

KALLANISH PRESENTS

# EURO-TURKEY FLAT STEEL SEMINAR

24 OCT | ISTANBUL

PROUDLY  
CO-HOSTED:



YISAD

SPONSORS:

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## MARKET OPPORTUNITIES

Explore natural synergies between Euro & Turkish Steel Markets and hear cutting edge analysis.

## INDUSTRY THOUGHT LEADERS

1 day programme will provide insight and analysis from renowned experts.

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Meet your steel peers during this executive 1 day summit and make new connections.

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# KALLANISH EURO-TURKEY FLAT STEEL SEMINAR

24 October 2018 | Ciragan Palace Kempinski Istanbul

Register by 23rd October

€850

per delegate

## CONFERENCE TOPICS

- ✓ Macro economic overview: Turkish and European
- ✓ Flat steel trade and production
- ✓ European consolidation and effects
- ✓ Increased trade flows
- ✓ Turkish flats production
- ✓ Capacity expansions
- ✓ Global influences: Chinese exports, European trade policy, USA section 232
- ✓ End-user markets: Automotive, White goods, engineering, machinery



### Get your headset:

All conference presentations will be simultaneously Translated between English and Turkish.

## CO-HOSTS

We are proud to be partnering with our co-hosts for the Kallanish Euro-Turkey Flats Summit with CIB, TCUD and YISAD. All member companies of the associations below qualify for an additional €100 off the prevailing rate!



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## SPEAKERS

Speakers at Euro-Turkey Flat Steel Seminar 2018 will present in the conference sessions. All presentations will be made available after the event for attendees in PDF format.



**Basar Yildirim,**  
Chief Economist,  
PwC Turkey



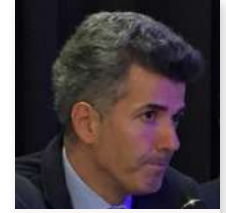
**Asiye Ay Celik**  
Board Member, CIB &  
Commercial Director,  
Tezcan Galviniz



**Gokhan Demiruz**  
President, YISAD /  
Chairman Gokmetal



**Fatih Citak**  
Marketing and Sales  
Director, Erdemir



**Gorkem Bolaca**  
Managing Director  
Galex Steel International



**Gonzalo Delgado**  
CMO MENA & Turkey,  
ArcelorMittal Flat Steel  
Europe



**Şahap Ataman**  
Business Development  
Manager  
SteelData



**Asuman Gursoy**  
Coordinator,  
Tat Metal



**Mehmet Cakmur**  
Owner,  
M Steel



**Ahmet Soybas**  
Vice President,  
Sami Soybas Steel Industry  
& Trade Inc.



**Murat Kula**  
Sales and Marketing Manager  
Colakoglu Metalurji



**Enis Kokes,**  
Purchasing Manager,  
Arcelik Group



**Banu Kuner**  
Process Improvement &  
Purchasing Manager  
Galva Metal



**Ali Okyay,**  
Executive Vice President,  
Borusan Mannesmann



**Mehmet Zeren,**  
Secretary General,  
CEBID



**Mehmet Ali Fincan,**  
Board Member YISAD &  
Director Yametas



**Roger Emmott**  
Managing Director,  
Roger Emmott Associates  
Limited



**Dr Veysel Yayan,**  
Secretary General,  
TCUD

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## PROGRAMME

08:00	Registration
09:15	Chairman's welcome
09:20	<b>SESSION 1: PARTNER ASSOCIATIONS' KEYNOTE &amp; DEBATE</b> <b>Moderator: Mehmet Ali Fincan, Board Member, YISAD &amp; Director, Yametas Yassi Metal</b> After a strong start to the year, Turkish economic growth has slowed since the second quarter, impacting domestic flat steel demand. Turkey has also been hit by trade barriers in the US and EU, but its flat steel exports to each region rose on-year in both July and August. The country has implemented its own safeguard tariff in response to the global wave of protectionism. What is the future outlook for Turkish steel demand, given the current financial stress throughout the economy? Will Turkish flat steelmakers take a larger local market share if imports are curbed? Will they be able to retain export market share? Turkey's steel industry associations give keynote presentations on issues concerning their member companies, followed by an interactive panel discussion on the industry's challenges and opportunities going forward. <ul style="list-style-type: none"><li>• <b>Asiye Ay Celik, Board Member, CIB &amp; Commercial Director, Tezcan Galvaniz</b></li><li>• <b>Dr Veysel Yayan, Secretary General, TCUD</b></li><li>• <b>Gokhan Demiruz, President, YISAD &amp; Chairman, Gokmetal</b></li></ul>
10:20	Coffee break
11:00	<b>SESSION 2: EUROPEAN &amp; TURKISH STEEL OUTLOOK - THE BIG PICTURE</b> <b>Moderator: Roger Emmott, Managing Director, Roger Emmott Associates</b> With Turkey recently reciprocating the EU's quota-tariff safeguard measures, trade between the regions could be stifled. Turkish domestic demand is meanwhile suffering from economic distress. What are the main factors at play in Turkey's flat steel industry, and what is its outlook? In Europe, major mergers and acquisitions activity is resulting in the consolidation of European flat product capacity ownership. Moreover, new safeguard measures are seen limiting imports into the EU. What is the outlook for trade between the two regions, and for the EU steel industry in general? <ul style="list-style-type: none"><li>• <b>Basar Yildirim, Chief Economist, PwC Turkey</b></li><li>• <b>Fatih Çıtak, Marketing and Sales Director, Erdemir</b></li><li>• <b>Gorkem Bolaca, Managing Director, Galex Steel International</b></li><li>• <b>Gonzalo Delgado, CMO MENA &amp; Turkey, ArcelorMittal Flat Steel Europe</b></li></ul>
12:30	Lunch
14:00	<b>SESSION 3: CHANGING DYNAMICS IN TURKEY'S COIL MARKET</b> <b>Moderator: Sahap Ataman, Business Development Manager, SteelData</b> <b>Panel moderator: Katya Ourakova, Editor, Kallanish</b> The US's status of major export market for Turkish cold rolled and coated flats is under threat from trade barriers. This could impact the wide range of CR and coated flats capacity invested into in recent years in Turkey. There has been talk for a while of Turkey's automotive and white goods industries increasing the share of domestically-sourced material in their feedstock mix. Will this offset any drop in exports? This session will look at developments in Turkey's downstream coil market. <ul style="list-style-type: none"><li>• <b>Sahap Ataman, Business Development Manager, SteelData</b></li><li>• <b>Asuman Gursoy, Coordinator, Tat Metal MM</b></li><li>• <b>Ahmet Soybas, Vice President, Sami Soybas Steel Industry &amp; Trade</b></li><li>• <b>Mehmet Cakmur, Owner, M Steel</b></li></ul>
15:30	Coffee break
16:00	<b>SESSION 4: THE FATE OF EUROPE AND TURKEY'S FLAT STEEL PROCESSORS &amp; CONSUMERS</b> <b>Moderator: Adam Smith, Managing Editor Europe &amp; Middle East, Kallanish</b> Turkish automotive production has performed strongly in recent years thanks to strong demand from export markets. The country is also a major white goods producer and pipemaker, relying on demand from abroad as well as at home. Will these industries be able to continue relying on exports, or are the current problems in Turkey's economy going to do them significant damage? What are the prospects for construction steel demand given slowing economic growth? This session will look at the latest developments and possible future course of Turkey's steel end-use sectors. <ul style="list-style-type: none"><li>• <b>Murat Kula, Sales and Marketing Manager, Colakoglu Metalurji</b></li><li>• <b>Enis Kokes, Purchasing Manager, Arcelik Group</b></li><li>• <b>Banu Kuner, Process Improvement &amp; Purchasing Manager, Galva Metal</b></li><li>• <b>Mehmet Zerem, Director General, CEBID - Turkish Steel Pipe Manufacturers Association</b></li><li>• <b>Ali Okyay, Executive Vice President, Borusan Mannesmann</b></li></ul>
17:25	Chairman's closing remarks
17:30	Cocktail reception

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24 OCT | ISTANBUL

## VENUE

Ciragan Palace Kempinski Istanbul

ADDRESS: CIRGAN CADDESİ 32, 34349 ISTANBUL

TELEPHONE: +90 212 326 4646

The only Ottoman Imperial Palace and Hotel on the Bosphorus. Çırağan Palace Kempinski offers a resort ambience in the city and reflects the ultimate luxury of a genuine Ottoman Palace.

Your conference registration does not include accommodation; however, we have reserved a limited number of rooms for Euro-Turkey Flat Steel Seminar attendees at the Ciragan Palace Kempinski Istanbul. The preferential rates are subject to availability

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per delegate

## WHO IS ATTENDING?

### Company

Agir Haddecilik (YISAD - Past President)  
AMSteel L.L.C.  
AMSteel L.L.C.  
Arcelik  
Arcelik  
Arcelik  
Arcelik Group  
ArcelorMittal Europe Flat  
ArcelorMittal Europe Flat  
ASN International  
ATLAS METAL INDUSTRIES L.L.C  
Bamesa Aceros, S. L.  
Bamesa Çelik  
Bamesa Çelik  
Borcelik  
Borcelik  
Borcelik  
Borcelik  
Borcelik  
Borcelik  
Borcelik (CIB)  
Borusan Mannesmann  
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Broekman Group  
Broekman Logistics Division BV.  
Carmeuse  
CEBID - Turkish Steel Pipe Manufacturers Association  
CEBID - Turkish Steel Pipe Manufacturers Association  
CIB - Turkish Steel Exporters Association  
CIB - Turkish Steel Exporters' Association  
CMI S.A.  
Cofralux SA  
Colakoglu Metalurji  
Colakoglu Metalurji  
Colakoglu Metalurji  
Colakoglu Metalurji  
Colakoglu Metalurji  
Colakoglu Metalurji  
Colakoglu Metalurji (YISAD - Vice President)  
Credit Europe Bank N.V.  
Cumic Steel Limited  
Demir Celik Store  
DNT Company Limited  
DNT Company Limited  
Easteel  
Erdemir  
Erdemir  
Erdemir

### Position

President  
Rebar and Scrap Sales Manager  
CEO  
Purchasing Specialist - Stainless Steel  
Purchasing Specialist - Carbon Steel  
Purchasing Specialist - Carbon Steel  
Purchasing Manager  
Country Head - Industry Flat  
CMO MENA & Turkey  
Managing Director  
  
Purchasing Area Manager  
General Manager  
Purchase and Operations Director  
Strategy Development and Marketing Senior Specialist  
Marketing Manager  
Export Area Sales Manager  
Export Manager  
Innovation & Marketing & Strategy Development Manager  
Sales Director  
Export Sales Representative  
Sales Director - Precision Tubes  
Export Manager  
Sales and Marketing Manager  
Purchasing Unit Manager  
Supplier Development Unit Manager  
Executive Vice President  
Purchasing Manager  
Executive Vice President  
General Manager Sales  
Sales Manager  
Global Steel Market Manager  
Assistant Specialist  
Secretary General  
Market Analyst  
Market Research Analyst  
Sales Manager  
Managing Director  
Sales and Marketing Manager  
Sales Manager  
Sales Director  
Export Manager  
Marketing Supervisor  
  
Board Member  
Vice President Corporate Credits  
Senior Trader  
Marketing Manager  
Owner / Director  
Owner / Director  
Managing partner  
Market Research & Analysis Supervisor  
Marketing Executive  
Marketing & Sales Director

### Location

Turkey  
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Turkey

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### Company

Galex Steel International  
Galex Steel International  
Galva Metal  
Galva Metal  
Gazi Metal (CIB)  
Gokmetal Sac Sanayi ve Dis Tic A.S.  
Gokmetal Sac Sanayi ve Dis Tic A.S.  
Gokmetal Sac Sanayi ve Dis Tic A.S.  
Gokmetal Sac Sanayi ve Dis Tic A.S.  
Koddaert NV  
Koddaert NV  
Koddaert NV  
Koddaert NV  
Kroman Celik (TCUD - Board Member)  
M Steel  
MANEKS Dis Tic. Ltd. Sti.  
Maxion Jantaş Jant Sanayi ve Ticaret A.Ş.  
Metinvest Holding LLC  
Metinvest International SA - Istanbul Branch Office  
Metinvest International SA - Istanbul Branch Office  
MMK Metalurji  
Network Steel  
Network Steel  
NLMK Turkey Çelik Ticaret A.Ş.  
Noksel (CEBID - Chairman)  
Nucor Trading  
PwC Turkey  
Roger Emmott Associates Limited  
Sami Soybas Steel Industry & Trade  
Sami Soybas Steel Industry & Trade  
Sami Soybas Steel Industry & Trade  
Sami Soybas Steel Industry & Trade  
Sergen Metal (YISAD - Past President)  
SERVICEfabrik LLC.  
SK networks  
Specta Group  
Specta Group  
SSAB  
SSAB Swedish Steel Çelik Dış Ticaret Ltd. Şti.  
Steel data  
Tatmetal  
Tatmetal  
Tatmetal (YISAD - President)  
TCUD - Turkish Iron and Steel Producers Association  
TCUD - Turkish Steel Producers' Association  
TCUD - Turkish Steel Producers' Association  
Tezcan Galvaniz  
Tosyali Toyo Celik  
Tosyali Toyo Celik  
Tosyali Toyo Celik  
Vesuvius İstanbul Refrakter San. Tic.A.Ş.  
Weyland GmbH  
Yametas A.S.  
Yildiz Demir Celik A.S. (CIB)

### Position

Foreign Trade Manager  
Managing Director  
Export specialist  
Process Improvement and Purchasing Manager  
Head of Sales and Board Member  
Coordinator  
Board Member  
Director Of Purchasing  
Chairman  
Management  
Management  
Management  
Owner  
Board Member  
Owner  
General Manager  
Purchasing Manager  
Head of Sales MENA markets - Sales Director  
Senior Sales Manager  
Director  
General Manager  
International Sales  
Commercial Director  
General Manager  
Managing Director  
Director  
Chief Economist  
Managing Director  
Vice President  
Operations Manager  
Latam Sales Agent  
Sales Manager  
President  
Senior Consultant  
General Manager  
Product Development Director Steel Straps  
CEO  
Sales Director South Europe & TRMEA  
Regional Sales Manager  
Business Development Manager  
Sales Expert - Foreign Trade  
Coordinator  
President  
Secretary General  
Director economic affairs  
Board Member  
Commercial Director  
Export Sales Manager  
General Manager  
Marketing and Customer Relations Manager  
Sales Manager  
CEO  
Director  
Domestic Sales Manager

### Location

Turkey  
United Kingdom  
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## PRICING & REGISTRATION

Rate	Normal Rate	Association/ Subscribers Rate	Exp
Launch Rate	€ 650	€550	Expired
Early Bird	€ 750	€650	Expired
Full Price	€ 850	€750	23 Oct

*The conference registration fee is payable in advance and includes documentation, welcome registration, coffee breaks, lunch and cocktail reception. Discount offers cannot be combined unless otherwise stated by Kallanish.*

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Now

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Make sure you pay when you register to lock in your low rate.

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Association members  
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Showcase your products and services to senior level decision makers. The Euro-Turkey Flat Steel Seminar offers you an excellent opportunities to maximize your 2018 marketing budget through these sponsorship opportunities:

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- ✓ Lanyard sponsor ✓ Translation sponsor

To learn more about sponsorship and exhibition opportunities, please contact Bijan Farhangi on t: +44 (0)203 818 9884 or email him at [bijan.farhangi@kallanish.com](mailto:bijan.farhangi@kallanish.com)



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