

# EUROMETAL STEEL NET FORUM IBERIA 2016

## EXCERPTS FROM THE PROGRAM:

- Outlook on European Steel Markets
- Challenges for Flat Steel Service Centres in Iberia
- Steel Production in Portugal and its Future
- Benchmarks regarding EU and Iberian Steel Distribution
- Present situation, Perspectives and Challenges of Iberian & European Long Steel Markets

## KEYNOTE SPEAKERS:



**JENS LAUBER**  
CEO Tata Steel Distribution  
Europe / President EUROMETAL



**FERNANDO PINTO**  
Administrator J. Soares Correia  
President AÇOMEFER

## SOME OF THE SPEAKERS:



**JEROEN VERMEIJ**  
Head of Economic Studies  
EUROFER



**DARREN O'RIORDAN**  
Director General STEMCO  
Spain



**JAVIER ALVAREZ-LINERA PRADO**  
ArcelorMittal Long Carbon  
Europe South



**Ing. RAMÓN PEREZ DE ALBÉNIZ**  
Director General MEGASA Group



**CARLOS VIEIRA**  
Director of Purchasing  
Gonvarri Steel Services



**Prof. JOÃO DUQUE**  
Professor for Finance at Lisbon Institute  
of Economics and Management

**10-11 NOV. 2016**

**CROWNE PLAZA  
HOTEL PORTO  
PORTUGAL**

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attendance on  
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# STEEL NET FORUM IBERIA 2016



## Dear Colleague in the European Steel Industry,

### **EUROMETAL, AÇOMEFER AND UAHE**

are pleased to welcome you to the EUROMETAL Steel Net Forum Iberia 2016 in Porto! The program is looking very promising and we hope that you will learn all about the latest news and trends in the industry and bring back lots of information and inspiration back to your office.

**EUROMETAL STEEL NET FORUM 2016** with the theme “What are the Opportunities, Challenges and Risks in the Iberian Steel Distribution?” is not to be missed by anyone who has an interest in the European Steel Market with a focus on the Iberian countries.



Georges Kirps  
Director General  
EUROMETAL



Fernando Pinto  
President Açomefer



THURSDAY, NOV 10, 2016

## Visit and Dinner at FERREIRA WINE CELLARS

At 19.00 a chartered bus will take you from Crowne Plaza Hotel to Ferreira Port Wine Cellars located at the riverside of the Gaia city. Ferreira Cellars invite you to discover a brand over 250 years old, a symbol of the highest quality that encapsulates Portugal's heart and soul.



### AGENDA | FRIDAY, NOV 11, 2016

08.30 REGISTRATION

09.00 OPENING OF STEEL NET FORUM IBERIA

**Roberto Gonzalez**, CEO Tirso Group,  
Chairman of EUROMETAL

09.15 WELCOME ADDRESS

**Fernando Pinto**, President AÇOMEFER,  
Administrator J. Soares Correia

#### INTERNATIONAL SESSION

09.30 **OUTLOOK ON EUROPEAN STEEL MARKETS**

**Jeroen Vermeij**, Head of Economic Studies  
EUROFER

10.00 **PRESENT, PERSPECTIVES AND CHALLENGES  
OF IBERIAN & EU LONG STEEL MARKETS**

**Javier Alvarez-Linera Prado**, ArcelorMittal Long  
Carbon Europe South

10.30 COFFEE BREAK

11.00 **FUTURE OF EUROPEAN STEEL DISTRIBUTION**

**Jens Lauber**, CEO Tata Steel Distribution Europe  
President EUROMETAL

11.30 **SERVICE ORIENTATION AND PRICING FOR  
VALUE IN STEEL DISTRIBUTION EUROPE**

**Cesare Vigano**, Managing Director AMCLN  
Vice-President EUROMETAL

12.00 **THE FUTURE OF STEEL IMPORTS / POSITION  
OF CHINA IN WORLD STEEL MARKETS  
SUPPLY / IMPLICATIONS FOR IBERIA**

**Darren O'Riordan**, Director General Stemcor  
Spain

12.30 LUNCH

#### IBERIAN SESSION

13.30 OPENING OF IBERIAN SESSION

**Fernando Pinto**, President AÇOMEFER,  
Administrator J. Soares Correia

13.35 **ECONOMIC AND INDUSTRIAL PERSPECTIVES  
IN PORTUGAL**

**Prof. João Duque**, Professor for Finance at Institute  
of Economics and Management

14.00 **STEEL PRODUCTION IN PORTUGAL  
AND ITS FUTURE**

**Ing. Ramón Perez de Albéniz**, Director General  
of Megasa Group

14.30 **FIGHTING BUSINESS MOROSITY**

**Antoni Canete**, President PMCM Madrid

15.00 AFTERNOON COFFEE

15.30 **FLAT STEEL PRODUCTS MARKETS IN IBERIA:  
STATUS & PERSPECTIVES**

**Alfonso Hidalgo de Calcerrada**,  
Chief Economist UNESID

16.00 **CHALLENGES FOR FLAT STEEL SERVICE  
CENTRES IN IBERIA**

**Carlos Veira**, Director of Purchasing Gonvarri

16.30 **MONITORING REPORT ON IBERIAN STEEL  
MARKETS; BENCHMARKS REGARDING EU  
& IBERIAN STEEL DISTRIBUTION**

**Georges Kirps**, Director General EUROMETAL

17.00 CLOSURE OF THE CONFERENCE

**Roberto Gonzalez**, CEO Tirso Group,  
Chairman of EUROMETAL

Note that all times and speakers may be subject to change.



## PRACTICAL INFORMATION

### DATES

Conference on Nov 11, 9.00 - 17.15  
Industry Dinner on Nov 10, 19.00

### CONFERENCE VENUE

Crowne Plaza Hotel, Porto  
Conference room "Guimarães I"  
Av. da Boavista 1466,  
4100-114 Porto, Portugal  
[www.crowneplaza.com/Porto](http://www.crowneplaza.com/Porto)

### ACCOMMODATION

Rooms at Crowne Plaza Hotel can be booked  
by phone: +351 22 607 2500 or email: [opocp.info@ihg.com](mailto:opocp.info@ihg.com)



### CONFERENCE FEE AND BOOKING

- The conference fee is 200€ for members of EUROMETAL and European National Federations.  
Non members conference fee is 350€.  
Morning, afternoon coffee and a light lunch are included.
- The dinner on Nov 10 is also included in the conference fee.  
Please indicate when booking if you will be attending the dinner and if you have any special dietary requirements.
- Accommodation is not included in the conference fee
- Once registered and paid, the conference fee is non-refundable.  
However the conference place may be transferred to a different person. Please contact [acomefer@sapo.pt](mailto:acomefer@sapo.pt) with details.

### ABOUT THE CONFERENCE

The conference languages are English, Portuguese and Spanish.  
Translation service will be available.

All participants will get access to the conference presentations after the conference.

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