

The Leela, Mumbai, India



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

Logistics in Steel Industry

Facilitators & Inhibitors



A mine of information

Organiser

SANKET Trade Fairs

www.steelworld.com/asc2006

Asian Iron & Steel Sector



Since last few years, 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 like India, China, middle east region, some countries in SE Asia etc. 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 growth track. All this makes Asia the most favoured destination for not only to steel makers but to all the allied sectors like technology providers, equipment manufacturers, raw material suppliers etc.

Today, China is the undisputed leader of global steel sector, producing around 350 million tonnes per year and consuming even more than that. Thus it is the trigger of the global steel trade and any change in Chinese industry perspective will make a major impact on international iron & steel trade. The steel prices, which were at a higher level throughout the year 2004, started sliding down in the second quarter of 2005. Today they seem to be stable but surely not settled. Some analysts attribute this to slowing down of Chinese demand. Even European steel mills have taken a cautious approach. On the other hand, many mills in Indian sub-continent and gulf region have embarked upon huge capacity expansion programmes. As such, iron & steel industry generally seems to be poised for a healthy growth for next few years, especially in Asian region.



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 regions like Indian sub-continent, 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 key 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 ? How big is the role of logistics ? Where will the international steel trade reach by 2010 ?

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' (an annual conference on aluminium and copper extrusion industry), 'Iron & Steel Summit' (an annual conference covering steel industry raw materials).



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.

Stand Details

Equipped Stand of
Size : 2 m x 3 m

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

Please refer to the **Registration Form** for Payment Details.

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')

For further details contact

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