

Evaluation of Asia's Position

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

Organisers



Chandekar Business Media Pvt. Ltd.

Co- Organisers



Joint Plant Committee

8th Asian Steel Conference

19-20 September 2008

Hyatt Regency Kolkata

www.steelworld.com/asc2008

Networking the Steel Industry-Worldwide

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, the Middle East, SE Asian countries, some CIS countries, part of Russia etc. where infrastructural development is at the forefront of the agenda.

The other steel consuming sectors like the auto industry, the white goods sector etc. also view Asia as the fastest growing market, thus further strengthening steel demand. All this makes Asia the most favoured destination for not only steel makers but for all the allied sectors like technology providers, equipment manufacturers, raw material suppliers etc.

Today, China is the undisputed leader of global steel sector, producing more than 400 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 have 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.

This year has been a remarkable one for the steel industry. The prices have climbed so much that many analysts have started predicting its negative impact on the demand. On the other hand, many mills in the Indian sub-continent and the Gulf region have embarked upon huge capacity expansion programmes. Many Greenfield as well as brown field expansions are planned in next few years in Asian region.

As such, iron & steel industry in this region generally seems to be poised for a healthy growth for the coming years.

The Conference

'Asian Steel Conference' is now an established event and is seen as one of the biggest gathering of iron & steel industry professionals in the Asian region. Steel business houses from regions like the Indian sub-continent, China, the Gulf, SE Asia and 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 the 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 being dominated by value added products day after day. 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 2012? 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, 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 and steel industry professionals in Asian region. It conducts industry studies and brings out industry analysis reports from time to time. 'Steelworld' also operates a B2B industry portal, www.steelworld.com which facilitates information, consultancy and trading. It also produces a E-zine named 'Steelworld News Digest'.

'Chandekar Business Media Pvt.Ltd.', the parent 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

Equipped Stand of Size : 3 m x 2 m
(Registration Details in the Form enclosed)

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.



Payment

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



Venue

Hyatt Regency Kolkata
JA-1, Sector 3, Salt Lake City
Kolkata - 700 098
Phone : 91 33 2335 1234
Fax : 91 33 2335 1235
Website : www.kolkata.regency.hyatt.com



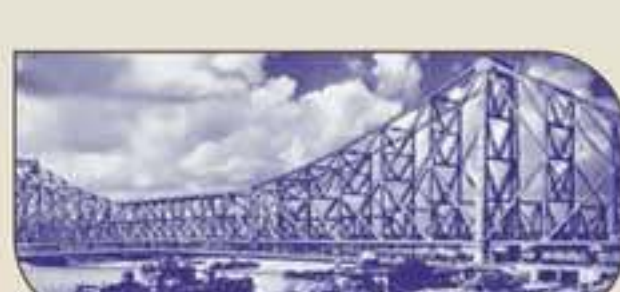
Networking lunches and a grand Cocktail Dinner along with the Cultural programme in the evening will also form an important part of 8th Asian Steel Conference

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.
Ms. Debolina Mandal
debolina.mandal@hyatt.com
(Mention code 'Steelworld Conference')



For Further Details Contact
Chandekar Business Media Pvt. Ltd.
1, Alpha, M. G. Road,
Vile Parle (E), Mumbai - 400 057, INDIA
Tel. : 91-22-26192376 / 26171575 / 26171866
Fax : 91-22-26162817
E-mail : info@steelworld.com
Web : www.steelworld.com

3 EASY ways to register ☎ 91-22-2619 2376 📠 91-22-2616 2817 ✉ info@steelworld.com