

10-11 APRIL 2019  
HO CHI MINH, VIETNAM

ORGANISED BY:



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COMMODITIES

IN PARTNERSHIP WITH:



KALLANISH PRESENTS THE 3RD ANNUAL

# ASIA STEEL MARKETS 2019

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## INCISIVE PROGRAMME

Hear from experts about current market outlook, challenges & experiences



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EXHIBITORS



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## SPEAKERS



Nghiem Xuan Da  
Vice Chairman VSA &  
President  
Vietnam Steel Corp



Trinh Khoi Nguyen  
Vice President  
VN Steel



Ranjan Dhar  
CMO  
Essar Steel



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



Enrique Gasca Neri  
Managing Director  
XSTEEL USA LLC



Xiaojun Chen  
Analyst  
Trafigura Pte Ltd



Prof. Keyvan Tehrani  
CEO  
JTC (Jame Tejarat Co.)



Gorkem Bolaca  
Managing Director  
Galex Steel International



Edric Koh  
Head of Physical Market  
Sales Southeast Asia  
LME



Derek Langston  
Senior Director  
SSY Consultancy &  
Research Ltd



Harold Quek  
Strategic Advisor  
JFE Meranti Myanmar  
Holding



Nhat Thanh Vinh Nguyen  
Export Sales Director  
Ton Dong A



Rahul Goel  
Head, Projects Planning &  
Business Development  
General Nice Resources



Ha Trinh Nguyen  
Steel Analyst  
Viet Dragon Securities  
Corporation



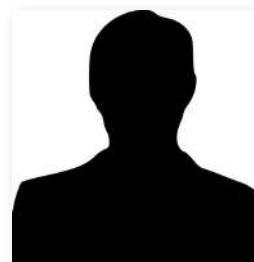
Subhendu Bose  
Managing Director  
Duferco Asia Pte Ltd



Hiroyuki Kurosawa  
Chief Investigator Overseas  
Marketing  
Japan Metal Daily



Tomas Gutierrez  
Managing Editor Asia  
Kallanish



Tiffany Tien Doan  
Director  
Toan Thang Steel  
Trading Co.



Aye Thiha  
CEO, Millcon Thiha Limited &  
General Secretary  
Myanmar Iron and Steel  
Association



Baldev Bhinder  
Partner  
Joseph Tan Jude Benny  
LLP

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## PROGRAMME

### Day 1 Wednesday 10th April 2019

- 07:00 Plant Tour
- 15:00 Registration open
- 16:00 Welcome address - Paul Mullins, Director, **Kallanish**
- 16:05 **Keynote Opening Session 1**
- Hear from key local market participants about the Vietnamese and wider Asian steel markets, setting the scene for the coming day. Vietnam remains on a strong growth path in the medium term, but over the last year tight credit and other issues have restricted growth. Across Southeast Asia meanwhile a complicated environment has resulted in slower investment and fluctuating currencies. How will these factors shape the market in the coming year and how do key players plan to respond?
- Moderator:** Paul Mullins, Director, Kallanish
- Tomas Gutierrez, Managing Editor Asia, **Kallanish**
  - Nghiem Xuan Da, Vice Chairman, **VSA** / President, **Vietnam Steel Corp**
- 17:30 **Cocktail reception**

### Day 2 Thursday 11th April 2019

- 08:00 Registration open
- 09:00 Welcome address- Tomas Gutierrez, Managing Editor Asia, **Kallanish**
- 09:05 **Session 2: Trade flows and trade wars**
- Steel, its raw material inputs and downstream steel-intensive goods are all internationally traded, placing the sector at the center of global trade issues. With the USA now more aggressive on trade issues, how will policies set in Washington shape both threats and opportunities in the Asian steel sector? Will other countries follow the US example in erecting more barriers to trade? And if they do, what can companies do to defend their interests? We will hear from traders, mills and legal experts from both sides of the Pacific.
- Moderator:** Tomas Gutierrez, Managing Editor Asia, Kallanish
- Enrique Gasca Neri, Managing Director, **XSteel USA**
  - Keyvan Jafari Tehrani, CEO, **Jame Tejarat Co.**
  - Derek Langston, Senior Director, **SSY Consultancy & Research**
  - Baldev Bhinder, Partner, **Joseph Tan Jude Benny LLP**
- 10:30 Coffee Break
- 11:00 **Session 3: Investments and capacity**
- Asia has been the center for steel capacity investments for many years but now the focus is moving away from China and towards Southeast Asia. With major blast furnace projects underway in Vietnam and other countries, and several EAF and rolling investments across the region, local capacity is set to continue growing rapidly in the coming years. Will demand be enough to support these investments? Will the impact on trade flows create new market distortions? And will the spread of induction furnaces create problems for more conventional capacity investments?
- Moderator:** Kalin Rusev, Director, Kallanish
- Jiang Li, Chief Market Analyst, **Boasteel Iron and Steel Co.**
  - Hiroyuki Kurosawa, Chief Investigator Overseas Marketing, **Japan Metal Daily**
  - Ha Trinh Nguyen, Steel Analyst, **Viet Dragon Securities Corporation**
  - Ranjan Dhar, CMO, **Essar Steel India**

### Day 2 Thursday 11th April 2019

- 12:30 Lunch
- 13:45 **Session 4: New markets, new suppliers**
- The rise of Southeast Asia as a steel consuming region means previously overlooked markets are starting to come to prominence. Even beyond the Asean-6, smaller Southeast Asian economies are playing small but strategic roles in shaping steel flows. Growing demand meanwhile has caught the attention of other major steel suppliers on top of the traditional big three East Asian exporters. With supply and demand in flux, where does competitive advantage lie?
- Moderator:** Aye Thiha, CEO, Millcon Thiha Limited / General Secretary, Myanmar Iron and Steel Association
- Harold Quek, Strategic Advisor, **JFE Meranti Myanmar Holding**
  - Subhendu Bose, Managing Director, **Duferco Asia**
  - Gorkem Bolaca, Managing Director, **Galex Steel International**
  - Tiffany Tien Doan, Director, **Toan Thang Steel Trading Co.**
- 15:00 Coffee Break
- 15:30 **Session 5: Raw material challenges**
- Iron ore and coking coal prices continue to be driven by changes in the Chinese market. How will these impact raw materials markets in 2019 and beyond? And how will the new Southeast Asian blast furnaces manage their costs in the face of this? Scrap markets meanwhile are facing their own challenges. China's scrap market is growing substantially just as it attempts to shut itself off from international markets. US supply meanwhile is being impacted by strong local steel prices. How will the Southeast Asian steel industry cope with such external risks and will local governments support or hinder the use of scrap in steelmaking?
- Moderator:** Quoc Hai Phan, CEO, Ferominco
- Rahul Goel, Head Projects Planning & Business Development, **General Nice Resources**
  - Edrick Koh, Head of Corporate Sales Asia, **London Metal Exchange**
  - Xiaojun Chen, Analyst, **Trafigura**
- 16:30 **Panel discussion: The future of Southeast Asian steel**
- With so much uncertainty in both the macro environment and in the industry itself, making firm forecasts for the future is next to impossible. That makes open discussion even more crucial for market participants to refine their views of how markets will develop over the coming months and years. In our panel we will be asking industry participants to discuss how they view the challenges and opportunities outlined in the previous sessions.
- Moderator:** Paul Mullins, Director, Kallanish
- Nhat Thanh Nguyen, Export Sales Director, **Ton Dong A**
  - Keyvan Jafari Tehrani, CEO, **Jame Tejarat Co.**
  - Trinh Khoi Nguyen, Vice President, **VN Steel**
  - Enrique Gasca Neri, Managing Director, **XSteel USA**
  - Gorkem Bolaca, Managing Director, **Galex Steel International**
- 17:30 **Closing remarks - Paul Mullins, Director, Kallanish**

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## WHO IS COMING?

Company	Position	Location
Access World (Vietnam) Company Limited	Branch Manager	Vietnam
ACE Lojistik Hizmetleri Anonim Sirketi	CEO	Turkey
Angloamerican	Sales Manager	Singapore
Asia Steel & Metals Limited	CEO	Hong Kong
Baosteel Iron & Steel Co.,Ltd	Chief Market Analyst	China
BHP Billiton Marketing Asia Pte Ltd	Specialist Mineral Research	China
Bombay Engineering and Moulding Works Pvt Ltd	Director	India
BRC Global Rolls Ltd (HK)	Marketing Specialist	Hong Kong
BRC Global Rolls Ltd (HK)	Vice President (CTS)	Hong Kong
BRC Global Rolls Ltd.	Global Sales Director	Hong Kong
Brother Steel Limited	GM	China
CCG	Director	Hong Kong
China-Base Ningbo Foreign Trade Co.,Ltd	General manager	China
CMI	Business Development	China
Cong Ty TNHH Peking Resources	Cong Ty TNHH Peking Resources	Vietnam
C.Steinweg Warehousing (Vietnam) Co. Ltd.	General Manager	Vietnam
Cumic		China
Cumic Steel Limited	Regional Director	China
Duferco Asia Pte Ltd	Managing Director	Singapore
Emirates Steel Industries	Area Sales Manager	United Arab Emirates
Enterprise Singapore	Assistant Development Partner	Singapore
Enterprise Singapore	Deputy Director	Singapore
Essar Steel India Ltd	CMO	India
Ferrominco Co. Ltd	Director	Vietnam
Ferrostaal	Director	Singapore
FIMI S.p.A.	Sales Manager	Italy
Formosa Ha Tinh Steel Corporation	Marketing Manager	Vietnam
Galex Steel International	Country Manager China	China
Galex Steel International	Managing Director	United Kingdom
General Nice Resources	Head, Projects Planning & Business Development	Hong Kong
Guangxi Construction Group international Co.,Ltd	Director of Bulk Trade	China
Heng Hiap Metal Sdn Bhd	Business Development Manager	Malaysia
Indrox Global Pvt. Ltd.	Director	India
Indrox Global Pvt. Ltd.	Sr. General Manager	India
Inteco Spa	Owner and CEO	Italy
Jame Tejarat Co.	CEO	Iran
Japan Metal Daily (Tekko Shimbun)	Chief Investigator Overseas Marketing	Japan
JFE Meranti Myanmar Holding Pte Ltd	Strategic Advisor	Singapore
JFE Meranti Myanmar Holding Pte Ltd	Senior Manager - Specification and Business Development	Singapore
JFE Meranti Myanmar Holding Pte Ltd	Export Sales Manager	Singapore
JFE Steel Vietnam Co., Ltd.	Deputy Manager	Vietnam
Joseph Tan Jude Benny LLP	Partner	Singapore
JTC	Commercial Senior Expert	Iran
Lhoist	New Business Development Coordinator & Steel Specialist	Belgium
Lhoist Malaysia Sdn Bhd	Senior Steel Market Manager - Asia	Malaysia
LME	Head of Physical Market Sales, Southeast Asia	Singapore
LME	Head of Financial Sales, Asia	Singapore
LME	Senior Client Marketing & Education Executive	United Kingdom
Mining News Agency	CEO	Iran

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## WHO IS COMING?

Company	Position	Location
Mitsubishi Corporation RTM International Pte Ltd	General Manager	Singapore
Mitsui Bussan Commodities (Singapore) Pte. Ltd.	Metals Marketer	Singapore
Mitsui Bussan Commodities (Singapore) Pte. Ltd.	Regional Head of Metals, Asia Pacific	Singapore
Mlion Corporation Pte. Ltd.	Managing Director	Singapore
M & R Steel Groups Co., LTD	CEO	China
Navex Asia	Managing Director	China
Navex Asia LTD	Trader	Hong Kong
NS BlueScope (Vietnam) Limited	Country President	Vietnam
NS BlueScope Viet Nam	VP Supply Chain and Sourcing	Vietnam
Orientaltradechina		China
PAUL WURTH INTERNATIONAL S.A.	Managing Director	Taiwan
Paul Wurth Vietnam Co. Ltd.	SMS Group Representative / Assistant General Director	Vietnam
PRIMEX STEEL TRADING GMBH	Sales Manager	Germany
PT Ispat Indo	Director	Indonesia
PT Ispat Indo	Chief Procurement Officer	Indonesia
Rio Tinto	Senior Analyst, Market Analysis, Steel & Raw Materials	India
Rio Tinto	Manager	Singapore
Rio Tinto	Manager Market Analysis	Singapore
Rio Tinto Iron Ore	Manager of Sales- Other Asia	Singapore
Sarralle Equipos Siderúrgicos, SL	COMMERCIAL	Spain
Shanghai Gymta Industrial Development Co.,Ltd	Manager director	China
Shanghai Gymta Industrial Development Co.,Ltd		China
Shanghai Legang Supply Chain Co. ltd	Senior Operations Director	China
Show Denko Carbon Malaysia Sdn Bhd	Sales Manager	Malaysia
Smarttimingsteel Co.,Ltd.	Manager	China
SSY Consultancy & Research	Senior Director	United Kingdom
Teck Resources Limited	Chief Economist	China
Teck Resources Limited	Market Research Analyst	China
Thiha Group	CEO	Myanmar
Tivlon Technologies Private Limited	Iron Ore Consultant- Partner	Singapore
Toan Thang Steel Trading Co. Ltd.	Member of Board of Directors	Vietnam
Toan Thang Steel Trading Co. Ltd.	Member of Board of Directors	Vietnam
Ton Dong A	Sales Director	Vietnam
Trafigura	Analyst	China
Vesuvius Malaysia Sdn Bhd	Steel Sales Director - SEA	Malaysia
Vesuvius Vietnam	Sales Manager	Vietnam
VICASA VNSteel	Production Manager	Vietnam
Viet Dragon Securities Corporation	Steel Analyst	Vietnam
Vietnam Steel Association	Representative of vietnam Steel Association in Southern	Vietnam
Vietnam Steel Corporation	Vice President	Vietnam
Vietnam Steel Corporation	Chairman	Vietnam
VNSteel - Southern Steel Company Limited	Deputy General Director	Vietnam
Welcome Trading Co Pte Ltd	Director	Singapore
Y.N INVEST MENT	Business Manager	China
XSTEEL USA LLC	Managing Director	United States
Zheshang Development Group, Ltd.	Vice President	China

Last update:  
08/04/2019

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## PLANT TOUR

Join the visit to Ton Dong A and you will get a detailed background on the company's ambitions, strategy, and also a plant tour. Ton Dong A's seeks to become domestically and internationally prestigious and high quality galvanized steel sheet manufacturer. Continually investing in modern and environmental equipment and lines to produce the high quality galvanized steel sheet product, ensuring the sustainability of the works. Furthermore, they are looking to launch the production and business activity to release premium products with competitive price and good after-sales service.



**Departure:** 7AM Lotte Legend Lobby

**Return:** 3PM Lotte Legend Lobby

**Price:** \$50

**Included:** Transportation and Lunch

*Booking essential – tour is limited to 50 places.*



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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:

10th April 2018 - Registration, Conference Sessions, Cocktail  
11th 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 25 Jan	Early Bird Exp 8 Mar	Full Price Exp 9 Apr	On the door 10-11 Apr	
General	Exp	Exp	\$1150	\$1265	<b>Group Bookings</b> must consist of 3 or more delegates booking at the same time.
Kallanish Subscribers	Exp	Exp	\$1050	NA	<b>Subscriber Rates</b> To qualify for a subscriber rate you must be a current subscriber of a Kallanish news service.
Associations	Exp	Exp	\$1050	NA	<b>Associations Rates</b> Email sales@kallanish.com to check if the association you are a member of is a partner at this event.
Group Price	NA	Exp	\$950	NA	
Vietnamese National	Exp	Exp	\$500		<b>Vietnamese National</b> Email sales@kallanish.com to check if your VSA (Vietnam) membership qualifies for this rate.

**Payment Date**  
Your registration must be complete with payment before the expiry date.

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## REGISTER

### Your Details

Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

#### Group Booking, please enter the additional names below:

Delegate 1 \_\_\_\_\_  
Delegate 2 \_\_\_\_\_  
Delegate 3 \_\_\_\_\_

### Payment Information

Mastercard  Visa  Amex  Maestro

Name on card \_\_\_\_\_  
Card Number \_\_\_\_\_  
Billing Address \_\_\_\_\_  
Expiry Date \_\_\_\_ / \_\_\_\_ CVV: \_\_\_\_\_  
Signature \_\_\_\_\_

*If you prefer to pay by bank transfer, we will send you an email with invoice to the email address above.*

### Confirmation

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

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

### Ticket Type

<input type="checkbox"/>	Super Early Bird	Expired	Exp 25 Jan
<input type="checkbox"/>	Early Bird	Expired	Exp 8 Mar
<input type="checkbox"/>	Full Price	\$1150	Exp 9 Apr
<input type="checkbox"/>	Group Early Bird	Expired	Exp 8 Mar
<input type="checkbox"/>	Group Full Price	\$950	Exp 9 Apr
<input type="checkbox"/>	\$100 Kallanish Subscriber Discount		
<input type="checkbox"/>	Vietnamese National	\$500	Exp 9 Apr

**Group Bookings** must consist of 3 or more delegates booking at the same time. Price quoted is per delegate.

#### Subscriber Rates

To qualify for a subscriber rate you must be a current subscriber of a Kallanish news service.

#### Associations Rates

Email [sales@kallanish.com](mailto:sales@kallanish.com) to check if the association you are a member of is a partner at this event.

#### Payment Date

Your registration must be complete with payment before the expiry date.

#### Return this form

Email: [info@kallanish.com](mailto:info@kallanish.com)  
By fax: +44 (0) 208 711 3840

#### Contact Numbers:

London: +44 208 735 6520  
Singapore: +65 9766 8157

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### Registration

When registering for any event, course or service provided by Kallanish you must provide details of any special requirements including any requirements relating to diet, physical disability, mobility problem or other condition requiring special care or attention. You are also invited at that time to inform us about any additional requests that you may have. Kallanish reserves the right to make an additional charge for requirements and requests that can be accommodated. Kallanish shall have no obligation to provide any service, information or materials unless and until the relevant registration has been accepted and satisfactory payment arrangements have been made. Kallanish reserves the absolute right to refuse to allow attendance at any course or event or access to any service if any payment is not received in time or if Kallanish has reasonable grounds to believe that payment arrangements made are not satisfactory.

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