

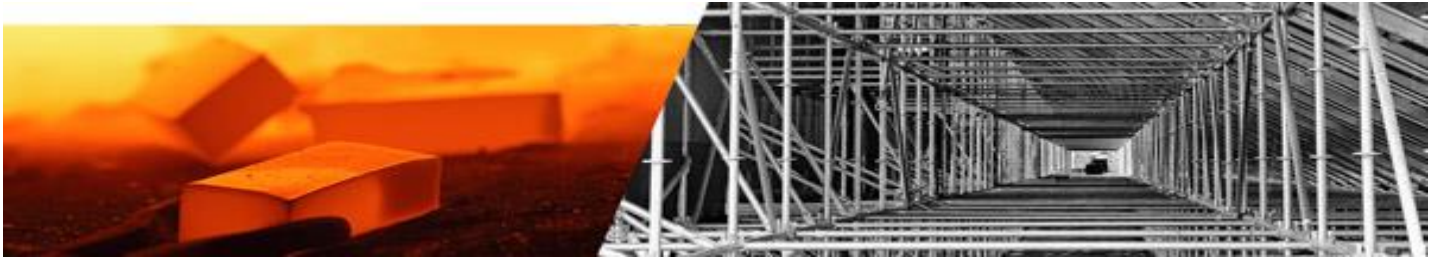
12th Annual

STEEL MARKETS EUROPE CONFERENCE

Strategies to bolster European steel profitability

Plus pre-conference **PRICE RISK MANAGEMENT WORKSHOP**

June 30 – 1 July, 2016 (Workshop – 29 June) | Novotel | Barcelona, Spain



WHY ATTEND?

- **Greater content with 2 full days of sessions**
Exclusive content presented in a variety of presentation formats.
- **Hear first-hand accounts from those at the forefront**
25+ market leaders from the global steel community will debate the key challenges and opportunities.
- **Enhanced Networking**
We have built into the conference a number of dedicated social functions, including a drinks reception and event app.
- **Pre-conference price risk management workshop**
For the first time at Steel Markets Europe we have a must attend half day pre-conference workshop on price risk management – special discounted rates are available for those who book onto both events.

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METALS

It's time to meet again and discuss the right way forward....

Platts is delighted to reveal that the 12th edition SBB's Steel Markets Europe conference is returning to Barcelona on June 30 – July 1, 2016 at the Novotel hotel.

As this event is designed for Europe's leading steel producers, traders, distributors, raw material professionals and end users today, Platts has sourced 25 plus key market expert speakers to gather for frank discussion and unrivalled debate. This will include how to grasp strategies to bolster European steel profitability.

And for the first time at the conference we also have a must attend half day pre-conference workshop on price risk management.

TOPICS DISCUSSED WILL INCLUDE:

- Examining supply and demand and the latest on steel prices
- Successful examples of addressing overcapacity in Europe and elsewhere
- Latest on steel supply from China, anti-dumping investigations and retaliatory measures
- Strategies to boost finance and profitability of producers
- Raw materials, trading and steel pricing – trends, outlook, challenges and opportunities
- Latest market developments, challenges and opportunities in South Europe, Russia, Iran and Morocco
- Focusing on specialized steel and products to boost profitability: What successful examples are we seeing?
- The cost of power: How much would EU mitigating measures help the steel industry?
- Implications of COP21 and European environmental targets on the steel industry
- Exploring demand from the energy, automotive, construction and consumer goods sectors – will there be improvements to assist the steel market?
- Key challenges ahead and strategies towards profitability for European steel distribution

WHO ATTENDS

The event regularly attracts in excess of 100 delegates each year from across the steel value chain, including:

- Regional and international producers
- Traders
- Stockholders and service centers
- Consultancies
- Raw material professionals
- Steel end-users

LOCATION

Novotel Barcelona City
Av. Diagonal, 201,
(Entrada por Ciutat de Granada)
08018 Barcelona

Spain

Tel: +34 933 26 24 99

Website: <http://www.accorhotels.com/gb/hotel-5560-novotel-barcelona-city/index.shtml>

ORGANIZED BY PLATTS – A GLOBAL LEADER IN COMMODITY INFORMATION, INTELLIGENCE AND EVENTS

Platts is a leading global provider of energy, petrochemicals, metals and agriculture information, and a premier source of benchmark price assessments for those commodity markets. Since 1909, Platts has provided information and insights that help customers make sound trading and business decisions and enable the markets to perform with greater transparency and efficiency. Our events look to build on these principles.

We look forward to meeting you in Barcelona.

Matthew Secker - Conference Producer - **Platts**
+44(0)207-176-6671 - matthew.secker@platts.com

CONFIRMED SPEAKERS

- **Darren O’Riordan**, Director, **Ansteel and Stemcor Joint Venture**
- **Laurent Plasman**, Head of Operational Marketing, Central CMO team of Flat Products Europe, **ArcelorMittal**
- **Dr Henrik Adam**, Chief Commercial Officer, **Tata Steel Europe**
- **Kim Marti**, International Commercial Director, **CELSA Group**
- **Phillip Price**, Head of Market Risk Management, Derivatives Trading & Analysis, **Stemcor**
- **Dr. Günter Luxenburger**, Chief Sales Officer, Member of the Board, **Dillinger**
- **Dr. Ehsan Dashtianeh**, Sales and Marketing Deputy, **Esfahan Steel Company**
- **Mattia Pellegrini**, Raw Materials Unit, **European Commission**
- **Andres Barcelo**, Director General, **Unesid**
- **Christopher Beauman**, Senior Adviser, **EBRD**
- **Jørgen Nordstjerne Schmidt**, Senior Business Developer, Procurement Excellence - Wind Power Group Finance & Services, **Dong Energy**
- **Mauri Kauppi**, Vice President – Sales & Marketing, **Outokumpu Chrome**
- **Eric Louvert**, Senior Advisor Metals & Mining, **BNP Paribas**
- **Jeff Kabel**, Chairman, **ISTA**
- **Justin Cox**, Head of European Production, **LMC Automotive**
- **Marko Kusigerski**, Business Development Manager, **London Metal Exchange**
- **Georges Kirps**, Managing Director, **Eurometal**
- **Mario Borsese**, Director Commercial, **DP Trade**
- **Nicole J. Leonard**, Energy Analyst, **Bentek Energy**
- **Swen Bornholdt**, **Risk Management Consultant**
- **Vaseem Karbhari**, TSI Regional Manager, EMEA, **S&P Global Platts**
- **Simon Redmond**, Director, Primary Analyst for ArcelorMittal, **Standard & Poor’s Ratings Services**
- **Peter Brennan**, Associate Editor, **Platts**
- **Preston Gibson**, Head of Global Training, **Platts**
- **Ciaran Roe**, Global Markets Specialist, Methodology R&D, Metals, **Platts**
- **Colin Richardson**, Editor-in-Chief, Steel Markets Daily, **Platts**
- **Diana Kinch**, Senior Editor, Markets, **Platts**
- **Alina Wills**, Senior Commodities Research Analyst, **MVS**

DAY 1 - THURSDAY 30TH JUNE 2016

08:00 Registration and continental breakfast

08:50 Chairman's welcoming remarks
Colin Richardson, Editor-in-Chief, Steel Markets Daily, Platts

THE BIG PICTURE – SETTING THE SCENE – PART ONE

09:00 Examining supply and demand and the latest on steel prices

- What are the big macroeconomic headwinds?
- Past growth and global projections for 2016 and beyond
- Assessing the situation in the main EU markets
Laurent Plasman, Head of Operational Marketing, Central CMO team of Flat Products Europe, ArcelorMittal

09:25 Successful examples of addressing overcapacity in Europe and elsewhere

- What are the challenges to successfully addressing overcapacity?
- Examining strategies to address national resistance to addressing overcapacity
- Should global overcapacity be the responsibility of an institution such as the OECD?
- Why is the level of capacity being utilized so important?
- Negative impact addressing overcapacity will have on raw material demand and pricing
Dr Henrik Adam, Chief Commercial Officer, Tata Steel Europe

LEADER PERSPECTIVES – ENTER THE DRAGON REVISITED

Latest on steel supply from China, anti-dumping investigations and retaliatory measures

- What impact has EU retaliatory measures had up to now?
- Will the tariffs lead to a further widening of the price difference between Chinese and European steel products? Would steel exports from other countries rise as a result?
- Examining EU rules barring government subsidies to help local producers – how much can this realistically change?
- Analyzing supply and demand projections in China and prospects in cutting overcapacity: Progress made and impact these new measures would have on European producers?
- What impact could China's accelerated push for WTO market economy status have? Would vulnerable sectors be granted special protection if permitted?

- Will protectionist policy only serve to redirect steel imports from one region to another? What protectionist measures are we seeing elsewhere?

09:50 The European Union perspective
Mattia Pellegrini, Raw Materials Unit, European Commission

10:15 The European producer perspective
Dr. Günter Luxenburger, Chief Sales Officer, Member of the Board, Dillinger

10:40 Networking and refreshment break – sponsorship available

11:10 The trader perspective
Darren O'Riordan, Director, Ansteel and Stemcor Joint Venture

11:35 The analyst perspective
Lutz Karpowitz, Analyst, Commerzbank AG

12:00 Group Q&A
Presenters from the preceding session will take questions from the Chair

12:25 Networking Lunch

13:40 China vs Europe; margins, volatility and a new market paradigm?

- How do steel mill margins in Europe and China compare in current market conditions?
- How volatile are steel and raw material prices? What are the leading indicators?
- Chinese steelmaking under the new normal – higher quality competition?
Alina Wills, Senior Commodities Research Analyst, MVS

14:05 Steel price risk management – how LME products can help your business

- Overview of new steel risk management products
- Performance of the products since the 2015 launch
- Benefits of hedging – how to protect your margins
Marko Kusigerski, Business Development Manager, London Metal Exchange

14:30 Best practices in commodity derivatives trading
Phillip Price, Head of Market Risk Management, Derivatives Trading & Analysis, Stemcor

STRATEGIES TO BOOST PROFITABILITY

- 14:55** **PANEL DISCUSSION** Financing options for European steel producers (equity, bonds, bank loans)
- Banks' perception of the sector (fundamentals, recent evolutions, risks)
 - Opportunities to raise bank financing in the current environment
- Eric Louvert**, Senior Advisor Metals & Mining, **BNP Paribas**
Phillip Price, Head of Market Risk Management, Derivatives Trading & Analysis, **Stemcor**
Simon Redmond, Director, Primary Analyst for ArcelorMittal, **Standard & Poor's Ratings Services**
Moderated by:
Peter Brennan, Associate Editor, **Platts**

RAW MATERIALS, TRADING AND STEEL PRICING

- 15:35** **PANEL DISCUSSION** Raw materials, trading and steel pricing – trends, outlook, challenges and opportunities
- Are companies most exposed to low steel prices the ones with a large proportion of sales in the spot market?
 - Assessing recent trader attitudes to metals
 - Impact China slowdown, weak RMB and supply glut has had on trader business models
 - Investigating the impact of the decrease in raw material prices
 - How low will the iron ore price go – when will we see a recovery?
- Jeff Kabel**, Chairman, **ISTA**
Mario Borsese, Director Commercial, **DP Trade**
Laurent Plasman, Head of Operational Marketing, Central CMO team of Flat Products Europe, **ArcelorMittal**
Moderated by:
Ciaran Roe, Global Markets Specialist, Methodology R&D, Metals, **Platts**

- 16:15** **Networking and refreshment break**

THE LATEST MARKET DEVELOPMENTS, CHALLENGES AND OPPORTUNITIES

- 16:45** **South Europe: Dissecting the latest challenges and opportunities in the markets of Spain, Portugal, Italy, France and Greece**
Kim Marti, International Commercial Director, **CELSA Group**
- 17:10** **Iran: Examining post-sanction opportunities for European producers**
- Future projections for the Iranian steel industry
 - Who are the main players?
 - What will happen for imports and exports?
- Dr. Ehsan Dashtianeh**, Sales and Marketing Deputy, **Esfahan Steel Company**
Questions by:
Diana Kinch, Senior Editor, Markets, **Platts**
- 17:40** **Chairman's concluding remarks**
Colin Richardson, Editor-in-Chief, Steel Markets Daily, **Platts**
- 17:50** **Networking reception**
Join us immediately after the conference for drinks in the exhibition area

DAY 2 - FRIDAY 1ST JULY 2016

08:00 Registration and continental breakfast – sponsorship available

08:50 **Chairman's welcoming remarks**
Colin Richardson, Editor-in-Chief, Steel Markets Daily, **Platts**

THE BIG PICTURE – SETTING THE SCENE – PART TWO

09:00 **Implications of COP21 and European environmental targets on the steel industry**

- Latest on steel exemption from the EU's cap-and-trade carbon market
- How carbon tax is applied to European producers but not those from other regions

Christopher Beauman, Senior Adviser, **EBRD**

EXAMINING FUTURE SIGNS OF GROWTH IN END USER MARKETS

09:25 **Automotive light vehicle production: global highlights**

- Outline of the underlying macro landscape
- Global round-up of automotive market health and its outlook
- Impact upon light-vehicle production

Justin Cox, Head of European Production, **LMC Automotive**

09:50 **PANEL DISCUSSION** **Exploring demand from the energy, automotive, construction and consumer goods sectors – are there improvements to assist the steel market?**

- Will recent emission scandals impact upon steel decision making in the automotive sector?
- Increasing fuel economy – how varied are the materials strategies in the automotive industry?
- How the changing energy markets can affect the global steel industry
- Fortunes of oil and gas industry - how long will the low oil price last?
- Searching for growth in other sectors for the steel industry

Justin Cox, Head of European Production, **LMC Automotive**
Nicole J. Leonard, Energy Analyst, **Bentek Energy**
Jørgen Nordstjerne Schmidt, Senior Business Developer, Procurement Excellence - Wind Power Group Finance & Services, **Dong Energy**
Kim Marti, International Commercial Director, **CELSA Group**
Moderated by:
Vaseem Karbhari, TSI Regional Manager, EMEA, **S&P Global Platts**

10:35 **Networking and refreshment break – sponsorship available**

THE BIG PICTURE – SETTING THE SCENE – PART THREE

11:05 **Focussing on specialised steel and products to boost profitability: What successful examples are we seeing?**

- Are European steelmakers which sell higher value-added products in smaller volumes better placed to withstand import pressures?
- How producers of commodity-grade steels risk both market share loss in addition to pricing pressure
- Could the trend in bulk steel prices soon exert downward price pressure across the board?

Andres Barcelo, Director General, **Unesid**

PRODUCTION BEST PRACTICES

11:30 **Integrated production chain from chromite to stainless steel**

- Benefits at various stages
- Market aspects and strategic views on FeCr as well as customer expectations

Mauri Kauppi, Vice President – Sales & Marketing, **Outokumpu Chrome**

11:55 **Exploring differences in the distribution sector**

- Examining the evolving landscape of steel distribution across Europe
- Exploring differences in the distribution sector across global regions

Georges Kirps, Managing Director, **Eurometal**

WHAT'S THE FUTURE?

12:20 **What are we likely to see in future? Let's discuss along with key takeaways from the conference...**

- Forging closer dialogue with other steel-producing countries and regions – a realistic prospect?
- Examining EU investment funds to help modernize the steel industry
- Will rising protectionism mean steel markets will become more regionalized and driven by local supply and demand balances?

Peter Brennan, Associate Editor, **Platts**

12:45 **Chairman's closing remarks**
Colin Richardson, Editor-in-Chief, Steel Markets Daily, **Platts**

12:55 **Close of conference**