

EUROMETAL WORLD STEEL DISTRIBUTION & SSC SUMMIT 2017



World steel distribution & SSC at the Crossroads

Düsseldorf, Germany, Hilton Düsseldorf Hotel, 10-12 May 2017

Platinum Sponsors:



INAUGURAL SESSION

10 May 2017



INAUGURAL SESSION

Conference moderation:

Jens Lauber, President EUROMETAL & Oliver Ellermann, CEO BDS

A simultaneous interpretation service English into German will be provided during both conference days

EUROMETAL World Steel Distribution & SSC Summit will convene all major stakeholders of the Steel Value Chain: Customers, Traders, Distributors, SSC, Producers, Re-rollers, Logistics operators, Trade finance, Risk management, Software suppliers, Digitalization facilitators, etc.

18.00 – 18.30 Welcome desk opens

18.30 – 20.00 Inaugural presentations

Prof.Dr.Roland Döhrn, RWI-Leibniz Institute for Economic
Research, Essen

Macro-Economic Outlook: Bright or Bleak?

Dr Henrik Adam, CCO Tata Steel Europe

Steel Market Dynamics: Challenge, Threat or Opportunity?

20.00 – 22.00 Meet & Greet Buffet



SESSION A
09.00 – 10.30 HRS

**GLOBAL
CONTEXT**

MORNING SESSION

11 May 2017

Traditional steel business structures have entered disruptive mode. Struggling for better margins will shape new market behaviour patterns pushing for further consolidation.

09.00 – 10.30 KEY NOTE PRESENTATION AND GLOBAL CONTEXT

Dr. Edwin Basson, Director General at WORLD STEEL ASSOCIATION,

Key Note Presentation on Changing Structures in World Steel

Matt Watkins, Principal Consultant with CRU, London

The Changing Patterns of Global Steel Trade Flows

Alexander Julius, CEO MACROMETAL

Impact of EU Steel Trade Cases on Steel Distributors, Steel Traders and Steel End Use Segments

10.30 -11.00 Coffee break



MORNING SESSION

11 May 2017

Understanding the demand and supply outlook is key to optimize steel supply chains. On the other hand, prevailing overcapacity on the supply side is heavily challenging the balancing of demand and offer. Market pressures continue to persist and will characterize steel markets in 2017.

11.00 – 13.00 CUSTOMERS & SUPPLIERS

Customer Insights

- from Automotive Sector:

Cosmin Bakai, Commodity Manager Global Steel Purchase, Autoliv

Berne Zetterstrom, Steel Commodity Buyer, Autoliv

Suppliers Insights:

Antonio Marcegaglia, Chairman & CEO of Marcegaglia,

Gareth Beese, Strategic Development Director, British Steel (Construction)

Sebastian Bross, Member of Management Team Salzgitter Flachstahl

13.00 – 14.00 Lunch Break

SESSION B
11.00 – 13.00 HRS

**CUSTOMERS
& SUPPLIERS**

AFTERNOON SESSION

11 May 2017

SESSION C
14.00 – 16.00 HRS

**DISTRIBUTION & SSC
BUSINESS MODELS**

Steel distributors & SSC are constantly adapting their business models to the ever changing patterns of local and regional steel demand. Senior Executives will outline their views on business models for distributors & SSC

14.00 – 16.00: DISTRIBUTION & SSC BUSINESS MODELS

Jens Lauber, EUROMETAL President & Managing Director Tata Steel Distribution Europe, the continental SSC arm of Tata Steel

Speaker from ARCELORMITTAL Distribution Solutions, a top player in steel distribution & SSC

Josu Calvo, CEO GONVARRI S.I., a worldwide operating SSC group

Mikael Nyquist, President TIBNOR, a major actor in Nordic steel distribution

Pierre de Silly, General Manager EDGEN MURRAY France, Sales Director Europe & Africa, a global steel supplier to world energy and infrastructure supply chains, a SUMITOMO corporation

John A. Purcell, Vice-president Leeco STEEL, a US based plate distributor & SSC, with specific focus on wind energy markets

AFTERNOON SESSION

11 May 2017

SESSION D
16.30 – 18.00 HRS

**CHANCES &
CHALLENGES**

16.30 – 18.00 CHANCES AND CHALLENGES

Health & Safety has to be top priority for all stakeholders of steel value chains. Sharing and applying best practices in H & S has to be the top header in mission statements of all players of the steel value chain.

Peter Corfield, Director General of the service centre association NASS,
Key Developments and Recommendations regarding Health & Safety

Procurement of **Trade Finance** is a key challenge in volatile steel markets

Alexandre Dietz & Martin Vetter-Diez, HSBC Germany
Purchase & Sales Support Through Smart Working Capital Management & Supply Chain Structures

Digitalization or the "**Internet of Things**" are probably the main challenges steel supply chains will be facing in coming months and years. Will Digitalization be the facilitator of the fourth industrial revolution? Will it shock distribution and SSC by disrupting usual business models?

Ingo Schill, PwC/Principal
Nils Naujok, PwC Strategy & EMEA Metals Consulting Leader

NETWORKING HOSPITALITY

18.00 – 20.00 NETWORKING HOSPITALITY



SITE VISITS

SITE VISITS

12 May 2017

ALTERNATIVE ONE: Maximum 20 participants

09.30 – 12.00 HRS: Visit of Tata Steel Hille & Müller

strip electroplating facility, Düsseldorf

Hille & Müller was the first company in the world to produce electroplated steel strip, with now over 100 years of experience and longstanding commitment to innovation.

Tata Steel Hille & Müller is the world's leading expert in nickel-plated cold rolled strip.

ALTERNATIVE TWO: Maximum 20 participants

09.30 – 12.00 HRS: Visit of EUROPIPE GROUP, Mülheim an der Ruhr.

EUROPIPE Group is one of the largest global suppliers of welded large diameter steel pipes for the gas & oil industry, with production and processing facilities in Germany and the USA.

Important Notice: Participants to site visits will be registered following the principle "first come first served" up to a maximum of 20 participants for each site.



REGISTRATION FEES

EUROMETAL &
National Federations Members

550 €

Non Members

750 €





REGISTRATION FORM

EUROMETAL & National Federations Members 550 €

NAME OF PARTICIPANTS COMPANY ADDRESS FOR INVOICING REGISTRATION FEE

Non Members 750 €

NAME OF PARTICIPANTS COMPANY ADDRESS FOR INVOICING REGISTRATION FEE

Will participate in site visite EUROPIPE: Names:

Will participate in site visit HILLE & MÜLLER: names:

Return Registration Form Before 30 April 2017 to office@eurometal.net



LOCATION INFORMATION

LOCATION: HILTON DÜSSELDORF

Address: Georg-Glock-Straße 20, 40474 Düsseldorf, Germany

Room Rates: King Hilton Rest Single Room 149.00 Euros
King Hilton Rest Double Room 169.00 Euros

Room rates include buffet breakfast and VAT.

Individual reservations by means of pog code EUROMETAL.

Phone: 0049 211 4377-0

Contact: Denise.Kuehlen@hiltondusseldorf.com



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