



Kallanish

Middle East, GCC and Africa Steel Masterclass

2 day executive training course

20 - 21 May, 2015

Dubai, UAE

£2000/ US\$3000 / €2750

AGENDA

TRAINERS

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REGISTER

Agenda DAY 1: Wednesday, 20 May 2015

Module 1 **Middle East & GCC Macroeconomic Overview**

Trainer: Roger Emmott



- Key drivers of current growth & historic context
- GDP components review, statistics and rebasing of GDP
- Consumption of resources & in global context & historical
- Population growth, demographics
- Outlook and forecasts

Module 2 **Steel Making & Energy Economics of DRI/HBI in the Middle East and GCC**

Trainer: Roger Emmott



- How is steel made? BOF and AEF routes and DRI/HBI
- Introduction to ore based metallic: what are they?
- Market sizes, driving forces, supply and demand
- Market participants: capacities and volumes
- The technology dimension for non-metallurgists – all you need to know

Module 3 **Steel review of Middle East & GCC**

Trainer: Roger Emmott



- Key producers & consumers: who are the players
- Producers, re-rollers, key demand industries & products
- Large markets: Turkey, Saudi, Iran, UA
- Up and coming markets: Qatar, Bahrain, Iraq
- Current market forces update & review

Module 4 **Trade & business opportunities in Middle East & GCC**

Trainer: Adam Smith



- Trade restrictions and opportunities
- International & intra-regional trade (evolution & current play)
- Finance, insurance, inspection specifics
- Import and trade opportunities in Middle East
- Role of China in recent years, future role

Module 5 **Middle, GCC trade finance**

Trainer: Tariq Asghar



- Traditional sources of trade finance
- Market participants
- Trade finance roles and profiles
- Commodity trading firms
- Case study & practical examples

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Agenda DAY 2: Thursday, 21 May 2015

Module 1 **African Macroeconomic overview**

Trainer: Roger Emmott



- Key drivers of current growth & historic context
- GDP components review, statistics and rebasing of GDP
- Consumption of resources & in global context & historical
- Population growth, demographics
- Outlook and forecasts

Module 2 **Steel review of Africa**

Trainer: Roger Emmott



- Key producers & consumers: who are the players
- Producers, rerollers, key demand industries & products
- Key countries
- Production & trade statistics
- Market forces: trade? Government initiatives, etc

Module 3 **Trade & business opportunities in Africa**

Trainer: David Howes



- Trade restrictions and opportunities
- International & intra-regional trade
- Finance, insurance, inspection
- Import and trade opportunities in Africa
- The next up-and coming markets & products

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Trainers

Kallanish trainers for the Demystifying Shale Masterclass been rigorously prepped and are ready to share their industry knowledge with you in a classroom setting. Their extensive industry experience coupled with their dynamic personalities creates a unique learning environment that is second to none.

**Roger
Emmott**



Roger Emmott is a highly regarded management consultant, business developer, innovator and advisor to the global metals and mining sector. For over more than 20 years he has advised more than 50 clients in over 50 countries. Roger has held senior positions with Steel Business Briefing, Atkins Plc in the UK and Hatch Associates of Canada. In these roles he gained in-depth experience of strategic, due diligence, market and feasibility studies including interview and research techniques, information synthesis, validation and presentation.

**Adam
Smith**



Adam Smith is Senior Editor Middle East for KallanishSteel and has over 7 years of steel industry reporting and editing experience. Prior to joining the Kallanish team, Adam was worked as journalist for SBB in London covering CEE markets. Subsequently he moved to Dubai in 2010, as Middle East Editor, managing a team of 3 journalists. He worked for a short period in Platts/SBB, as well. Adam speaks fluent Polish and graduated the University of Sheffield.

**Tariq
Asghar**



Tariq Asghar is founding member of the Metpro Group having developed a strong finance record in the international steel industry. Tariq is a graduate of Physics from the University of Cambridge, holds a Masters in Business Administration from the University of Warwick and is an associate of the Institute of Chartered Accountants in England and Wales. Covering a ten year period Tariq was Finance Controller and more recently Acting Director for an international steel projects business within Corus Group plc.

**David
Howes**



David Howes has spent over 35 years in the domestic and international Steel Trading business. Following a recent spell with Trade Finance Partners [TFP], opening up opportunities for transactional trade finance in the steel space, he is currently consulting and lecturing on steel processes and international trade markets, whilst looking for new challenges in the steel sector. Prior to that he spent 20 years as Senior Steel Trader for Stemcor focused on bottom-line profits by building and developing long-term trading relationships with suppliers and customers. He has traded steel globally and has a long career in looking at opportunities in Africa.

Key Information

Why you should attend?

- **Saving you time**, in-depth, yet compact
- **Small class size**, maximise your learning experience
- **Accurate, up to date**, exclusive course content
- **Interaction**, through exercises, activities, and group discussion

What do you get?

- Hard copy course book to take home for reference
- 2 coffee breaks and 1 delegate lunch
- Ample networking opportunities
- Access to exclusive networking events through the year
- Access to exclusive alumni LinkedIn group

When: 20 -21 May 2015
Where: Dubai, UAE
Venue: Jumeirah Emirates Towers
Price: £2000 / US\$3000 / €2750

Who will benefit?

- Trading companies
- End users
- Fabricators
- Suppliers to the industry
- Banks and financial institutions

Testimonials:

"The course was well organised and there was good interaction"

Delegate on African Steel Masterclass- June 14

"It was very good and more than what I expected. I am very pleased that I attended"

Christella Vaz, Metal One UK Ltd on Steel 101- Feb 14

Email: training@kallanish.com
Visit: www.kallanish.com
Call: +44 (0) 208 735 6520
Fax: +44 (0) 208 711 3840

Reserve Your Seat

PERSONAL DETAILS

1st delegate:	_____	2nd delegate:	_____
Job title:	_____	Job title:	_____
Company:	_____	Company:	_____
Country:	_____	Country:	_____
Email address:	_____	Email address:	_____
Phone number:	_____	Phone number:	_____

PAYMENT DETAILS

- ☐ Credit cards accepted Visa | Mastercard | American Express | Maestro
- Credit card number: _____
- Valid from: ____ / ____ to: ____ / ____ CSV Number: _____
- Card holders name: _____
- Signed: _____ Date: ____ / ____
- Billing address: _____
- _____
- ☐ Direct money transfer - *I would like to pay by direct money transfer so please send an email to the address listed above*

☐ I agree to the terms and conditions (overleaf)

☐ I have a special requirement:

Please provide details of any special requirements including any requirements relating to diet, physical disability, mobility problem or other condition requiring special care or attention:

☐ I do not want to receive emails from Kallanish about new products, services, and other special offers

PRICE PER DELEGATE

£2000 / US\$3000 / €2750

If you are booking for more than one person, you may qualify for a discount, contact us: info@kallanish.com.

Fee includes: course materials, lunch, refreshments.

Total Cost

Course fee US\$ 3000

Number delegates _____

Total amount due: _____

VAT number: _____

EU VAT registered companies do not have to pay VAT.

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