



Kallanish
COMMODITIES

MIDDLE EAST STEEL MARKETS

4 - 5 OCT 2017

DUBAI, UAE

2 DAY CONFERENCE WITH AN
UNPARALLELED OPPORTUNITY TO
NETWORK WITH TOP EXECUTIVES FROM
THE REGIONAL STEEL MARKET AS WELL
AS THE GLOBAL STEEL SUPPLY CHAIN.

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EVENT OVERVIEW

Join the Kallanish Middle East Steel Markets 2017 conference this 4-5th October 2017 in Dubai. In 2016 the Middle East retook the title of world's fastest-growing region for crude steel production, as its four largest-producing nations recorded a combined 7.6% year-on-year output increase to 29.03 million tonnes, according to worldsteel data.

This two day conference will address the following questions and issues in 9 detailed sessions:

- Oil Prices and Steel Markets - How has the Middle East adapted to the oil downturn?
- Evolving Raw Materials - Will gas supply and currency issues continue to hamper DRI output? Can HBI imports and regional scrap supply continue to be an alternative?
- Trade Defence - Is the time finally right for the region to put measures into place?
- Iran Steel Focus - What are the prospects for Iranian steel demand and supply? Is the capacity expansion target of 50 million tonnes/year achievable?
- Saudi Arabia - To what extent has Saudi Arabia successfully implemented recent reforms to move away from dependence on oil, and what is its outlook for steel demand?
- Turkey to become a net flat steel exporter - How likely is Turkey to expand its flats supply to the Middle East as the region's economies mature, given domestic suppliers are increasingly satisfying long demand?

CONFERENCE PRODUCER

ADAM SMITH
MIDDLE EAST EDITOR, KALLANISHSTEEL



CONFERENCE DIRECTOR

BIJAN FARHANGI
EVENTS DIRECTOR, KALLANISH COMMODITIES



4-5 OCTOBER 2017 | DUBAI, UAE



PROGRAMME - DAY 1

09:00 Registration

11:00 Chairman's Welcome

Adam Smith, Editor Middle East, Kallanish Steel

11:05 Welcome Address

Rayed Abdullah Al Ajaji – CEO, UNICOIL

Debating the Big Picture

11:05 Executive Session

The Middle East steel industry continues to endure a period of quite remarkable change. The GCC once heavily dependant on imports, now far more self sufficient, is undertaking its first trade investigations. Prolonged low oil prices have largely put the brakes on the high rates of steel demand growth -- once the hallmark of the Middle East steel sector. Post-economic sanctions Iran is emerging as a major steel semis exporter. Turkey's once dominant rebar and billet trade with MENA is much diminished, but its flat steel exports have soared. International steel and economic experts will debate and share their views on the big picture across the region.

Middle East & North Africa Steel Market Outlook

- How has the region's steel market performed in 2017?
- What are main opportunities & threats foreseen for 2018?
- Has the region learnt from over-investing into new capacity?
- Will MENA steel demand continue to rely on oil or is diversification being stepped up?

Rayed Abdullah Al Ajaji – CEO, UNICOIL

Middle East and North Africa economic outlook

- How have GCC economies adapted to lower oil prices?
- Diversification away from oil
- How will the diplomatic row with Qatar impact regional trade?
- How will UAE maintain economic growth momentum post-Expo 2020?

Thanos Tsetsonis – Director, Emirates NBD

Pannel Discussion

- What are the main challenges facing Middle Eastern steel industry?
- Is UAE likely to remain regional demand driver once Expo impetus subsides?
- Will the introduction of tax have an impact on regional steel trade?
- How long until Saudi steel demand recovers?
- Will the region invest into more flat steel production capacity?

Rayed Abdullah Al Ajaji – CEO, UNICOIL

Thanos Tsetsonis - Director, Emirates NBD

Mohamed Al Jabr – Vice Chairman, Council of Saudi Chambers

Kaushalendra Prasad – Chairman, KP Global Consulting

12:30 Lunch

UNICOIL Laboratories – Pre-Lunch presentation

Bassam Al Muwais, Production Manager, UNICOIL Laboratories

GCC and the Oil Downturn

14:00 Session 2

GCC steel markets continue to adapt to lower oil prices and substantial new steel capacity coming online. Meanwhile, the sector has benefitted from a rebound in Chinese domestic demand and higher scrap prices, effectively pricing out Turkish longs. To what extent are regional mill margins under pressure? How does the regional flat steel sector compare? What are the opportunities for expansion in flat steel consumption? After so many years of trade defence talk, what are the prospects for regional trade following the launch of the first steel investigation? Hear from our panel of experts and join the debate.

Saudi Arabia steel mill challenges for the future

How have producers adapted to reduced oil-funded steel demand To what extent have mills' pricing policies become more flexible as a result of increased competition? What is the prospect for Saudi exports following the issuing of the first export licences? Will the China-origin billet import uptrend continue? Opportunity for local wire rod producers to displace imports from China

Mohamed Al Jabr – Vice Chairman, Council of Saudi Chambers

Prospects for increased flat steel consumption in the Middle East

- How is regional flat steel consumption faring?
- Where are the opportunities for greater flat steel use?
- How have flat steel import patterns shifted since China's retreat from the export market?
- How has AGIS' new galvanizing line performed since commissioning?

Abu Bucker Husain AS – CEO, Al Ghurair

Is GCC finally using trade defence measures?

- How is regional flat steel consumption faring?
- Where are the opportunities for greater flat steel use?
- How have flat steel import patterns shifted since China's retreat from the export market?
- How has AGIS' new galvanizing line performed since commissioning?

Rudi Leleu – Commercial Director, Dentons

UAE rebar market outlook

- Prospects for regional trade defence following launch of first steel investigations
- What are the opportunities and threats for the UAE rebar market going forward?
- How has the situation of UAE rebar re-rollers improved?

Olexandr Yatsenko – Marketing Manager, Hamriyah Steel

15:30 Coffee Break

Evolving Raw Materials and Margins

16:00 Session 3

The outlook for the DRI industry has worsened due to a global shortage of DR pellets and availability of cheap natural gas, following the withdrawal of government subsidies. Does an opportunity now exist for regional steel makers to mitigate the DRI issue with increased steel scrap sourced from within the region? According to World Steel data, Middle Eastern scrap exports reached 1.5 million tonnes in 2016 with around two thirds coming from UAE. What is the future for intra-regional scrap trade?

UAE as a scrap supplier

- Will UAE scrap suppliers ship more material within the region?
- What are the future prospects for scrap exports to the Indian subcontinent?
- How have increased Chinese scrap exports affected competition?

Salam Al Sharif – President, Bureau Middle East Recycling

GCC rebar: the struggle for sustainable conversion margin

- To what extent are regional mill margins under pressure?
- How can firms use risk management to mitigate margin compression?

John Short – CEO, Aleph / Steel Derivatives

17:00 Cocktail Reception



PROGRAMME - DAY 2

08:00 Registration

09:20 Chairman's Review

Adam Smith, Editor Middle East, Kallanish Steel

Trade, Investment, & Finance

09:30 Executive Session

High rates of steel consumption growth in the Middle East have long attracted investment and trade from both within and without the region. How attractive is the Middle East for steel trade and investment given the current market circumstances? To what extent have factors, such as new capacity coming online, higher scrap prices, continued low oil prices and political instability within the region, influenced investment decisions and the availability of finance? Join this session to hear first-hand from global trade and investment specialists about existing challenges and opportunities, and how to take advantage in this ever-changing market.

Trade, Investment, and Challenges & Opportunities

- Is the Middle East still an attractive location for steel investment?
- How has the trading landscape changed in Middle East?
- What challenges and opportunities can we expect to face?
- What is the outlook for steel demand across the Middle East?

Sanjeev Gupta – Executive Chairman, Liberty House Group

Iran - Demand & Exports

10:15 Session 5

With the lifting of economic sanctions, Iran, the undisputed heavy weight in the Middle East, has emerged as a semis export powerhouse. Prior to 2011 Iran relied on imports of semis from the CIS and Turkey. Today, through investments in new capacity, its steel production has outstripped its own steel consumption. With its vast reserves of iron ore and natural gas, many tip Iran to become a major exporter of steel and DRI. Is Iran's 50-million tonnes/year crude steel target by 2025 achievable? Has Iran re-emerged as an iron ore supplier to China? Hear from our panel of Iranian steel and raw material experts about these and many other questions.

The prospects for Iran's steel industry

- Will Iranian semi-finished product exports continue to grow?
- When will Iran's local construction sector recover?
- Is the 50 million tonnes/year crude steel capacity target by 2025 achievable?
- How is Iran's oil & gas sector modernisation progressing?
- To what extent have steel imports risen post-sanctions?
- To what extent has access to finance improved?

Bahador Ahramian – MD, Yazd Rolling Mill (Board: ISPA)

The outlook for Iranian raw materials availability

- Will Iran emerge as a pellet exporter in the short-term?
- Has Iran re-emerged as an iron ore supplier to China post-sanctions?
- Have Iranian steelmakers increased the scrap content in their feedstock mix?

Keyvan Tehrani – CEO of Iron Ore & Steel, Jame Tejarat Co.

11:00 Coffee Break

Turkey's Future Role

11:30 Session 6

As higher scrap prices have effectively priced out traditional Turkish rebar and billet exports to the Middle East, what does the future trading relationship look like? Meanwhile, Turkish flat steel exports soared in the first half of 2017, far outpacing longs exports growth for the same period. Will Turkey focus more on flat products to the region, or forego trade with the Middle East and focus on other regions? Either way, Turkey will need to maintain exports given its large steel capacity and falling domestic consumption. Turkish steel experts will discuss the changing dynamics of the Turkish steel sector and its trade prospects with the Middle East and further afield.

Trader's Perspective

- Crude steel production rebounded in 2016 and Q1 2017 after three years of decline. What is driving this?
- Can Turkish EAF mills sustain their improved competitiveness as a result of higher iron ore and Chinese steel prices?
- Will Chinese billet imports return to Turkey and depress scrap prices once again?

Ahmet Soybas – Vice President, Soybas

Association's Perspective

- How are Turkish rebar mills reacting to being shut out of traditional markets such as the US, UAE and Egypt?
- Will Turkey finally increase its flat product capacity utilisation and direct output to export, for example to the Middle East to replace reduced longs supply?
- To what extent have Turkish mills preferred to export billet over rebar this year?
- Has Turkish local scrap supply increased to ease the impact on mills of fluctuating US scrap prices?

Suzan Bilen – Analyst, Turkish Steel Exporters Association

12:15 Conference Review - Closing Remarks

Adam Smith, Editor Middle East, Kallanish Steel

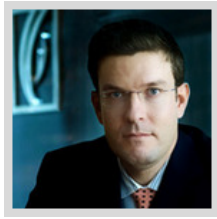
12:30 Lunch



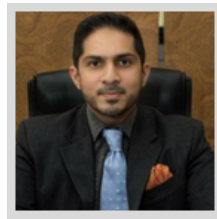
SPEAKERS



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THANOS TSETSONIS
DIRECTOR, EMIRATES NBD



ABU BUCKER HUSAIN
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SANJEEV GUPTA
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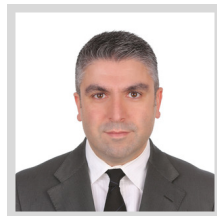
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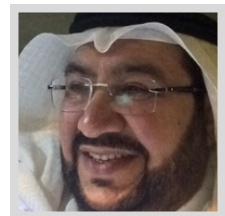
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DIRECTOR, DENTONS



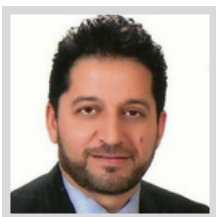
JOHN SHORT
CEO, STEEL DERIVATIVES



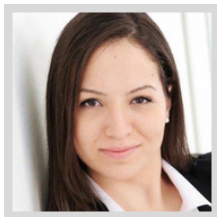
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PRODUCTION MANAGER
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ALEXANDER YATSENKO
MARKETING MANAGER
HAMRIYAH STEEL



VENUE

Kallanish Middle East Steel Markets 2017 will be hosted at the Address Dubai Mall

Located at the heart of trendy Downtown Dubai, overlooking the world's tallest tower, Burj Khalifa, and attached to The Dubai Mall, one of the largest shopping and entertainment destinations in the world, Address Dubai Mall, Downtown Dubai is always in vogue.

Address, Dubai Mall offers elegant and chic accommodations. This 5-star hotel features an outdoor infinity pool overlooking Burj Khalifa and free WiFi. Dubai International Airport is a 15-minute drive away.

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☐ ON THE DOOR \$1320

IMPORTANT: The full price & group rate expires on the 3rd October. All on the door registrations will have a 10% surcharge. Group Bookings are only for groups of 3 or more.

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

SIGNATURE: _____ Date: _____



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