## INVITATION

## EUROMETAL MEETING OF MAIN EU STEEL DISTRIBUTORS & SSC

FRANKFURT, SHERATON AIRPORT HOTEL, 01 DECEMBER 2016, 12.00 -17.00 HRS

**Dear colleagues,**

In 2017, the EU steel market will probably be impacted by incisive EU steel trade policy and by the need to push for further consolidation.

Traditional steel business structures will be in a disruptive mode.

Divestures, closures, mergers, acquisitions, anti-dumping duties, struggling for better margins will shape new market behavior patterns in steel value chains all over Europe.

Next EUROMETAL Meeting of Main EU Steel Distributors & SSC will be a good opportunity to assess together, with outside experts, the significant changes facing steel industry as well as steel distribution and SSC markets.

**For this meeting, we propose the following agenda:**

* **Introducing Presentation by EUROMETAL President Jens Lauber**
* **European Flat Steel Market Developments & Outlook**

**Matt Watkins, Principal Consultant, CRU, London**

* **New Challenges in Steel Markets and Their Implications for EU Steel Distribution.**

**A speaker from McKinsey & Company is confirmed**

* **Consolidation and Steel Trade Cases Shaping the Future EU Steel Market.**

**Speaker: Tommaso Sandrini, CEO of San Polo Lamiere, an Italian SSC, and Chairman of ASSOFERMET Acciaio,**

* **Managing for Prices and Margins.**

**SIMON KUCHER and Partners have confirmed to delegate a speaker to our meeting. SIMON-KUCHER and Partners are a leading consultancy in matters of Sales, Marketing and Pricing Management**

* **Position of EU Steel Distribution in EU Steel Market and Key EU Steel Distribution Benchmarks in first half of 2016.**

**EUROMETAL will present key findings of latest Research Reports**

* **Other Topics**

The meeting will be convened at Frankfurt-Airport, SHERATON Airport Hotel, on 01 DECEMBER 2016, starting at 13.00 Hrs.

A lunch buffet will be available at the hotel restaurant from 12.00 Hrs. on.

Please confirm your coming by returning the attached registration form to [office@eurometal.net](mailto:office@eurometal.net).

The meeting will be governed by EUROMETAL’s strict compliance guidelines.

All participants will sign a presence list including and approving recommendations and guidelines regarding compliance matters.

An external compliance lawyer will assist to the meeting and monitor discussions under compliance aspects.

With kind regards

Jens Lauber, EUROMETAL President

Georges Kirps, Director General EUROMETAL

## REGISTRATION FORM – EUROMETAL MEETING OF MAIN EU STEEL DISTRIBUTORS AND SSC

**FRANKFURT, SHERATON AIRPORT HOTEL, 01 DECEMBER 2016, 13.00 Hrs.**

EUROMETAL MEMBERS AND MEMBERS OF NATIONAL FEDERATIONS:

NAME(S) COMPANY E-MAIL FEE = 0 EUROS

NON MEMBERS:

NAMES(S) COMPANY E-MAIL FEE = 250 EUROS

FOR NON MEMBERS: INDICATE BILLING ADDRESS:

**Please return registration to** [***office@eurometal.net***](mailto:office@eurometal.net) **before 25 November 2016.**