

# MIDDLE EAST STEEL MARKETS

4-5 OCT 2017

DUBAI, UAE

2 DAY CONFERENCE WITH AN  
UNPARALLELED OPPORTUNITY TO  
NETWORK WITH TOP EXECUTIVES FROM  
THE REGIONAL STEEL MARKET AS WELL  
AS THE GLOBAL STEEL SUPPLY CHAIN.



**Kallanish**  
COMMODITIES

**SUPER  
EARLY  
BIRD**

**\$800 / PERSON**



## EVENT OVERVIEW

Join the Kallanish Middle East Steel Markets 2017 conference this 4-5th October 2017 in Dubai. In 2016 the Middle East retook the title of world's fastest-growing region for crude steel production, as its four largest-producing nations recorded a combined 7.6% year-on-year output increase to 29.03 million tonnes, according to worldsteel data.

This two day conference will address the following questions and issues in 9 detailed sessions:

- Oil Prices and Steel Markets - How has the Middle East adapted to the oil downturn?
- Evolving Raw Materials - Will gas supply and currency issues continue to hamper DRI output? Can HBI imports and regional scrap supply continue to be an alternative?
- Trade Defence - Is the time finally right for the region to put measures into place?
- Iran Steel Focus - What are the prospects for Iranian steel demand and supply? Is the capacity expansion target of 50 million tonnes/year achievable?
- Saudi Arabia - To what extent has Saudi Arabia successfully implemented recent reforms to move away from dependence on oil, and what is its outlook for steel demand?
- Turkey to become a net flat steel exporter - How likely is Turkey to expand its flats supply to the Middle East as the region's economies mature, given domestic suppliers are increasingly satisfying longs demand?
- Egypt market focus - To what extent will domestic steel supply and demand benefit from improved natural gas supply and infrastructure projects?

### CONFERENCE PRODUCER

ADAM SMITH  
MIDDLE EAST EDITOR, KALLANISHSTEEL



### CONFERENCE DIRECTOR

BIJAN FARHANGI  
EVENTS DIRECTOR, KALLANISH COMMODITIES





## PROGRAMME

### DAY 1 - 4TH OCTOBER, 2017

08:00-09:00 Registration

09:00-10:30 Session 1: Setting the Scene

#### **Middle East and North Africa (MENA) economic outlook**

How have GCC economic adapted to lower oil prices? Have Egyptian economic prospects improved given gas discovery and currency flotation? What is the outlook for Iraq's economy once 'ISIS' is defeated? Has Algerian economic growth hit a snag?

#### **MENA steel market outlook**

How has the region's steel market performed in 2017? What are main opportunities and threats foreseen for 2018? Where will UAE demand come from post-Expo 2020? Has the region learnt from over-investing into new capacity? Will MENA steel demand continue to rely on oil or is diversification being stepped up?

10:30-10:45 Coffee Break

10:45-12:15 Session 2: GCC steel markets adapt to the oil downturn

#### **Saudi Arabia steel responds to reduced demand**

How have producers adapted to reduced oil-funded steel demand? To what extent have mills' pricing policies become more flexible as a result of increased competition? What is the prospect for Saudi exports following the issuing of the first export licences? Will the China-origin billet import uptrend continue? Opportunity for local wire rod producers to displace imports from China

#### **Improving margins for GCC re-rollers**

How higher global prices have allowed re-rollers to regain regional market share. Is this trend sustainable? Is sourcing billet from regional producers, such as UAE, Oman and Iran, the new norm?

#### **Prospects for Middle East pipemakers**

Will the oil price recovery stimulate investment and Middle Eastern pipe demand? Outlook for regional construction and industrial pipe demand

#### **Is GCC finally using trade defence measures?**

Prospects for regional trade defence following launch of first steel investigations Will new UAE trade law lead to probes separate from GCC? Why the push for trade defence now after so many years of talk? What is the outlook for steel prices in the region?

12:15-13:30 Lunch

13:30-15:30 Session 3: Evolving raw materials

#### **Prospects for iron ore pellet supply**

To what extent are pellet suppliers meeting demand from DRI producers? Are current high pellet premiums sustainable?

#### **Adapting to short DR-pellet supply**

How have pellet shortages and high pellet premiums impacted Middle East DRI output? Has the region taken steps to alleviate gas shortages that hamper DRI production? To what extent has local scrap use increased to offset tighter pellet availability? Are HBI imports from Malaysia seen as a sustainable alternative to regional output?

#### **UAE as a scrap supplier**

Will supplies to UAE/GCC steelmakers continue to grow? Prospects for scrap exports to the Indian subcontinent

#### **Prospects for increased domestic DRI supply in Egypt**

Progress of Ezz Steel DRI plant ramp up Effect of greater DRI availability on Ezz Steel's steelmaking Outlook for Egyptian DRI production/supply

15:30-15:45 Coffee Break

15:45-17:00 Session 4: Panel discussion

What direction is the Middle East market heading in?

Trade Defence Price Defence



## PROGRAMME

### DAY 2 - 5TH OCTOBER, 2017

08:00-09:00 Registration

09:00-10:30 Session 5: Middle East finance

#### **Credit market overview of GCC**

Sovereigns' credit profile developments and impact on budgets; Alternative financing models for steel-consuming infrastructure projects

#### **Middle East steel financing and investment**

Is the Middle East still an attractive location for steel investment? What are the financing options available to steel investors?

10:30-11:00 Coffee Break

11:00-13:00 Session 6: Middle East and North Africa steel markets

#### **Egypt market focus**

Will government eventually reduce gas prices for steelmakers? How crucial is this for DRI producers? The prospects for increased domestic steel production and reduced need for billet imports; Will increased dollar reserves make raw materials imports more affordable? The impact on imports of Egypt's rebar and wire rod anti-dumping investigation; To what extent will steel production and consumption benefit from natural gas supply improvement? Progress of infrastructure/construction projects, such as Egypt's much-touted new capital city

#### **Algeria steel demand potential**

What is the outlook for Algerian steel demand? Will imports cease following the launch of new capacities?

13:00-14:00 Lunch Break

14:00-15:30 Session 7: Iran looks to exports to offset sluggish local demand

#### **Steel**

Will Iranian semi-finished product exports continue to grow? When will Iran's local construction sector recover? Is the 50 million tonnes/year crude steel capacity target by 2025 achievable? How is Iran's oil & gas sector modernisation progressing? To what extent have steel imports risen post-sanctions? To what extent has access to finance improved?

#### **Raw Materials**

Will Iran emerge as a pellet exporter in the short-term? Has Iran re-emerged as an iron ore supplier to China post-sanctions? Have Iranian steelmakers increased the scrap content in their feedstock mix?

15:30-15:45 Coffee Break

15:45-16:45 Session 8: Turkey market focus

Crude steel production rebounded in 2016 and Q1 2017 after three years of decline. What is driving this? Can Turkish EAF mills sustain their improved competitiveness as a result of higher iron ore and Chinese steel prices? Will Chinese billet imports return to Turkey and depress scrap prices once again? How are Turkish rebar mills reacting to being shut out of traditional markets such as the US, UAE and Egypt? Will Turkey finally increase its flat product capacity utilisation and direct output to export, for example to the Middle East to replace reduced longs supply? To what extent have Turkish mills preferred to export billet over rebar this year? Has Turkish local scrap supply increased to ease the impact on mills of fluctuating US scrap prices?

16:45-17:30 Session 9: World economic and steel outlook

17:30-17:45 Conference Closing

Closing Remarks

Final Questions



## VENUE

Kallanish Middle East Steel Markets 2017 will be hosted at the Address Dubai Mall

Located at the heart of trendy Downtown Dubai, overlooking the world's tallest tower, Burj Khalifa, and attached to The Dubai Mall, one of the largest shopping and entertainment destinations in the world, Address Dubai Mall, Downtown Dubai is always in vogue.

Address, Dubai Mall offers elegant and chic accommodations. This 5-star hotel features an outdoor infinity pool overlooking Burj Khalifa and free WiFi. Dubai International Airport is a 15-minute drive away.

### ADDRESS

The Address Dubai Mall  
Address: 5-STAR  
P.O. Box 31166  
Dubai, UAE

GPS Location: 25.199777,55.27732m

Phone: + 971 4 438 8888





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

### PRICES

SUPER EARLY BIRD \$800  
 EARLY BIRD \$1000  
 FULL PRICE \$1200

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