

10-11 APRIL 2019  
HO CHI MINH, VIETNAM

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KALLANISH PRESENTS THE 3RD ANNUAL

# ASIA STEEL MARKETS 2019

## C-LEVEL EXECUTIVES

Make new contacts and create business opportunities with our renowned networking

## INCISIVE PROGRAMME

Hear from experts about current market outlook, challenges & experiences



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# ASIA STEEL MARKETS 2019

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## SPEAKERS



Ranjan Dhar  
*CMO*  
Essar Steel



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



Enrique Gasca Neri  
*Managing Director*  
XSTEEL USA LLC



Graeme Train  
*Senior Economist*  
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  
(Tekko Shimbun)

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## PROGRAMME

### Day 1 Wednesday 10th April 2019

07:00	Plant Tour
15:00	Registration open
16:00	Welcome address
16:00	<b>Keynote Opening Session 1</b>  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?
18:00	<b>Cocktail reception</b>

### Day 2 Thursday 11th April 2019

08:00	Registration open
09:00	Welcome address
09:05	<b>Session 2: Trade flows and trade wars</b>  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.
10:30	Coffee Break
11:00	<b>Session 3: Investments and capacity</b>  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?
12:30	Lunch

### Day 2 Thursday 11th April 2019

13:45	<b>Session 4: New markets, new suppliers</b>  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?
15:00	Coffee Break
15:30	<b>Session 5: Raw material challenges</b>  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?
16:30	<b>Panel discussion: The future of Southeast Asian steel</b>  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.
17:30	<b>Closing remarks</b>

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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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# ASIA STEEL MARKETS 2019

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## WHO IS COMING?

### Company

### Position

### Location

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
China-Base Ningbo Foreign Trade Co.,Ltd		China
CMI	Business Development	China
Cumic		China
Cumic Steel Limited		China
Duferco Asia Pte Ltd	Regional Director	Singapore
Emirates Steel Industries	Managing Director	United Arab Emirates
Enterprise Singapore	Area Sales Manager	Singapore
Enterprise Singapore	Asssistant Development Partner	Singapore
Essar Steel India Ltd	Deputy Director	Singapore
Ferrostaal	CMO	India
FIMI S.p.A.	Director	Singapore
Galex Steel International	Sales Manager	Italy
Galex Steel International	Country Manager China	China
General Nice Resources	Managing Director	United Kingdom
Heng Hiap Metal Sdn Bhd	Head, Projects Planning & Business Development	Hong Kong
Indrox Global Pvt. Ltd.	Managing Director	Malaysia
Indrox Global Pvt. Ltd.	Director	India
Jame Tejarat Co.	Sr. General Manager	India
Japan Metal Daily (Tekko Shimbun)	CEO	Iran
JFE Meranti Myanmar Holding Pte Ltd	Chief Investigator Overseas Marketing	Japan
JFE Steel Vietnam Co., Ltd.	Strategic Advisor	Singapore
JTC	General Director	Vietnam
LADBEKKY BUSINESS VENTURES	Commercial Senior Expert	Iran
Lhoist	DIRECTOR OF OPERATION	Nigeria
Lhoist Malaysia Sdn Bhd	New Business Development Coordinator & Steel Specialist	Belgium
LME	Senior Steel Market Manager - Asia	Malaysia
LME	Head of Physical Market Sales, Southeast Asia	Singapore
LME	Head of Financial Sales, Asia	Singapore
Mining News Agency	Senior Client Marketing & Education Executive	United Kingdom
Mitsubishi Corporation RfM International Pte Ltd	CEO	Iran
Mitsui Bussan Commodities (Singapore) Pte. Ltd.	General Manager	Singapore
Mitsui Bussan Commodities (Singapore) Pte. Ltd.	Metals Marketer	Singapore
Milou Corporation Pte. Ltd.	Regional Head of Metals, Asia Pacific	Singapore
mnrsteel	Managing Director	Singapore
NS BlueScope (Vietnam) Limited		China
NS BlueScope Viet Nam	Country President	Vietnam
PAUL WURTH INTERNATIONAL S.A.	VP Supply Chain and Sourcing	Vietnam
Paul Wurth Vietnam Co. Ltd.	Managing Director	Taiwan
PRIMEX STEEL TRADING GMBH	SMS Group Representative / Assistant General Director	Vietnam
PT Ispat Indo	Sales Manager	Germany
PT Ispat Indo	Director	Indonesia
Rio Tinto	Chief Procurement Officer	Indonesia
Rio Tinto	Senior Analyst, Market Analysis, Steel & Raw Materials	India
Rio Tinto	Manager Market Analysis	Singapore
Rio Tinto	Manager	Singapore
Rio Tinto	Manager Market Analysis	Singapore
Rio Tinto Iron Ore	Manager of Sales- Other Asia	Singapore
SARRALLE EQUIPOS SIDERURGICOS, SL	COMMERCIAL	Spain
Shanghai Gynta Industrial Development Co.,Ltd	Manager director	China
Shanghai Gynta Industrial Development Co.,Ltd		China
Shanghai Legang Supply Chain Co. Ltd		China
Show Denko Carbon Malaysia Sdn Bhd	Senior Operations Director	China
Smartimingsteel Co.,Ltd.	Sales Manager	Malaysia
SSY Consultancy & Research		China
SternTrading	Senior Director	United Kingdom
Teck Resources Limited	Owner	Argentina
Teck Resources Limited	Chief Economist	China
Ton Dong A	Market Research Analyst	China
Trafigura	Sales Director	Vietnam
Vesuvius Malaysia Sdn Bhd	Senior Economist	China
Vesuvius Vietnam	Steel Sales Director - SEA	Malaysia
Viet Dragon Securities Corporation	Sales Manager	Vietnam
Welcome Trading Co Pte Ltd	Steel Analyst	Vietnam
XSTEEL USA LLC	Director	Singapore
Zheshang Development Group., Ltd.	Managing Director	United States
	Vice President	China

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# ASIA STEEL MARKETS 2019

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## PREVIOUS ATTENDEES

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
Tangshan YaoXin Iron and Steel Group Co.,Ltd.	Marketing Director	China
Tangshan YaoXin Iron and Steel Group Co.,Ltd.	General Manager	China
Tangshan Grand Faith Steel 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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## PREVIOUS ATTENDEES

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
Ferominco 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

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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

### Translation:

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

### Dates:

10th April 2018 - Registration, Conference Sessions, Cocktail  
11th April 2018 - Registration Conference Sessions, Lunch

### 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 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  
By fax: +44 (0) 208 711 3840

#### Contact Numbers:

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

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### Event descriptions, content, dates and venues

Kallanish reserves the right at any time to make reasonable changes to events, courses and other services provided including, but not limited to, changes to descriptions, content, dates, times, speakers, guests and venues, without liability. In the event of cancellation, Kallanish will make reasonable efforts to provide an alternative and where this is not possible, will refund monies received from you by Kallanish with respect to what has been cancelled. Kallanish is not responsible for travel arrangements, accommodation, or any other arrangements that you make in connection with the services provided by Kallanish.

### 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.

### Your right to cancel or transfer

Kallanish's services are generally designed for business, trade and professional use. If, however, the Consumer Protection (Distance Selling) Regulations 2000 apply, you may cancel your registration within 14 days of making it provided that services have not commenced. Apart from any such right, a cancellation fee of 25% of the total fee, including VAT, shall apply with respect to cancellations up to 30 days prior to the commencement of the relevant course, event or service and after this the cancellation fee shall be 100% of the fee including VAT. Subject to notice to Kallanish at least 48 hours before the commencement of any service, course or event, the reservation may be transferred to another person without charge. Within 48 hours, a charge of 10% of the fee may be made.

### Disclaimer

Use of any information or material provided by Kallanish is entirely at your risk and in no circumstances is Kallanish responsible for any loss, damage or other negative consequence of use of information or material by you or anyone else.

### Use of personal data

Personal data is gathered and used to enable Kallanish to provide services to you. This may involve passing details on to third parties. Such details may also be used by Kallanish for marketing purposes including sending information about Kallanish's services and other products. Such details will not otherwise be passed on to third parties without your consent.

### Third party rights

An individual, company or organisation not party to any agreement between you and Kallanish shall not have or acquire any rights under or in connection with it. Law and jurisdiction These Terms & Conditions shall be governed by and construed in accordance with the laws of England and Wales and the parties agree to submit to the non-exclusive jurisdiction of the Courts of England and Wales in order to resolve any dispute or difference between the parties or to enforce or take any other legal action in connection with any contract to which these Terms & Conditions apply.

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