

 KALLANISH PRESENTS

# FLAT STEEL 2023 CONFERENCE

19 OCTOBER 2023  
İSTANBUL, TÜRKİYE

ORGANISER:



SPONSORS:



BOOK YOUR PLACE FOR JUST €900

► EMAIL: SALES@KALLANISH.COM



## Conference Overview

# WELCOME

The Ukraine war impact has derailed the post-Covid recovery in the global flat steel market, while China's much anticipated demand rebound following the end of its zero-Covid policy is yet to materialise. Although inflation pressure and energy costs have eased since last year, steel-consuming investment remains subdued worldwide. The reconstruction of multiple Turkish cities following February's devastating earthquakes is nevertheless expected to require substantial steel tonnages, while attention is also already turning to the requirements for reconstruction in Ukraine. In Europe, the fate of a major flat steel supplier remains in the balance, while the US and Asia are investing in substantial new capacity. No matter today's perturbations, though, the future of flat steel is most certainly green. EU policy is pushing regional steelmakers to plough ahead quickly with decarbonisation despite the cost risks involved. Some producers in other regions are acting to ensure they can tap the EU's future green steel demand, either through new green steelmaking investments or partnerships with EU producers. The imminent rollout of CBAM may accelerate this process and simultaneously lock the higher carbon emitters out of the European market. But it leaves a big question mark over whether EU flat steelmakers will still be able to export competitively. Flat Steel 2023 will aim to tackle all these issues and look ahead into demand and pricing prospects in 2024.



**Bijan Farhangi**

Events Director  
Kallanish Commodities





# SPEAKERS



Metin Tayfun Iseri  
Chairman, YISAD & Board  
Member Colakoglu  
Metalurji



Steven Vercammen  
Senior Expert  
McKinsey & Company



Dick Sands  
Managing Director  
Distribution  
Stemcor



Gorkem Bolaca  
Managing Director  
Galax Steel International



Andrea Diasparro  
Vice President Key  
Account  
Danieli



Luc Brantjes  
Director Sales  
Tata Steel Europe



Stanislav Zinchenko  
CEO  
GMK Center



Bart Staelens  
General Manager  
ArcelorMittal Europe Flat  
Products



Thomas Hörnfeldt, Vice  
President Sustainable  
Business and Public  
Affairs, SSAB



Friso de Vries  
Owner and Director  
Vogel Stahl



Ian Roper  
Consultant  
Kallanish Consulting  
Services



Selçuk Yılmaz  
Deputy General Manager  
of Commercial  
Yıldız Demir Çelik



Özlem Bayraktar Gökşen  
Chief Economist



Malvika Shetty  
Pricing Analyst  
Kallanish Index Services



Hasan Akbulut  
Technical Affairs Director  
TCUD



Mario Borsese  
Co-founder & Managing  
Partner  
DP Trade



# PROGRAMME

Thursday 19th October 2023

08:30 Registration

09:10 Chairman's Welcome Address

09:15 Session 1: Global steel markets – the uncertain road ahead

The Ukraine war impact has derailed the post-Covid recovery in the global flat steel market, while China's much anticipated demand rebound following the end of its zero-Covid policy is yet to materialise. Although inflation pressure and energy costs have eased since last year, steel-consuming investment remains subdued worldwide. The reconstruction of multiple Turkish cities following February's devastating earthquakes is nevertheless expected to require substantial steel tonnages, while attention is also already turning to the requirements for reconstruction in Ukraine. In Europe, the fate of a major flat steel supplier remains in the balance, while the US and Asia are investing in substantial new capacity. Fortunately for flat steel demand, though, the automotive industry is projected to perform better than other end-use sectors this year. Various mega trends will shape the global industry going forward. Following two decades of strong growth, global steel demand is forecast to have entered a prolonged period of slower growth. Rising geopolitical fragmentation has brought to an end the trend of globalisation, with markets ramping up protectionist measures and localising trade. Reshoring is meanwhile seeing production investments being regeared based on political considerations rather than economic efficiency. The energy transition will tower above all these developments, revolutionising the steelmaking value chain and changing the way steel is perceived. Will China follow through with economic stimulus and, if not, will its steelmakers sufficiently cut production to prevent a steel supply surplus and downward price pressure? How much flat steel will Turkey's reconstruction require and when will this demand come? How will the substantial new capacity being built in Asia impact global steel supply and will this steel find a home amid slowing global demand growth? What are the main challenges ahead for the EU's CBAM introduction and how will suppliers in other regions adapt?

## TOPICS

- China economic outlook and impact on global steel market
- Indian flat steel market prospects – the new global demand centre?
- Challenges of growing overcapacity amid new steelmaking investments
- Green transition: how are policymakers and steelmakers adapting globally?
- Raw material supply pressure: will we see trade restrictions?
- Automotive the only bright spot – which other end-use sectors will drive steel demand?
- Energy costs: impact of soaring energy costs on production
- Turkish earthquake reconstruction: will global suppliers tap into the demand?
- US slowdown: What will happen to new US flat steel capacity amid potential recession?
- European policy: How will CBAM account for EU mills' export competitiveness?

## SPEAKERS

- Metin Tayfun Iseri, Chairman, YISAD & Board Member, Colakoglu Metalurji
- Luc Brantjes, Director Sales, Tata Steel Europe
- Stanislav Zinchenko, CEO, GMK Centre
- Dick Sands, Managing Director Distribution, Stemcor
- Steven Vercammen, Senior Expert, McKinsey & Company
- Adam Smith, Editor in Chief, Kallanish (moderator)

11:00 Coffee Break

11:45 Session 2: The energy transition – a revolution in steelmaking

The steel industry stands on the precipice of a revolution – this key component to building modern society has since the industrial revolution been produced using coal, which results in vast carbon dioxide emissions. In the 2015 Paris Agreement, world leaders committed to keeping global warming to no more than 1.5C. Society is meanwhile becoming more aware of climate change than ever before, and increasing its demand for “green” products. As a major CO2 emitter, the steel industry faces the mammoth task of decarbonising its value chain. In many cases this involves a drastic change in production technology, such as in Europe where some 60% of steelmaking is blast furnace based. Hydrogen has been touted as the fuel of the future, while direct reduced iron-electric arc furnace will be the preferred steelmaking route. This scenario will also however require hitherto not seen renewable power generation capacity, for the electrolyzers used to split hydrogen from water. It will also require high-quality iron ore feedstock. Traditionally sound locations for establishing steelmaking capacity may no longer make sense if they are not in close proximity to these newly-demanded resources. Huge amounts of both private finance and state support will be needed to fund the technology and infrastructure required for decarbonisation. One solution aspiring green steelmakers are increasingly turning to is pre-production offtake agreements, especially with the automotive industry and its OEMs. Carmakers are leading the way in terms of steel-using sectors committing to low-emission steel procurement. As the green steel market grows, some form of standardisation will be required. To solve the issue of power and raw materials supply, steelmakers will likely form partnerships with energy providers and raw materials suppliers, such as the recent agreement seen between thyssenkrupp and Emirates Steel. But what level of premium will customers be prepared to pay to ensure the product they receive is fossil-free, and will this suffice for steelmakers to remain profitable amid significantly increased costs?



# PROGRAMME

Continued...

What pathways are available for steelmakers to decarbonise and is the technology ready and affordable? How does regional policy account for the fact decarbonisation will occur at vastly different speeds depending on region? How can other steel-using industries learn from the automotive sector? This session will take a comprehensive look at the challenges and opportunities facing the steel industry's transition from emitting to omitting carbon.

## TOPICS

- Decarbonising steel – where will the funding come from?
- What gaps exist in policy support for the private sector's energy transition?
- EU as frontrunner – how do EU ETS and CBAM need to be amended?
- Consumer market readiness for costlier low-carbon steel
- Will renewable energy infrastructure develop fast enough to match demand?
- How will low-emission DRI-EAF steelmakers in resource-constrained locations source feedstock?
- Are scrap export bans inevitable as nations fight for resources?
- Low-carbon steelmaking technology developments
- How does increasing excess global overcapacity threaten steelmaker profits needed to fund the transition?
- Is the world mature enough for the policy dialogue and coordination required to ensure the viability of steel supply chains?

## SPEAKERS

- Andrea Diasparro, Vice President, Key Account Management, Danieli
- Thomas Hörnfeldt, Vice President Sustainable Business and Public Affairs, SSAB
- Malvika Shetty, Pricing Analyst, Kallanish Index Services
- Paul Mullins, Director, Kallanish (moderator)

**13:00 Lunch**

**14:30 Session 3: Economist**

45 mins – 1 hour + Q&A with **Özlem Bayraktar Gökçe, Chief Economist**

**15:30 Coffee Break**

**16:15 Session 4: Dynamic trade patterns, volatile pricing**

Recent years have witnessed multiple Black Swan events that have drastically changed global steel trading patterns and increased price volatility. Coupled with new capacity investments, this has seen the entrance of new competitors and redrawing of long-established supply routes. It has also made business planning and forecasting far less predictable amid the disintegration of the seasonal business cycle. Coil prices rose throughout most of the first quarter as post-Covid China reopening optimism filled the market, but then dropped throughout Q2 as Chinese economic growth stuttered. Lower Chinese prices resulted in increased exports and pushed down values in the rest of Asia, whose suppliers then booked significant tonnages to Europe. Chinese exports in May hit their highest since 2016. Prices stabilised in June and suppliers tested the market with increases. Although various commentators expect demand to rebound in September following a summer lull, any recovery is likely to be tentative amid weak economic fundamentals, especially in Europe, where the imported tonnages booked in the spring are now arriving. This has raised questions over whether European mills will once again need to idle blast furnaces – something they have become adept at doing in recent years to respond to demand changes. Turkey has meanwhile seen a rush in HRC imports from China this year, especially after the surge in earthquake reconstruction expectations in Q1, while Korea and Japan have also increased supply. The country is investing into substantial new HRC and HDG capacity, raising concerns of domestic oversupply. This session will look at the latest trends in global steel pricing and shifting trade patterns. Will Chinese exports continue apace in the second half of the year or will mills there cut production? Will EU mills need to idle blast furnaces to balance supply with demand? What are the prospects for the mills' attempts to hike HRC prices, and will these be supported by demand after summer? To what extent will the steel-demand balance be disrupted by new capacity in some regions?

## TOPICS

- Coil price outlook for Q4 and 2024
- New global capacity investments impact on trade patterns and pricing
- How will new flats capacity investments change Turkish market landscape? Oversupply likely?
- EU blast furnaces to be idled again? What effect on prices?
- Will Chinese exports sustain in the second half? How will this impact prices?
- EU importers to continue favouring non-country specific quota origins?
- What are the causes of the current intense price volatility and how can it be mitigated?
- How is the energy transition impacting steel pricing?

## SPEAKERS

- Bart Staelens, Head of Operational Marketing & Pricing, ArcelorMittal Flat Carbon Europe
- Ian Roper, Consultant, Kallanish Consulting Services
- Gorkem Bolaca, Managing Director, Galex Steel International
- Friso de Vries, Owner and Director, Vogel Stahl
- Emanuele Norsa, Editor Southern Europe, Kallanish (moderator)
- Mario Borsese, Co-founder & Managing Partner, DP Trade
- Selçuk Yilmaz, Deputy General Manager of Commercial, Yildiz Demir Celik
- Dominick Yanchunas, N.A Editor, Kallanish Steel

**18:00 End of Conference & Cocktail Reception**

**BOOK YOUR PLACE FOR JUST €900**

**▶ EMAIL: SALES@KALLANISH.COM**

# KALLANISH CONFERENCES

Connecting People

The Kallanish digital app provides some excellent online event features, which give you flexibility and new tools to enhance your event experience.

## Mobile APP



 Communicate easily

- Meet more attendees and save your contacts to your phone
- Easily message & communicate with your new contacts
- Ask questions to the speakers on the stage

## Web Platform



 Access even more exclusive content!

- Re-watch sessions and download slide decks
- Access extra content from exhibitors and sponsors
- Chat and share information on the discussion board

## Engage



 Interactive features for all attendees

- Vote in event polls and see how your opinion compares
- Direct message other attendees, even if you couldn't find them in person
- Participate in the event game and be in with a chance to win a free place at a future conference

## Spotlight



 Showcase your company & expertise

- The 'Live Display' shows most active attendees
- The discussion board is a great way to make sure all eyes are on you
- Ask questions to speakers and get noticed by fellow attendees



# EVENT VENUE

## Ciragan Palace Kempinski Istanbul

CIRGAN CADDESİ 32, 34349 ISTANBUL

TEL: +90 212 326 4646

The Çırağan Palace Kempinski is situated on the European shores of the Bosphorus, in a very convenient location between the districts of Besiktas and Ortakoy in the heart of the city. It is close to business, historical, and cultural attractions of Istanbul.



For airport transfers and accommodation bookings, please contact the hotel directly.

Your conference registration does not include accommodation.

# PRICE AND BOOKING

Rate	In-Person	Expires
Full price	€900	19 Oct

**Conference rate includes:**

Your conference fee includes full access to the event including the lunch break, coffee breaks and cocktail reception and networking. In addition you can access all features of the Flat Steel 2023 digital platform, presentation materials and online networking.

Book  
Now

 **By Phone**  
+44 208 735 6520

 **By Email**  
sales@kallanish.com

 **Online**  
kallanish.com/events

# 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 \_\_\_\_\_

## Payment Information

Mastercard  Visa  Amex  Maestro

Name on card \_\_\_\_\_

Card Number \_\_\_\_\_

Billing Address \_\_\_\_\_

Expiry Date \_\_\_\_ / \_\_\_\_ CW: \_\_\_\_\_

Signature \_\_\_\_\_

## Ticket Type

Full Price  €900 **Exp. 19 Oct**

## Confirmation

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

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_





# TERMS & CONDITIONS

## Make time to read the small print

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 10 days before the commencement of any service, course or event, the reservation may be transferred to another person without charge. Within 10 days, a reservation transfer will no longer be accepted.

### 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.