



Kallanish
COMMODITIES

ASIA STEEL MARKETS 2021

Virtual Conference

More content. Great speakers.
New experience!

21-22 April 2021

Media Partners:

MESTEEL

SteelData
pure data

ASS

The voice of steel distribution

Asia Steel Markets 2021

21-22 April

REGISTER



OVERVIEW

Asian steel markets have long been at the centre of the global steel industry. The focus within the region has shifted however, and another transition is now underway. China is facing peak steel as it reforms away from an investment-led economy. Japan is restructuring itself for weaker domestic demand. Southeast Asia and India meanwhile are ascendant, with demand and capacity set to grow rapidly in the coming years. Key steel industries and steelmakers in the region are positioning themselves for a world that is not only post-Covid, but also driven by these emerging giants. Senior industry experts will debate the key questions of the day.



Bijan Farhangi

Events Director

Kallanish Commodities



SPEAKERS



Li Xinchuang
President
**China Metallurgical
Planning and Research
Institute**



Yeoh Wee Jin
Secretary General
**South East Asia Iron
and Steel Institute**



Anubhav Saxena
AVP Sales & Marketing
JSW Steel



Kazuo Mike Fujisawa
Principle Global Business
Development
JFE Steel Corporation



Sachin Shetty
Managing Partner
Quesrow



Harold Quek
Senior Vice President
Nu Steel Pte



Pham Minh Tu
Steel Analyst
**Viet Dragon Securities
Corporation**



Ian Roper
CEO
SMM



Andrew Glass
Founder & MD
Avatar Commodities



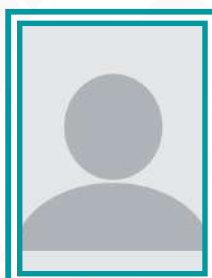
Quoc Hai Phan
CEO
Ferominco Co. Ltd



Gorkem Bolaca
Managing Director
**Galex Steel
International**



Derek Langston
Head of Research
**SSY Consultancy &
Research Ltd**



Ronald C. Magsajo
President
PISI



Tomas Gutierrez
Managing Editor Asia
Kallanish



Dan Hilliard
Managing Editor North
America
Kallanish

PROGRAM | 21 APR 2021

1-2:15 PM Welcome address & Keynote session 1: Asia steel markets – The big picture

Asian steel markets have long been at the center of the global steel industry. The focus within the region has shifted however and another transition is now underway. China is facing peak steel as it reforms away from an investment-led economy. Japan is restructuring itself for weaker domestic demand. Southeast Asia and India meanwhile are ascendant, with demand and capacity set to grow rapidly in the coming years. Key steel industries and steelmakers in the region are positioning themselves for a world that is not only post-Covid, but also driven by these emerging giants. These new fields of competition come with challenges. Are current investments suited to a greener future? Is the current level of investment in capacity justified? And should steelmakers focus on geographic or economic developments to shape their strategies?

This session will answer:

- How long will Southeast Asia's recovery take?
- Will China return to dominate exports?
- How do regional players compare emerging from the downturn?
- How are major businesses protecting themselves from major economic and policy risks?

Speakers:

- **Chairman:** Tomas Cutierrez, Managing Editor Asia & Head of Data, **Kallanish**
- Li Xinchuang, President, **China Metallurgical Planning and Research Institute**
- Yeoh Wee Jin, Secretary General, **SEAISI**
- Kazuo Mike Fujisawa, Principal Overseas Business Planning Department, **JFE Steel Corporation**

Top Tip: Use these long break times to get a coffee, catch up on your work, stretch your legs, meet your fellow attendees, and visit the exhibitors.

2:30-3:30 PM Networking Break

3:30-4:15 PM Session 2: Demand drivers and Investment risks

Asia remains key to both global steel investment and demand. The focus however is shifting increasingly to India and Southeast Asia. These regions of rapidly growing demand are where the global industry is now turning to secure business for the coming decade. As demand develops, it will not develop evenly. Government policy, demographics and resource opportunities are driving differentiation between end use sectors in different countries. Steel investments are following these, with concentrations of new steel capacity emerging in new areas which will impact global markets through trade. As the world recovers from the Covid pandemic, levels of stimulus and support for infrastructure and new energy vehicles could define the success of investments in the short term. Environmental and demographic drivers meanwhile may define success in the longer term. How can steelmakers position themselves best to flourish in the coming years?

This session will answer:

- Will stimulus unbalance markets?
- Does Southeast Asia need more mega steelworks?
- Will India hit its steel demand and production targets?

Speakers:

- **Chairman:** Paul Mullins, Director, **Kallanish**
- Sachin Shetty, Managing Partner, **Quesrow**
- Harold Quek, Senior Vice President, **NU STEEL Pte Ltd**
- Pham Minh Tu, Steel Analyst, **Viet Dragon Securities Corporation**



LIVE STREAM



LIVE STREAM

PROGRAM | 22 APR 2021

1-2PM Session 3: The raw materials rollercoaster

After covid hit demand through mid-2020, raw materials markets have exploded from late in the year. Iron ore has hit prices not seen since the heights of China's post-financial crisis stimulus. Scrap meanwhile has been tightened sharply by the return of China to the international market. Much of the rally is riding on the recovery from Covid outside China, and the rest on China walking the tight line between stimulus and reform. There have never been so many variables which could disrupt the surge in prices. So is it sustainable? Or have prices reached levels that they may never see again?

This session will answer:

- How long will the rally last?
- Will politics disrupt other markets as it has with coking coal?
- How will EAFs source scrap in competition with China?
- Is resource security sparking another wave of economic nationalism?

Speakers:

- **Chairman:** Tomas Gutierrez, Managing Editor Asia & Head of Data, **Kallanish**
- Ian Roper, CEO, **SMM**
- Quoc Hai Phan, CEO, **Ferominco**
- Andrew Glass, Founder & MD, **Avatar Commodities**



LIVE STREAM

2:15-3 PM Networking Break

3-4 PM Session 4: Trade shocks and trade flows

The biggest trade shock of the last year was invisible, catching and unpredictable. The biggest shocks of next year may be foreseeable, but other shocks may be lurking unexpectedly. A new US presidency could mean an easing of tensions with China, but strategic competition could also disrupt normal trade flows in new and unforeseen ways. Changing fundamentals could shift trade flows. China's resurgent demand may mean the end of a threat to global prices, but its imports of scrap and struggle to reform mean exports could return in a big way. High competition could drive Southeast Asia to greater national protectionism, but this would be to miss an opportunity for the region to act in concert to leverage its unique position as the world's largest net importer.

This session will answer:

- Will tensions between China and the US ease or continue?
- Will Chinese imports or exports dominate markets?
- How will Southeast Asian countries position themselves in global steel trade flows?

Speakers:

- **Chairman:** Adam Smith, Managing Editor, Kallanish
- Tomas Gutierrez, Managing Editor Asia & Head of Data, **Kallanish**
- Gorkem Bolaca, Managing Director, **Galex Steel International**
- Derek Langston, Senior Director, **SSY Consultancy & Research**
- Dan Hilliard, Managing Editor North America, **Kallanish Steel**



LIVE STREAM

4:15-5 PM Networking Break

Top Tip: Use these long break times to get a coffee, catch up on your work, stretch your legs, meet your fellow attendees, and visit the exhibitors.

5-6 PM Session 5: Asia Steel Markets – Talking Points

We turn to senior industry figures to debate the key questions of the day. How do they expect demand and capacity investments to develop? How will they react to the emerging risks in the market? Do they think strength in the market is sustainable?

Speakers:

- **Chairman:** Tomas Gutierrez, Managing Editor Asia & Head of Data, **Kallanish**
- Ronald C. Magsajo, President, PISI & Director Technology & Industrial affairs, **Steel Asia**
- Ian Roper, CEO, **SMM**
- Anubhav Saxena, AVP Sales & Marketing, **JSW Steel**
- Harold Quek, Senior Vice President, **NU STEEL Pte Ltd**



LIVE STREAM

INTERACT & NETWORK

There are lots of ways to interact and network at the Asia Steel Markets 2021 virtual conference, from live Q&A with the speakers to face to face networking in the networking room, not to mention live demos from the exhibitors and active polls on hot topics. The Kallanish online event platform is your oyster



NETWORKING ROOM

Head over to the virtual networking room to meet and engage in face to face conversations via live video link. Join and organise group meetings at the touch of a button.



Q&A

Ask questions during the live streams and our moderators will put your questions directly to the presenters.



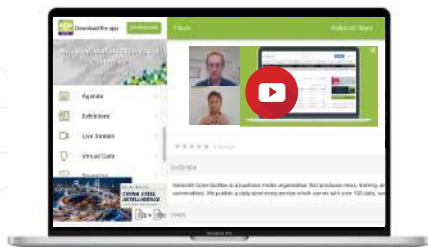
LIVE POLLS

Vote in live polls and see what the audience is thinking. Voice your opinions, watch as the results pour in, and see how the presenters interpret the results. LIVE.



EXHIBITORS

Watch live demonstrations on the exhibition booths, find out about new products and services, and meet new contacts.



DISCUSSION BOARD

When we hit a break session, make yourself a coffee or tea and head over to the virtual cafe - Chat, discuss and share your experience so far.



PRICE AND BOOKING

Rate	Price	Expires
Early Bird	\$295	Expired
Full Price	\$395	22 Apr

Your conference fee includes full access to all the live streams, all features of the Asia Steel Markets virtual platform, recorded sessions, presentation materials and face to face networking

Book Now

Register before
21 Apr



By Phone

+44 208 735 6520



By Email

sales@kallanish.com



Online

kallanish.com/events

Make sure you pay when you register to lock in your low rate.

Or you if you prefer you can complete the booking form below, scan and return on email to sales@kallanish.com.

REGISTRATION FORM

Your Details

Name _____
Job Title _____
Company _____
Address _____
Address _____
Phone _____
Email _____

Group Booking, please enter the additional names below:

Delegate 1 _____
Delegate 2 _____
Delegate 3 _____

Confirmation

By signing below, you confirm that you have read and agreed to the terms and conditions overleaf.

SIGNATURE: _____ Date: _____

Payment Information

Mastercard Visa Amex Maestro

Name on card _____

Card Number _____

Billing Address _____

Expiry Date ____ / ____ CWV: _____

Signature _____

Ticket Type

Early Bird \$295 *Expired*

Full Price \$395 *22 Apr*



TERMS & CONDITIONS

The following Terms & Conditions form the basis on which any services, information and materials are provided to any company, organisation and/or individual (together referred to as "you" in these Terms & Conditions) by or on behalf of Kallanish Limited or related companies (all referred to as "Kallanish") except where and insofar as any alternative Terms & Conditions have been specifically agreed by Kallanish. By accessing or using any Kallanish service, information or materials you agree to be contractually bound by such Terms & Conditions. These Terms & Conditions may be updated from time to time.

Event descriptions, content, dates and venues

Kallanish reserves the right at any time to make reasonable changes to events, courses and other services provided including, but not limited to, changes to descriptions, content, dates, times, speakers, guests and venues, without liability. In the event of cancellation, Kallanish will make reasonable efforts to provide an alternative and where this is not possible, will refund monies received from you by Kallanish with respect to what has been cancelled. Kallanish is not responsible for travel arrangements, accommodation, or any other arrangements that you make in connection with the services provided by Kallanish.

Registration

When registering for any event, course or service provided by Kallanish you must provide details of any special requirements including any requirements relating to diet, physical disability, mobility problem or other condition requiring special care or attention. You are also invited at that time to inform us about any additional requests that you may have. Kallanish reserves the right to make an additional charge for requirements and requests that can be accommodated. Kallanish shall have no obligation to provide any service, information or materials unless and until the relevant registration has been accepted and satisfactory payment arrangements have been made. Kallanish reserves the absolute right to refuse to allow attendance at any course or event or access to any service if any payment is not received in time or if Kallanish has reasonable grounds to believe that payment arrangements made are not satisfactory.

Your right to cancel or transfer

Kallanish's services are generally designed for business, trade and professional use. If, however, the Consumer Protection (Distance Selling) Regulations 2000 apply, you may cancel your registration within 14 days of making it provided that services have not commenced. Apart from any such right, a cancellation fee of 25% of the total fee, including VAT, shall apply with respect to cancellations up to 30 days prior to the commencement of the relevant course, event or service and after this the cancellation fee shall be 100% of the fee including VAT. Subject to notice to Kallanish at least 48 hours before the commencement of any service, course or event, the reservation may be transferred to another person without charge. Within 48 hours, a charge of 10% of the fee may be made.

Disclaimer

Use of any information or material provided by Kallanish is entirely at your risk and in no circumstances is Kallanish responsible for any loss, damage or other negative consequence of use of information or material by you or anyone else.

Use of personal data

Personal data is gathered and used to enable Kallanish to provide services to you. This may involve passing details on to third parties. Such details may also be used by Kallanish for marketing purposes including sending information about Kallanish's services and other products. Such details will not otherwise be passed on to third parties without your consent.

Third party rights

An individual, company or organisation not party to any agreement between you and Kallanish shall not have or acquire any rights under or in connection with it. Law and jurisdiction These Terms & Conditions shall be governed by and construed in accordance with the laws of England and Wales and the parties agree to submit to the non-exclusive jurisdiction of the Courts of England and Wales in order to resolve any dispute or difference between the parties or to enforce or take any other legal action in connection with any contract to which these Terms & Conditions apply.



Kallanish
COMMODITIES

ASIA STEEL MARKETS 2021

Virtual Conference

More content. Great speakers.
New experience!

21-22 April 2021