

18-19 APRIL 2018
HO CHI MINH, VIETNAM

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KALLANISH PRESENTS THE 2ND ANNUAL

ASIA STEEL MARKETS 2018

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INCISIVE PROGRAMME

Hear from experts about current market outlook, challenges & experiences

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ASIA STEEL MARKETS 2018

18-19 APRIL 2018 | HO CHI MINH, VIETNAM



OVERVIEW

Asian steel markets have remained volatile and surprising through 2017, making it all the more important to keep up to date with changes in regional markets. After China's dramatic supply-side reforms caused a sudden and sustained improvement in domestic markets, its export volumes have plummeted. Some of this decline has however been made up for by an increase in exports from South Korea. The dynamic between the three great Asian steel exporters: China, Japan and South Korea remains fluid and will continue to impact regional and global markets.

The decline in volumes however has also opened up Southeast Asian markets to new suppliers. Russian and Iranian billet is increasingly common, alongside rebar from Turkey and the Middle East. In Vietnam, imports of Indian coil are now defining local prices more than imports from China, a situation that would have been unimaginable eighteen months ago.

At the same time, Asian steel capacity is also developing rapidly. Existing players in Vietnam, Indonesia and the Philippines are expanding capacity and investments are increasingly expanding into new areas such as stainless steel and autosheet in Indonesia. Vietnam in particular remains a hot bed of investment, with Formosa due to commission its second blast furnace as local players add their own rolling coating, and eventually crude steel capacity.

All this investment has been driven by demand, which continues to grow strongly across the region despite some slowdowns in particular countries. As regional powers compete to offer investment for infrastructure projects the question is now how efficiently and quickly can investment occur.

But demand is not only about infrastructure and construction. Manufacturing and automotive sectors across the region are also developing due to competitive wages and huge potential for market growth. With so much going on in the region, no one in the market can afford not to keep track of fast-changing trends and developments in the sector. Luckily, Kallanish Asia Steel Markets is the perfect setting to discuss all this and more!

Words by:
Tomas Gutierrez
Asian Editor
Kallanish Steel



Conference Topics

- Integration in the Southeast Asian steel industry
- How will Asean grow as a steel trading hub?
- New capacity developments
Infrastructure and government investment
- Are Chinese scrap exports sustainable?
- What is the next big scrap market shock?
- The exporting giants: China, Japan, Korea
- New active suppliers: India, Iran, Russia, Turkey etc.
- Is the recovery in freight rates now unstoppable?
- Is a centralised China good or bad for global steel markets?
- Growing manufacturing in Southeast Asia
- How have Chinese induction furnaces decamped to Southeast Asia?
- Opening new markets in Myanmar

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SPEAKERS



Tan Ah Yong,
Secretary General,
South East Asia Iron
and Steel Institute
(SEAISI)



Jiang Li
Chief Market Analyst,
Baosteel Iron and
Steel Co., Ltd



En. Azlan Abdullah,
Group Managing
Director CEO, Melewar
Industrial Group
Berhad



Dr Nguyen Van Sua,
Vice Chairman,
Vietnam Steel Association



Nhat Thanh Vinh Nguyen
Export Sales Director,
Ton Dong A



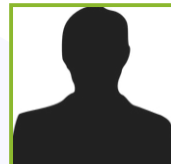
Derek Langston,
Senior Director,
SSY Consultancy &
Research Ltd



Ian Roper,
ICEO,
SMM Singapore Pte



Graeme Train,
Senior Economist,
Trafigura Pte Ltd



Name TBC, Position TBC
Pomina



Ha Trinh Nguyen,
Steel Analyst,
Viet Dragon Securities
Corporation



Anubhav Saxena,
General Manager -
International
Marketing,
JSW Steel



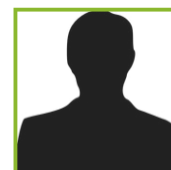
Dr Sebastian
Langendorf, CEO, JFE
Meranti Myanmar
Holding Pte Ltd



Quoc Hai Phan,
CEO,
Ferrominco Co. Ltd



Edric Koh,
Head of Physical Market
Sales, Southeast Asia
LME



Le Viet, Deputy
General Director,
Southern Steel Co



Susan Bilen, Market
Research Analyst
Turkish Steel Exporters
Association

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PROGRAMME

Day 1: 18th April 2018

07:30 Depart Plant Tour (Return 14:30)

14:30 Registration open

15:30 Welcome address:

Paul Mullins, Director, Kallanish

15:35 Keynote Opening Session:

Moderator: Paul Mullins, Director, Kallanish

Vietnamese and international steel experts will provide an overview of key trends and developments in Asian steel markets. Vietnam's growth as a steel market in recent years has been dramatic. Can it be sustained? And what does that mean for local investment and trade? As Asia continues to lead changes in the global steel sector, this is having a growing impact on trade, breaking down traditional relationships and building up new ones. As trade becomes ever more important in the region, many countries are turning to protectionism, led by the recent example of the USA. How have flows changed, and how will they change in the future?

- Dr Nguyen Van Sua, Vice Chairman,
Vietnam Steel Association
- Le Viet, Deputy General Director
Southern Steel Co
- Name TBC, Position TBC
Pomina
- Tomas Gutierrez, Managing Editor Asia,
Kallanish

17:00 Cocktail reception (2 hours)

Day 2: 19th April 2018

08:00 Registration open

09:00 Welcome address:

Tomas Gutierrez, Editor Asia, Kallanish

09:05 Session 1: Southeast Asian steel industry integration

Moderator: Tomas Gutierrez, Managing Editor Asia, Kallanish

As China slows the focus is increasingly on Southeast Asia to support steel demand growth. Increasing funding for infrastructure projects and rapidly expanding manufacturing and consumer demand, coupled with a low base steel consumption, mean the region is likely to drive growth in steel demand in the coming years. At the same time however, the region is highly fragmented. Despite the Association of South East Asian Nations, trade barriers have been proliferating between Asean members, especially in the steel industry. Will this help or hinder cross boarder investment in the industry? Does it leave the major regional players, China, Japan and Korea to sweep up investment opportunities at the expense of local players? Will national steel industries in the region gain more from competing against each other locally or from presenting a united front to the rest of the world? In this session, steelmakers and associations from the region give their views on how the sector will develop.

- Tan Ah Yong, Secretary General,
SEAISI
- En. Azlan Abdullah, MD/CEO,
Melewar
- Dr. Sebastian Langendorf, CEO,
JFE Meranti Myanmar Holding Pte Ltd
- Nhat Thanh Vinh Nguyen, Export Sales Director
Ton Dong A

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PROGRAMME

Day 2: 19th April 2018

10:30 Coffee Break

11:00 Session 2: Market drivers, new suppliers

Moderator: Ian Roper, CEO, SMM Singapore

Pte Southeast Asia's growing demand and structural under-capacity made it a key taker of Chinese steel for many years. These demand side factors are still driving the development of the industry and regional trade flows. Now changes in China's home market are changing export flows. Will this continue? Or will the recent weakness seen in the Chinese market boost exports again? Southeast Asia meanwhile is being more aggressively targeted by a wide range of new suppliers. Whether it is Far East Russian billet into the Philippines, Middle Eastern longs into Singapore or Indian HRC into Vietnam, it seems there are always new markets to source from. Will local firms secure the financing to develop their own capacity? Or will outside companies supplying the region be the big winners of local demand growth?

- Jiang Li, Chief Market Analyst, **Baosteel**
- Nguyen Ha Trinh, Steel Analyst **Viet Dragon Securities**
- Anubhav Saxena, GM – International Marketing **JSW**
- Susan Bilen, Market Research Analyst **Turkish Steel Exporters Association**

12:30 Lunch

14:00 Session 3: Raw material challenges

Moderator: Quoc Hai Phan, CEO, Ferrominco

Eighteen months ago raw materials seemed like the simplest part of the steel equation. Like other parts of the industry however, raw material trade flows have been shaken up. China's induction furnace closures have turned it into a net scrap exporter, while US tariffs have disrupted traditional suppliers.

Iron ore meanwhile is finally retreating to levels which might limit supply, supporting the competitiveness of blast furnace steelmakers. Increasing freight rates are also an increasingly important fact of life for steelmakers, especially as trade in raw materials concentrates at high-quality suppliers.

- Derek Langston, Senior Director **SSY Consultancy & Research Ltd**
- Ian Roper, CEO **SMM Singapore Pte**
- Graeme Train, Senior Economist **Trafigura Pte Ltd**

15:15 Coffee Break

15:45 Session 4: Panel discussion: The future direction for Asian steel industry

Moderator: Graeme Train, Senior Economist, **Trafigura Pte Ltd**

With such a broad range of issues impacting the steel sector this year, a discussion by some of the best informed and influential people will help focus on which trends will be the most important. The panel session will be a rare opportunity to see various views argued face-to-face, and a great opportunity to put your own questions to senior figures in the sector.

- Dr Nguyen Van Sua, Vice Chairman **Vietnam Steel Association**
- Tan Ah Yong, Secretary General **SEAISI**
- Jiang Li, Chief Market Analyst **Baosteel**
- Ian Roper, CEO **SMM Singapore Pte**
- Graeme Train, Senior Economist **Trafigura Pte Ltd**
- Edric Koh, Head of Physical Market Sales **Southeast Asia, LME**
- Nguyen Ha Trinh, Steel Analyst **Viet Dragon Securities Corp.**

17:00 Closing remarks

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

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KEY INFORMATION

Venue:

Lotte Legend Hotel Saigon
2A-4A Ton Duc Thang Street District 1
Ho Chi Minh, Vietnam
+84 28 3823 3333

Dates:

18th April 2018 - Registration, Conference Sessions, Cocktail
19th April 2018 - Registration Conference Sessions, Lunch

Translation:

This conference will be available in English and Vietnamese via simultaneous translation. Collect your headset at registration to use during the conference presentations.

What's Included?

Fee includes: conference materials, lunch, refreshments, access to the conference presentations, and delegate list.

PRICING DETAILS

	Super Early Bird Exp 17/1	Early Bird Exp 08/3	Full Price Exp 17/4	On the door 18-19/4
General	Expired	Expired	\$1200	\$1320
Group Price	NA	Expired	\$1000	\$1320
Associations	Expired	Expired	\$1100	\$1320
VSA Member		Expired	\$800	\$1320

Group Bookings must consist of 3 or more delegates booking at the same time.

Member Rates

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Other Association

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WHO IS ATTENDING?

Company	Position	Location
AC Whalan & Co. Pty Ltd	Chairman	Australia
AC Whalan & Co. Pty Ltd	General Manager	Australia
Macsteel International Australia	Business Development Manager	Australia
THC Holding (NSW) Pty Ltd	Director	Australia
VA Intertrading AG.	Vice President - Steel Department	Austria
Steelforce Group	Managing Director	Belgium
Diproinduca Canada Limited	-	Canada
Diproinduca Europa	Director of sales	Canada
Baosteel Iron & Steel Co.,Ltd	Chief Market Analyst	China
Bloomberg	Editor	China
CMI industry	Business Development ASEAN	China
Cumic Steel Limited	Sales Representative	China
Cumic Steel Limited	Sales Director	China
Euroports	Shanghai Biz Dev Manager	China
FUTURE MATERIALS INDUSTRY(HONG KONG)CO.,LTD	Chief Representative	China
FUTURE MATERIALS INDUSTRY(HONG KONG)CO.,LTD	Senior Business Manager	China
Hangzhou CIEC Group Co., Ltd	Sales Manager	China
Hangzhou CIEC Group Co., Ltd	Sales Manager	China
Navex Asia Ltd	Trader	China
Network Steel Shanghai Office	General Manager	China
Oriental Trade International Ltd.	Business Manager	China
Sinomaterial International Ltd	Overseas Sales Manager	China
Sinomaterial International Ltd	-	China
SteelForce Far East Ltd.	Trading Manager	China
Sumec International Technology Co., Ltd.	Manager	China
Tanshan YaoXin Iron and Steel Group Co.,Ltd.	Marketing Director	China
Tanshan YaoXin Iron and Steel Group Co.,Ltd.	General Manager	China
Tanshan YaoXin Iron and Steel Group Co.,Ltd.	Sales Representative	China
Trafigura Pte Ltd	Senior economist	China
Yieh Corp. Shanghai	-	China
VA Intertrading China Limited	Representative Shanghai	China
TSR Metals	Managing Director	Germany
Kai Cheong Inc	-	Hong Kong
Smart Timing Steel Limited	Chief Executive Officer	Hong Kong
AKG Exim Pvt. Ltd	Asst. Manager-Trade	India
JSW Steel	General Manager - International Marketing	India
ISPAT INDO PT	Director	Indonesia
ISPAT INDO PT	General Manager- Materials	Indonesia
PT Dexin Steel Indonesia	Sales Section Chief	Indonesia
ArcelorMittal CLN Distribuzione Italia srl	Managing Director and Board Member	Italy
Mitsubishi Corporation RtM Japan Ltd.	Manager - Iron Ore Department, Ferrous Raw Materials Division	Japan
Tekko Shimbun	-	Japan
Lhoist Malaysia Sdn Bhd	Senior Steel Market Manager - Asia	Malaysia
Melewar Industrial Group Bhd	Group Managing Director / CEO	Malaysia
South East Asia Iron & Steel Institute	Secretary General	Malaysia
JFE Meranti Myanmar Co., Ltd.	COO	Myanmar
JFE Meranti Myanmar Co., Ltd.	VP Sales & Marketing	Myanmar
Myanmar Steel Association	Chairman	Myanmar
Euro-Scrap Alliance	Managing Director	Netherlands
United Metallurgical Company (OMK)	Leading analyst Marketing and strategy department	Russia
Al-Ittefaq Steel Prod. Co.	CEO	Saudi Arabia
Al-Ittefaq Steel Prod. Co.	Owner	Saudi Arabia
Al-Ittefaq Steel Prod. Co.	General Manager - Sales & Marketing	Saudi Arabia

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Company	Position	Location
Al-Ittefaq Steel Prod. Co.	General Manager - Procurement	Saudi Arabia
Al-Ittefaq Steel Prod. Co.	Office Manager	Saudi Arabia
International Enterprise Singapore (IES)	Manager - Metals & Minerals Division / Trade Promotion Group	Singapore
JFE Meranti Myanmar Holding Pte Ltd	CEO	Singapore
LME	Head of Physical Market Sales	Singapore
LME	Head of Asian Electronic Trading	Singapore
Mitsubishi Corporation RtM International Pte Ltd	Senior Manager	Singapore
Rio Tinto	Senior Analyst - Market Analysis	Singapore
Rio Tinto	Principal, Market Analysis	Singapore
Rio Tinto Pte Ltd	Analyst	Singapore
SMM Singapore Pte	CEO	Singapore
Tivlon Technologies Private Limited	China Steel/Iron Ore Consultant	Singapore
Network Steel	International Sales	Spain
Network Steel	Commercial Director	Spain
Eaststeel	Managing partner	Switzerland
Hadley (Thailand) Limited	General Manager	Thailand
Thai Metal Trade Public Company Limited	Procurement Manager	Thailand
Thai Metal Trade Public Company Limited	VP - Sales & Marketing	Thailand
Thai Metal Trade Public Company Limited	EVP - Business Strategy & Planning	Thailand
Vesuvius (Thailand) Co., Ltd	Area Director Flow Control & Adv Refr South East Asia	Thailand
AGIS	Customer Relationship Manager	United Arab Emirates
Al-Ameen for Trading & Industrial Investments	General Manager	United Arab Emirates
Arabian Gulf Steel Industries	Chief Commercial Officer	United Arab Emirates
Baron Point Petroleum Services Company	Chief Executive Officer	United Arab Emirates
Hadley Group	Head of Procurement	United Kingdom
SSY Consultancy & Research	Senior Director	United Kingdom
China Steel Sumikin Vietnam JSC	General Manager	Vietnam
Ferrominco Co. Ltd	Director	Vietnam
Formosa Ha Tinh Steel Corporation	Administrator	Vietnam
Formosa Ha Tinh Steel Corporation	Junior Administrator	Vietnam
JFE Steel Vietnam Co., Ltd.	President	Vietnam
JFE Shoji Trade Vietnam Co., Ltd	General Manager	Vietnam
Metal One (Vietnam) Co Ltd	Sales Executive	Vietnam
Metal One (Vietnam) Co Ltd	Sales Manager	Vietnam
NS BlueScope (Vietnam) Limited	Country President	Vietnam
NS BlueScope (Vietnam) Limited	Vice President - Supply Chain & Sourcing	Vietnam
Paul Wurth Vietnam Co. Ltd.	Assistant General Director	Vietnam
Pomina Steel Joint Stock Company	Purchasing Manager	Vietnam
Pomina Steel Joint Stock Company	General Director	Vietnam
Southern Steel Corporation	First Deputy General Director	Vietnam
Toan Thang Steel Co., Ltd	President & CEO	Vietnam
Ton Dong A	Export Sales Director	Vietnam
Ton Dong A Corporation	Chairman and CEO	Vietnam
Vietnam Steel Association	Vice chairman	Vietnam
Viet Dragon Securities Corporation	Steel Analyst	Vietnam

Last Update: 10/04

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PLANT TOUR

Additionally you can book your place on the plant tour on 18th April to both Southern Steel Corporation - VNSTEEL and Phu My Flat Co., Ltd - VNSteel at an additional cost of US\$50. Places are limited, so make sure you reserve your seat on the tour when you register for the event.

Registration:	18th April at 07:30
Depart:	18th April at 08:00
Meeting point:	Lobby Lotte Legend Hotel Saigon
Cost:	US\$ 50
Includes:	Return coach travel, Light lunch and refreshments



Southern Steel Company (SSC) operated under Vietnam Steel Corporation (VNS), is located in Phu My I industrial zone, Ba Ria-Vung Tau province with 644 employees. Southern steel company previously known as Phu My factory, has undergone new capacity investments by VNS. This includes: new melt shop capacity of 500,000 tons billet per year; rolling mill capacity of 400,000 tons per year of rebar, channels and wire rod, and increased port capacity to one millions tons per year.



Phu My Steel Company (PFS) a subsidiary of Vietnam Steel Corporation (VNS), is located in Phu My I industrial Zone, Ba Ria-Vung Tau Province in a 15 hectare area. Phu My Steel company received a total investment of USD129 million by VNS. PFS now operates an advanced 4-high cold rolling production line of Italian, America, and Austrian technology. There are 5 production processes: push-pull picking line, 4- high cold reversing, batch annealing plant, 4-high temper mill, recoiling line, with an annual capacity of 405,000 tons. PFS specializes in annealed cold rolled coil, full hard cold rolled coil (Full Hard, CQ, High Class Use, Conventional Use) and pickled and oiled coil (P.O) accordance with JIS standard of Japan, DIN standard of Europe, and ASTM standard of America.

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STATISTICS & FEEDBACK

Data from Kallanish Asia Steel Markets 2017 conference

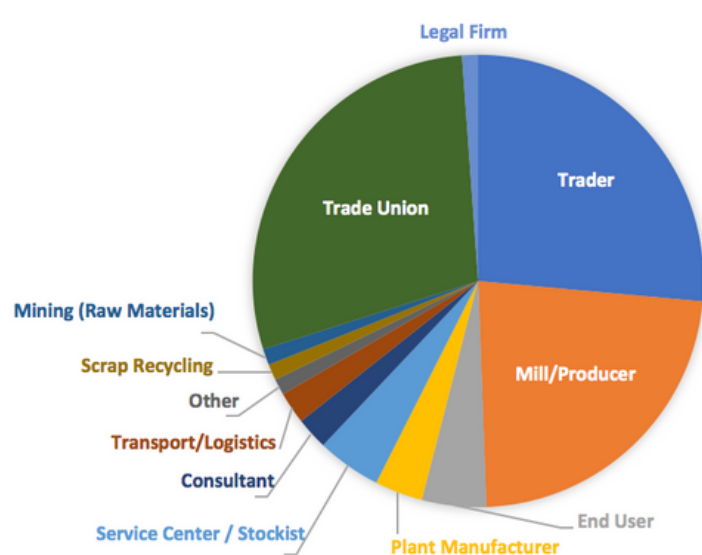
96% 2017 Attendees would Highly Recommend this event

91% 2017 Attendees would said Asia Steel Markets was good/excellent

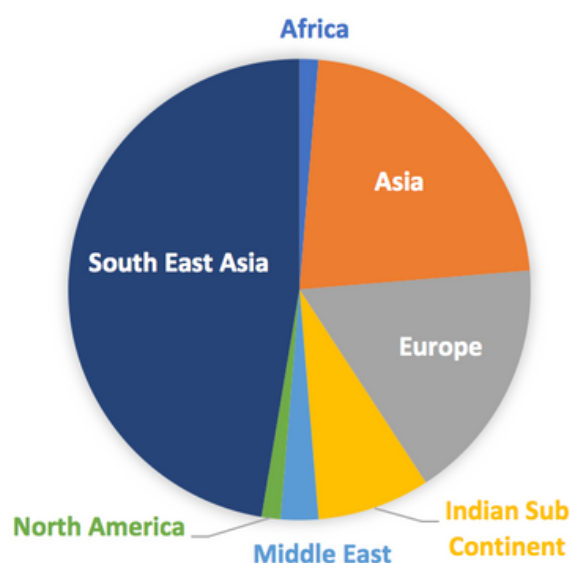
"The selection of topics was very interesting, an exact match to actual problems, and the speakers were excellent"

— Vesselina Mihaleva, Minmetals

Business Activity



Location



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Delegate 2 _____
Delegate 3 _____

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

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<input type="checkbox"/> Early Bird	Expired	Exp 8/3
<input type="checkbox"/> Full Price	\$1200	
<input type="checkbox"/> Group Early Bird	Expired	Exp 8/3
<input type="checkbox"/> Group Full Price	\$1000	Exp 17/4
<input type="checkbox"/> VSA Member Price	\$800	Exp 17/4

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