



# ASIA STEEL MARKETS 2020

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Virtual Conference

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The venue has changed, but the  
line-up hasn't.

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More content. Great speakers. New  
experience!

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21-22 October 2020

# OVERVIEW

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Asia Steel Markets Virtual 2020 conference will provide the unparalleled content and speakers the industry has come to expect from this must-attend event. Plus, attendees will experience innovative online networking allowing them to connect the Asia steel community across the globe. Asia is at the centre of the key issues affecting the steel industry globally, and its role throughout the coronavirus outbreak to date has emphasized this. Southeast Asia and India have the greatest underlying potential for steel demand growth. However, it has been demand-growth in China which has outperformed thanks to the economic response to the coronavirus. Massive urbanization,

Infrastructure investment and growth in both industry and consumer demand will make the region increasingly important. But outside China these developments have been put on hold amid widespread lockdowns and disrupted investments. Southeast Asia and India have recently seen massive investment. Leaving existing players challenged by new competitors, while new producers themselves compete to boost exports to other markets. The coronavirus outbreak has emphasized these issues, replacing trade frictions and investment as the dominant theme in trade flows. This has pushed China to become a net importer, while Southeast Asian net imports have plummeted and exports from both Southeast Asia and India have increase sharply.

As the coronavirus risk fades, and trade balances shift and resettle, how are major players in the region positioning themselves for the post-coronavirus world?



**Tomas Gutierrez**

*Managing Editor - Asia  
Conference Programme Director*

Kallanish Commodities



# SPEAKERS



**Rajiv Mangal**  
President & CEO, Tata Steel (Thailand) pcl  
[Speaker](#)



**Nghiem Xuan Da**  
Chairman VSA & President, Vietnam Steel Corp  
[Speaker](#)



**Li Xinchuang**  
President, China Metallurgical Planning and Research Institute  
[Speaker](#)



**Vinay Shroff**  
Executive Vice President, JSW Steel  
[Speaker](#)



**Ha Trinh Nguyen**  
Steel Analyst, Viet Dragon Securities Corporation  
[Speaker](#)



**Prof. Keyvan Tehrani**  
CEO, Jame Tejarat Co. (JTC)  
[Speaker](#)



**Ian Roper**  
CEO, SMM Singapore Pte  
[Speaker](#)



**Graeme Train**  
Senior Economist, Trafigura Pte Ltd  
[Speaker](#)



**Gorkem Bolaca**  
Managing Director, Galex Steel International  
[Speaker](#)



**Derek Langston**  
Head of Research, SSY Consultancy & Research Ltd  
[Speaker](#)

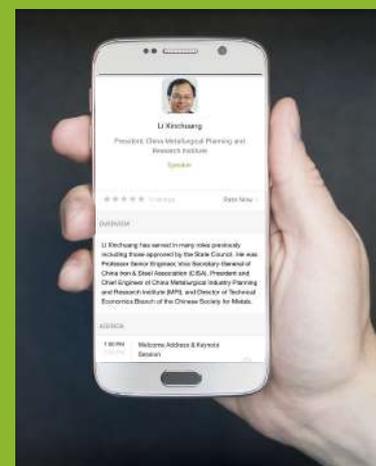


**Hiroyuki Kurosawa**  
Chief Investigator Overseas Marketing, Japan Metal Daily (Tekko Shimbun)  
[Speaker](#)



**Tomas Gutierrez**  
Managing Editor Asia, Kallanish  
[Speaker](#)

Find, connect, and message speakers directly during the virtual conference



# PROGRAM | 21 OCT 2020



## 1-2PM Welcome Address & Keynote Session

Southeast Asia and India have the greatest underlying potential for steel demand growth. However, it has been demand growth in China which has outperformed thanks to the economic response to the coronavirus. Southeast Asia and India have recently seen massive investment, leaving existing players challenged by new competitors, while new producers themselves compete to boost exports to other markets. As the coronavirus risk fades, and trade balances shift and resettle, how are major players in the region positioning themselves for the post-coronavirus world?

This session will answer:

- How long will Southeast Asia's recovery take?
- Will Chinese demand continue to drive imports?
- Which new investments will best weather the demand downturn?
- How are major businesses protecting themselves from major economic and policy risks?



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



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



**Vinay Shroff**  
Executive Vice President, JSW Steel  
Speaker



LIVE STREAM

## 2-3 PM Networking Break

## 3-4 PM Demand Drives Markets

Demand drives markets. With the shock of the coronavirus however, demand growth is no longer just a question of growing urbanization, construction and infrastructure investment. Policy will be key to drive the economic recovery after months of shutdowns across the region. But that will also lead to other consequences, with repercussions playing out for several years to come. China saw both the first shutdowns and the earliest economic recovery. India however is now engineering its own comeback, and Southeast Asian nations are hoping for a strong rebound in demand in 2021. How will these markets develop in the future and how will that impact steel product demand and trade flows?

This session will answer:

- Which countries will win out as global manufacturing chains adjust?
- Will Chinese demand continue to drive imports?
- Will the regions automotive investment spurt return?
- Is regional construction growth sustainable?
- Will infrastructure investment be shaped by demographics or politics?



**Nghiem Xuan Da**  
Chairman VSA & President, Vietnam Steel Corp  
Speaker



**Le Viet, Vice Chairman**  
VSA & 1st Deputy General Director, Southern Steel Sheet Company  
Speaker



**Gorkem Bolaca**  
Managing Director, Galex Steel International  
Speaker



LIVE STREAM

## 4-5 PM Networking Break

## 5-6 PM Investment and Risk & Closing Remarks

Investments in Southeast Asian and Indian capacity have soared in recent years, driven by underlying demand growth potential. The coronavirus has already revealed some of the impacts of these investments. India has become an increasingly important exporter, as have Vietnam and Malaysia. China meanwhile is also investing heavily domestically. Although capacity won't be growing much overall anymore, coastal export-focused capacity will. Within the region new and existing players are also aiming to boost capacity. With the coronavirus disrupting markets this year, new producers are making their presence felt even as production falls and utilization rates across the region decline. Running at capacity and running at a loss to build market share may no longer be a viable strategy.

This session will answer:

- Which countries will win out as global manufacturing chains adjust?
- What will separate the strong investment from the weak?
- How many of the ongoing steelmaking capacity investments will make it to market?
- How are new capacities carving out their place in the market?



**Dr Sebastian Langendorf**  
CEO, JFE MERANTI  
Speaker



**Ha Trinh Nguyen**  
Steel Analyst, Viet Dragon Securities Corporation  
Speaker



LIVE STREAM

# PROGRAM | 22 OCT 2020



## 1-2PM Welcome address & The raw materials rollercoaster

The coronavirus has forced down steel production and demand for raw materials down globally. China's surging demand however has pushed iron ore prices back to the highs of last year. This has only made the options for steelmakers elsewhere more complicated, as they struggle with weak demand and high steelmaking costs. Scrap markets meanwhile have been hit by both weak demand and lower collection rates due to the pandemic. As a result, EAF steelmakers have benefitted less than they normally would have from high iron ore prices. Scrap markets are also preparing for a major shift in trade flows if China allows more imports. This leaves steel markets having to plan for volatile raw materials markets for the foreseeable future. Managing those risks and balancing those costs will be crucial in successfully navigating the recovery over the coming year.

This session will answer:

- Will the iron ore market decline with grace or with volatility?
- Will resource nationalism further disrupt nickel and other materials markets?
- Will coking coal markets remain as calm going forward?



Prof. Keyvan Tehrani  
CEO, Jame Tejarat Co. (JTC)  
Speaker



Ian Roper  
CEO, SMM Singapore Pte  
Speaker



Graeme Train  
Senior Economist, Trafigura Pte Ltd  
Speaker



LIVE STREAM

## 2-3 PM Networking Break

## 3-4 PM Trade shocks, and trade flows

Trade-focused conflicts between the USA and China as well as between Japan and Korea by the start of the year had been of concern, and are likely to remain so as the coronavirus slowly becomes less of an issue. The sudden shock to demand from the virus however has drowned those concerns in a flurry of new trade flows. China is now a net importer for the first time since 2009, and this has allowed some mills, especially in Vietnam and India, to compensate for weaker local demand. New trade flows can't be guaranteed to last and old trade flows are altering day by day. Amidst all of this, exports are key to sustaining the growing capacity in the region through troubled times. How can steel business sustain an advantage and how can they protect themselves from the risk of sudden protectionism?

This session will answer:

- Does growing steel capacity mean more or less steel trade?
- Will political or economic logic drive trade flows going forward?
- What is Southeast Asia's role in global steel trade flows?



Gorkem Bolaca  
Managing Director, Galax Steel International  
Speaker



Derek Langston  
Head of Research, SSY Consultancy & Research Ltd  
Speaker



Hiroyuki Kurosawa  
Chief Investigator Overseas Marketing, Japan Metal Daily (Tekko Shimbun)  
Speaker



LIVE STREAM

## 4-5 PM Networking Break

## 5-6 PM Asia Steel Markets – Talking Points & Closing remarks

In such volatile times the views of senior industry representatives are needed to bring some clarity to the market. The coronavirus has triggered sharp shifts in trade flows, raw materials costs, currencies, freight and of course end user demand. We will bring together speakers with an extensive combined experience of the industry to share their perspectives on how to plan for and overcome the challenges of the market.



LIVE STREAM

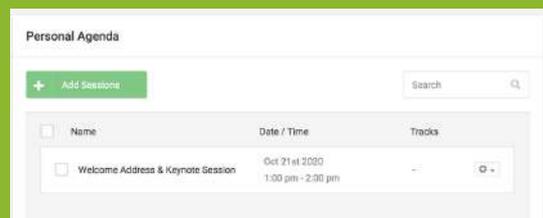
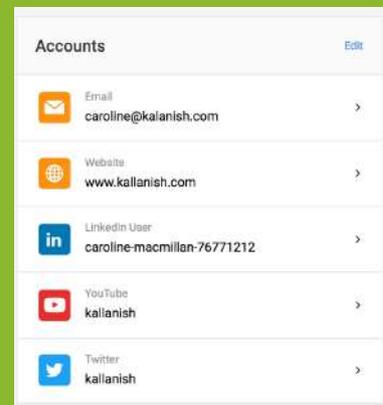
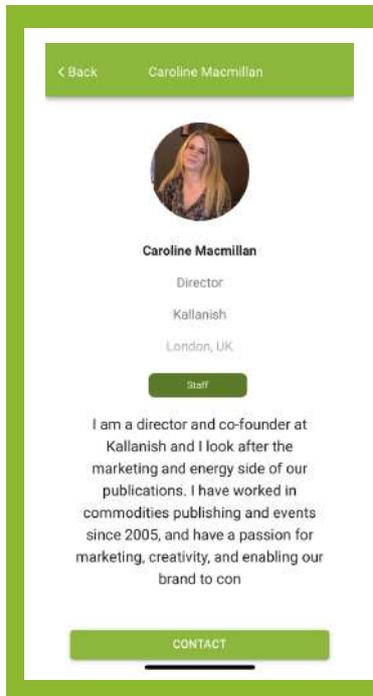
# NETWORKING



What is a virtual conference without networking? It's basically a webinar. This is why we have worked hard to find a platform that allows you to networking, interact and communicate easily with your fellow event attendees.

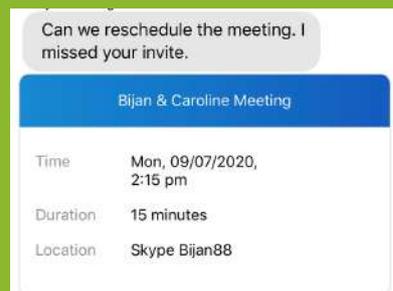
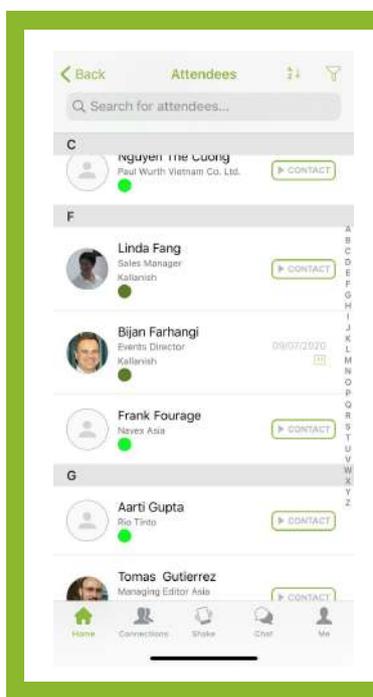
## STEP 1 PROFILE

Set up your profile, by adding your phone, personal description, and contact details. You can also add social media channels, documents, and create your personal agenda from here. Other attendees will be able to search for you, and connect to your profile, so take a little time to complete it.



## STEP 2 ATTENDEES

Once your profile is set up, it is time to find other attendees. Search by name, company, or group type. Additionally, you can see which conference sessions attendees plan to attend and connect with them that way. You can set up meetings, and exchange contact details through the virtual conference interface.





# INTERACT

There are lots of ways to interact at Asia Steel Markets Virtual conference, from live polls to interactive demonstrations on exhibition booths. The platform is your oyster!



## EXHIBITORS

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



## Q&A

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



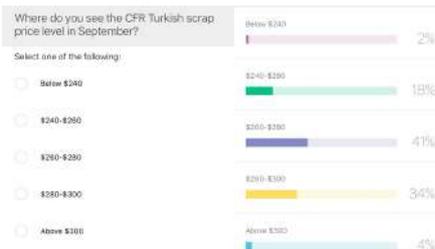
## VIRTUAL CAFE

When we hit a break session, make yourself a coffee or tea and head over to the virtual cafe to do some networking.



## 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.





# PRICE AND BOOKING

Rate	Price	Expires
Early Bird	\$250	01 Oct
Full Price	\$350	22 Oct

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

## Book Now

Register before 01 Oct

**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 \_\_\_\_\_

## Payment Information

Mastercard  Visa  Amex  Maestro

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

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

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

Expiry Date \_\_\_\_\_ / \_\_\_\_\_ CWV: \_\_\_\_\_

Signature \_\_\_\_\_

## Ticket Type

Early Bird \$250 01 Oct

Full Price \$350 22 Oct

## Confirmation

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

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

# TERMS & CONDITIONS

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## **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**

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## **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.

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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.

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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.



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