



KALLANISH PRESENTS

# ASIA STEEL MARKETS 2023

29-30 MARCH 2023  
HO CHI MINH CITY, VIETNAM



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## Conference Overview

# WELCOME

Asian steel markets have been rocked by both regional and international factors over the last year and there is little prospect of a quiet 2023. One dominant structural shift in the region is the end of Chinese demand growth and the shift towards a less steel-intensive economy. China's sudden shift on Covid policy in December however, and the need to stabilise a struggling economy, have created a new surge of optimism in China, with the [potential to spread across the region.

The emergence of India as the dominant ex-China producer meanwhile could come even faster if China further prices itself out of Southeast Asian markets. Ambitious plans are steadily moving towards at least partial realisation and the impact on regional and global trade flows is already being felt. Shifts in Indian steel trade are now often more significant than changes in Chinese volumes.

Between these giants Southeast Asia is being buffeted by the shocks of the Russian invasion of Ukraine, raging inflation, a looming global recession and currency volatility and growing geopolitical tensions. Vietnam in particular has had a difficult year with credit controls and a crackdown on real estate. Fundamental potential for steel demand growth however is still attracting investment in the region, which will play a bigger global role than ever before in steel and raw materials markets.

Decarbonisation is meanwhile changing the investment landscape. Companies are increasingly being judged for their green credentials, and are sourcing materials and making investment decisions accordingly. For the industry this presents a major opportunity in a new era of investment, but while some companies will gain the advantage, many will be forced into changing their existing strategies.

While global markets are in turmoil, no region has the scale, variety or dynamism of Asia. Whatever direction the global steel industry turns, the engine remains in this region and at this event we intend to deepen our understanding of the role Asian steel has to play.



**Bijan Farhangi**

Events Director  
Kallanish Commodities



**Fan Teijun**, President  
China Metallurgical  
Planning and Research  
Institute



**Alok Sahay**  
Secretary General  
Indian Steel Association



**Dinh Quoc Thai**  
Secretary General & Vice  
Chairman  
Vietnam Steel Association



**Gorkem Bolaca**  
Managing Director  
Gallex Steel International



**Roymond Wong**  
Finance Director  
PT Gunung Raja Paksi Tbk



**Gaku Ito**  
General Manager Sales  
Tokyo Steel



**Tanmoy Mandal**  
Consulting Director Metals  
& Mining  
Frost & Sullivan



**Vu Tran**  
Regional Customer &  
Merchandising Lead  
Cargill



**Nicola Patrizi**  
Managing Director  
Vietnam  
Danieli



**Dr Sebastian Langendorf**  
CEO & Founder  
MERANTI Steel Pte. Ltd



**Ronald C. Magsajo**  
President  
PISI



**Martin Smith**  
Business Development  
Director Asia Iron and Steel  
Primetals



**Edric Koh**  
Head of Corporate Sales  
Asia  
London Metal Exchange



**Emrah Ugursal**  
Deputy General Manager  
Bastug Metalurgy



**Ian Roper**  
Consultant  
Kallanish Consulting  
Services



**Tomas Gutierrez**  
Managing Editor Asia  
Kallanish



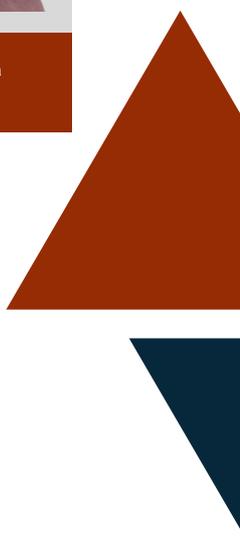
**Tiankuo Jiang**, Trader  
Coking Coal & Met Coke  
Century Commodities  
Solution



**Vaibhav Chaudhary**  
Manager Asia Business Unit  
Deltasteel Group



**Loi Nguyen**  
Institutional Analyst  
Maybank Kim Eng  
Securities





# PROGRAMME

## Tuesday 28th March 2023

**09:00** Hoa Phat Plant Tour

## Wednesday 29th March 2023

**07:00** Vina Kyohei Plant Tour

**14:30** Registration

**16:00** Chairman's Welcome Address

**16:05** Session 1: Keynote: Asia in the global steel market

*Format: Presentations / panel session*

Asia has not looked so diverse for a long time. It includes every phase and scale of steel industry: the emerging giant of India and the peaking giant of China, the ageing elder statesman of Japan and the full range of the Asean family. These industries are navigating an increasingly volatile world full of challenges, both political and economic. The leading players in the region will have to show the way for the rest of the sector as strategies are developed to deal with a changing world. That world is throwing new challenges at the industry from geopolitics to climate change, pandemics, and inflation.

### TOPICS

How are major players investing across the region?

What strategies are being explored for decarbonisation?

What does the post-Covid economic order look like for the steel industry?

### SPEAKERS

**Fan Tiejun**, President, **China Metallurgical Planning and Research Institute**

**Dinh Quoc Thai**, General Secretary & Vice Chairman, **Vietnam Steel Assoc**

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

**Nicola Patrizzi**, Managing Director, **Danieli**

**Tomas Gutierrez**, Managing Editor Asia, **Kallanish Steel** (*Moderator*)

**17:30** Cocktail Reception

## Thursday 30th March 2023

**08:00** Registration

**09:15** Chairman's Welcome Address

**09:30** Session 2: Investment and demand growth

*Format: Presentations / panel session*

Trends in steel demand are now diverging across Asia ever more dramatically. China is just at the start of a long and painful restructuring, but is hoping to brush over its difficulties with stimulus this year. India meanwhile is looking to dramatically increase demand in the coming years. While Japan continues to see demand slowly retreat, Southeast Asia is finally breaking the shackles of Covid and seeing investment boost demand again. Capacity investments however are under pressure. While hot spots like Indonesian nickel remain strong, steelmaking capacity remains plagued by weak margins. The dramatic global setting has left raw materials prices much firmer than finished steel prices and political, climate change and other risks abound. Some investment plans will fail. Know how demand is likely to evolve and which investments are most likely to last will be key to navigating steel markets over the coming years.

### TOPICS

How will China's slowdown impact the rest of the market?

Will India's rise make it the dominant regional steel industry?

How will Southeast Asia steelmaking investments weather the storm?

### SPEAKERS

**Alok Sahay**, Secretary General, **Indian Steel Association**

**Martin Smith**, Business Development Director, **Primetals**

**Dr Sebastian Langendorf**, Founder & CEO, **Meranti Steel**

**Loi Nguyen**, Institutional Analyst, **Maybank Kim Eng Securities**

**Paul Mullins**, Director, **Kallanish** (*Moderator*)



# PROGRAMME

Thursday 30th March 2023

**10:45** Coffee Break

**11:30** Session 3: Trade in a turbulent world

*Format: Presentations / panel session*

After years of hoping trade wars would ease, global steel markets now need to adjust to both trade and real wars. The shock of Europe's first full-scale hot war of the century sent prices for many products soaring and has changed trade flows through Asia. Sanctions pushed cheap Russian materials into Asian markets, while Indian materials were diverted elsewhere. Even where demand trends are predictable, trade flows have often surprised as suppliers shift focus and lose or gain competitiveness. China's opening to Covid could mark another upset to relative pricing levels across the region. Meanwhile, as the climate dominates policymaking to an ever greater degree, green credentials will become a growing part of overall competitiveness. Changing capacities, continuing trade frictions, and volatile currencies further complicated the picture, making up to date intelligence essential.

## TOPICS

Will China, India or growing local production supply most of SE Asia's steel demand growth?

Will trade flows return to fundamentals or are events producing new shocks?

How can steel mills and traders remain competitive in an unpredictable market?

## SPEAKERS

**Roymond Wong**, CFO, **Gunung Raja Paksi**

**Emrah Ugursal**, Deputy General Manager, **Bastug Metalurgy**

**Vaibhav Chaudhury**, Manager – Asia Business Unit, **Deltasteel Group**

**Anh Vu Tran**, Regional Customer & Merchandising Lead, **Cargill**

**Tanmoy Mandal**, Consulting Director, **Frost & Sullivan**

**Ian Roper**, Director, **Kallanish Consulting Services** (*Moderator*)

**13:00** Lunch

**14:15** Session 4: Steel input cost

*Format: Presentations / panel session*

Commodities markets have been driven into a frenzy over the last year as Russia's invasion of Ukraine tightened expectations in an already complex set of markets. Soaring energy prices have set off a series of chain reactions impacting production costs across the value chain. Freight costs, direct energy costs and steelmaking raw materials markets have all been upended and remain unpredictable, fluctuating wildly on a series of unexpected events. Now China's policy shift on Covid has created a new wave of uncertainty on production and demand. Environmental issues meanwhile will increasingly shape demand for raw materials, as downstream investments seek to secure their green credentials. Emerging from the northern hemisphere winter, will energy markets begin to settle? Will commodities have stabilised in a new normal? Or is the volatility itself the new normal?

## TOPICS

What are the direct and indirect impacts of soaring energy costs?

How much will it cost to move steel and raw materials globally?

Will industrial crisis drag raw materials prices lower?

## SPEAKERS

**Ian Roper**, Consultant, **Kallanish Consulting Services**

**Edric Koh**, Head of Corporate Sales Asia, **LME**

**Gaku Ito**, General Manager Sales, **Tokyo Steel**

**TianKuo Jiang**, Trader Coking Coal & Met Coke, **Century Commodities Solution**

**Tomas Gutierrez**, Managing Editor Asia, **Kallanish** (*Moderator*)

**15:30** Coffee Break

**16:15** Session 5: Future trends & market outlook

*Format: Panel session*

In this session, we will invite both our own analysts and key participants in the conference to review the issues raised and discuss the implications of what has been presented. With so many factors in play, we aim to step out and view the regional steel industry as a whole and give a clearer picture on what the future might hold.

## SPEAKERS

**Dr Sebastian Langendorf**, Founder & CEO, **Meranti Steel**

**Ronald C. Magsajo**, President, **PISI**

**Ian Roper**, Director, **Kallanish Consulting Services**

**Tomas Gutierrez**, Managing Editor Asia, **Kallanish**

**Paul Mullins**, Director, **Kallanish**

**Gorkem Bolaca**, MD, **Galex Steel International**



# VENUE

## CARAVELLE HOTEL

19 - 23 LAM SON SQUARE, DISTRICT 1, HO CHI MINH CITY, VIETNAM.

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# PRICE AND BOOKING

Rate	In-Person	Expires
Full price	\$1,100	29 Mar

### 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 the live streams, all features of Asia Steel Markets 2023 virtual platform, presentation materials and online networking.

## Book Now



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