Middle East Iron & Steel Conference

14-16 December 2008
Grand Hyatt, Dubai

From Dubai to DRI – a comprehensive overview of the Middle East iron & steel market

Speakers include:
Dr Hilal Al-Tuwairqi, Chairman, Al-Tuwairqi Group of Companies, Saudi Arabia
Mohammad Rahim Rasti, Managing Director, National Iran Steel Co., Iran
Jim White, Chief Operating Officer, Abu Dhabi Basic Industries Corporation, UAE
Çetin Kaya, General Manager, Ekinciler Iron and Steel Ind. Inc, Turkey
Fahad Al-Thukair, President & Board Director, Unicoll, Saudi Arabia

To register, or for further information, contact the Metal Bulletin Events team:
Tel: +44 (0) 20 7779 8905  Fax: +44 (0) 20 7246 5200
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A great deal of news has been dedicated to the fall out from the sub-prime crisis and the credit crunch. But are there any consequences for the Middle East steel industry?

High oil prices have provided a strong foundation for diversified economic development in the region and OPEC’s recent decision to cut supply suggests that oil prices will remain high providing liquidity. On the steel market; demand from the construction sector remains strong, the supply deficit continues to stimulate investment in steel making capacity and the Middle East is one of the most advantageous locations to invest. However, we are yet to fully understand the implications of the rapidly deteriorating global economic situation for the Middle East. The picture should be clearer in December – so don’t miss this opportunity to consult with the key market players and plan for the year ahead.

**Reasons to attend**

- Examine the Iranian steel industry – benefit from the latest picture of iron ore, crude steel, finished products, demand and import and export.
- Hear the latest supply side developments from existing and new producers – how are they adapting to energy and resource challenges?
- Understand the implications of spiralling raw material costs – what are regional producer’s integration plans?
- Analyse the demand outlook from the construction sector – what is the fallout from the current economic crisis likely to be?
- Outlook for flat products, stainless steel and coated coils – how much will demand for flat products and stainless steel grow in the Middle East?
- Explore the DRI market from commercial and technological perspectives – captive vs. merchant supply and the latest development in Hot DRI.
- Benefit from in-depth analysis of the freight market – will there be a crash in 2010?
- Network with the largest iron and steel gathering in the region with over 600 international delegates expected this year. Delegates from the 2007 conference included representatives from the following companies:

  - ADPICO Dubai
  - Al Tuwairqi
  - ArcelorMittal
  - Asocotec Steel Trading GmbH
  - Aumund Holding BV
  - BHP Billiton
  - Blaze Metals Corporation
  - Cargill Middle East
  - Combilift
  - Corus
  - Credit Agricole (Suisse) SA
  - Danieli
  - Dubai Multi Commodities Centre
  - Emirates Steel Co LLC
  - Ezz Steel
  - Global Steel Holdings Ltd
  - Hadeed
  - Innov-X Systems BV
  - Intermesa Steel Trading FZCO
  - ISSB
  - ISTIL Middle East
  - Itochu Iran Ltd
  - Jindal Steel + Power Ltd
  - Jordan Steel PLC
  - Jouduc Steel
  - Kandil Steel
  - Liberty Group
  - Libyan Iron + Steel Co (USCO)
  - MMX
  - Midrex
  - Mitsubishi Corp UK PLC
  - Mitsui & Co Ltd
  - Northland Resources
  - Qatar Steel Co FZE
  - RHI AG
  - Rio Tinto
  - Safin
  - Schmolz + Bickenbach Edelstahl GmbH
  - SGL Carbon GmbH
  - Sharq Sohar Steel Rolling Mills LLC
  - Siemens VAI
  - SinoSteel Trading Co
  - SMS Demag
  - Sparkonix
  - Stemcor Ltd
  - Tenova HYL
  - Thyssen Mannex GmbH
  - UBS AG
  - Unisteel Intl
  - United Gulf Steel
  - VA Intertrading AG
  - VALE
  - Zamil Group Holding Co

**2007 delegates**

An international delegation of the highest calibre CEO’s and senior executives

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<thead>
<tr>
<th>Region</th>
<th>Job Title</th>
<th>CEO/Chairman/Managing Director/Executive Director/Manager</th>
<th>General Manager/Commercial Manager</th>
<th>Trader Broker/Sales Director/Sales Manager</th>
<th>Other</th>
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If you want to join the largest and most prestigious gathering of steel executives in the Middle East with 600 delegates who are there for the sole purpose of doing new business then book now, you won’t be disappointed!
12th Middle East Iron & Steel Conference

Sunday 14th December 2008

Pre-conference workshop
Future-oriented solutions in strip production and processing (12:00 – 17:30)
- SMS metallurgy – technology partner of steel industry in the Middle East
- New developments in hot rolling technology
- Tailor-made cold rolling technology for the emergent market
- Fully integrated plant concepts of SMS metallurgy
- Economical solutions for strip processing lines
- Stainless steel application in the Middle East

Organised by part of SMS metallurgy

17:00 Registration desk opens
19:00 Welcome reception

Monday 15th December 2008

Keynote session
09:10 Growth strategies for bringing supply and demand in balance
- Overcoming energy and resource challenges
- Examining Al Tuwairiqi’s latest investments
  Dr Hilal Al-Tuwairqi, Chairman, Al-Tuwairqi Group of Companies, Saudi Arabia
09:35 Qatar steel modernisation and expansion
- Fundamentals of Qatar’s steel industry and economic growth
- Rebar market in the GCC
  Ali Hassan Al-Muraikhi, Manager, Commercial Division, Qatar Steel, Qatar
10:00 Overview of the Egyptian steel market in 2008 – what does the future hold?
- Booming consumption and continued economic development
- New capacity
  George Matta, Chief Marketing Office, Ezz Steel, Egypt
10:25 Question and answer session
10:30 Refreshment break

Panel discussion: the Iranian steel industry
11:00
- Iron ore production
- Crude steel production
- Private sector rolling mills
- Imports and exports
  Chairperson: Hadi Hami, Independent Consultant
  Speakers: Mohammad Rahim Rasti, Managing Director, National Iran steel co., Iran
  Senior Executive, IMIDRO, Iran
  Further speakers to be announced

Case study
12:15 DGCI steel futures – how its gone so far
- Volumes, price history, price trends (forward curve) etc. good things and less positive ones.
- Price correlation (of DGCI) with views on Dubai rebar, rebar FOB Turkey / Black Sea / China; billet, scrap, pig iron etc.
- How to use that correlation (i) on exchange and (ii) OTC, hedging and investing
- Developments and progress in 2009
  John Short, Executive Director – Steel & Base Metals, Dubai Multi Commodities Centre, UAE

12:40 Lunch sponsored by

Investments in the GCC
14:15
- Will the current economic situation delay future production capacity in the Gulf?
- What are the implications for project finance?
- Will there be a slowdown in construction demand – or is the Gulf insulated?
  Jim White, Chief Operating Officer, Abu Dhabi Basic Industries Corporation, UAE
14:40 Challenges of developing an integrated sections mill in the GCC
- Hurdles to new investments – securing iron ore and gas
- Demand outlook for sections in GCC
- Exploring the latest developments in Foulath and Sulf
  Anurag Bisaria, Director – Metals, Gulf Investment Corporation, Kuwait

Focus on rebar
15:05 CARES – ensuring the quality of steel in the GCC
- Understanding the CARES system of product certification – what assurances does its certification give to buyers, designers and building owners?
- Where is demand for CARES certification coming from – examining the level of interest from mills around the world, including China
  Ben Bowsher, Executive Director, UK Certification Authority for Reinforcing Steels, UK
15:25 DCL approved versus CARES approved rebars
  Abdel Moneim Khalil Tawfik, Quality Assurance Manager/Management Representative, Emirates Steel Industries, UAE

15:55 Refreshment break

Steel trade in the Middle East, demand and volatility outlook
16:25 Rebar supply and demand in the Middle East
- Rebar price over 2008
- What role will China play in 2009?
  Çetin Kaya, General Manager, Ekinciler Iron and Steel Ind. Inc, Turkey
16:45 An outlook for construction and petrochemical demand
  Joachim Schröder, CEO, Research and Consulting Group, Germany

17:05 World trade in steel - recent growth trends and the main global flows
- Latest steel import/export trends in the world’s largest markets
- How steel trade with North Africa/Middle East (MENA) fits into the world picture
- An analysis of the trade of the main countries exporting to MENA including China, Russia, the Ukraine and the EU
- Outlook for steel consumption in the Middle East for 2015
  Steve Mackrell, Director Operations, Iron and Steel Statistics Bureau
17:25 Demand outlook from the construction sector - what is the fallout from the current economic crisis likely to be?
  Siddhartha Sengupta, Managing Consultant, Hatch Beddows, UK

Crystal ball session
17:45 A number of conference speakers will discuss what the likely trends in the steel market will be in 2009.
18:15 Close of day one
Tuesday 16th December 2008

08:30 Registration desk opens
09:00 Chairperson’s opening remarks

**How will the flat products market develop?**

09:10 Supply and demand in the coated steel markets
- Adding flat steel capacity in the Middle East
- Strategy and opportunities in the export markets
  *Fahad Al-Thukair, President & Board Director, Unicoil, Saudi Arabia*

09:35 Analyzing the growing demand for flat products in the UAE
- The role of Al Ghurair Iron & Steel
- Detailing the first cold rolling and galvanizing mill in the UAE
  *Abu Bucker, Chief Operating Officer, Al Ghurair Iron & Steel LLC, UAE*

10:00 Exploring stainless steel flat products in the Middle East
- Exploring growth and projections for stainless steel demand
- Stimulating growth in downstream stainless manufacturing
  *Peter Wildbore, CEO, United Stainless Steel Company, Bahrain*

10:25 Tube and Pipe - an Omani tube producer’s strategy
- Supply and demand situation in Oman
- Challenges in securing feedstock
- Domestic sales vs. exports to date and in the future
  *Dr Bhaskar Dutta, Chief Executive Officer, Jazeera Steel, Oman*

10:55 Refreshment break

**Steel making feedstock**

11:25 Pellet demand projections and GIIC’s strategy
- Overview of new DRI production and future investment
- Iron ore price and negotiation outlook – Impact for the Middle Eastern market
  *K Prasad, General Manager, Commercial & Marketing, GIIC, Bahrain*

11:45 Vale’s pathway to the Middle East
  *Ivan Montenegro, Project Manager, Oman Industrial Complex, Vale, Brazil*

12:05 Examining the outlook in the DRI market
- World EAF metallics balance – market share and growth potential for DRI/HBI
- Economics of hot charging
  *Steven Montague, Commercial Vice President, Midrex Technologies Inc, USA*

12:25 Outlook for the DRI/HBI Industry to 2013: Will MENA be the new number one?
- Overview of world growth in DRI/HBI plants
- Breakdown by region and anticipated continued growth
- Captive vs. merchant supply, trend toward dual facilities?
- Hot discharge plants and high carbon DRI: raising the productivity bar
  *Thomas Scarnati, Manager Marketing & Sales, Tenova HYL, Mexico*

13:00 Panel discussion: freight
- Outlook for dry bulk freight rates and impact for ME steel makers
- Latest fleet development – what’s on the order book and will this capacity reach market?
- Key dry bulk trades and future cargo
- Offshore lighterage options – benefits for steel makers
  *Speakers: Peter Malpas, Group Research Manager, Braemar Seascope, Australia
  Ralph Leszczynski, Research Manager, Banchero Costa, Italy
  Sanjeev Mathur, General Manager, Transhipment, ETA Star, UAE*

13:30 Lunch sponsored by AGIS

14:45 Panel discussion: outlook for DRI and HBI
- Iron ore – how high can it go, how high will it go?
- What are the main challenges faced by DRI plant providers?
- Freight challenges in metallics markets
- Captive vs. merchant supply trends
  *Speakers: Markus Abel, Senior Expert Oxygen Technology, Siemens VAI Metals Technologies GmbH, Germany
  Steven Montague, Commercial Vice President, Midrex Technologies Inc, USA
  Thomas Scarnati, Manager Marketing & Sales, Tenova HYL, Mexico
  Ivan Montenegro, Project Manager, Oman Industrial Complex, Vale, Brazil*

15:30 Examining the Stefana bar mill
- Efficiency and throughput optimization
- An aggregate of the most recent technologies
  *Harry Boubli, Advisor to the Managing Director, SMS Meer, Italy*

15:50 Topic to be confirmed
- Senior Executive, Danieli, Italy

16:20 Refreshment break

16:50 Close of conference

**The Steelcom Prize Draw**

Steelcom is a world-class ferrous metals trading and distribution company, providing a comprehensive range of steel products across the world. The Steelcom Prize Draw was launched at the North African Steel Conference, where three attendees won luxury holidays to Steelcom’s home town of Monte Carlo. Be sure to participate in the draw in Dubai for your chance to win...
Sponsorship & exhibition opportunities

Alongside the presentation sessions, this event offers the opportunity to take an exhibition stand or sponsorship package. Sponsorship gets your brand in front of the audience and associates your company with the event right through our pre and post event marketing campaigns. We have an unparalleled international readership and attract large audiences of high level executives, this is a unique chance to raise your company’s profile, stay ahead of the competition and ensure maximum exposure.

What’s available?...

- **Host a Reception...**
  Hosting an evening reception during the conference is the perfect way to entertain potential clients and leave them with a night to remember courtesy of your organisation.

- **Host a Refreshment Break...**
  This is a high profile opportunity to place your company name at the forefront of the delegates’ minds, raising awareness and placing you one step ahead of your competitors.

- **Take an Exhibition Stand...**
  An exhibition stand gives you the platform to meet face to face with key industry figures and discuss the products and services your company has to offer. Stands are located in a prominent position visible to every attendee.

Many other sponsorship packages can be designed by our team to ensure that the event meets your market goals.

Floorplan

Venue

Grand Hyatt Dubai

Dubai’s luxury city conference hotel, Grand Hyatt Dubai, towers majestically by the edge of Dubai’s historic creek. Set within 37 acres of landscaped gardens, our Dubai hotel is an outstanding combination of resort facilities, luxury hotel guest rooms and suites, residential apartments and one of the most advanced conference centres in the United Arab Emirates and Middle East.

Address: P.O. Box 7978, Dubai, United Arab Emirates
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Forthcoming events

- **7th International Stainless and Special Steel Summit** • 10 – 12 November 2008, Marbella • [www.metalbulletinstore.com](http://www.metalbulletinstore.com)
- **Indian Steelmaking Raw Materials Conference** • 10 – 12 November 2008, India • [www.metalbulletinstore.com](http://www.metalbulletinstore.com)
- **2nd Australian Iron Conference** • 24 – 26 November 2008, Australia • [www.metalbulletinstore.com](http://www.metalbulletinstore.com)
- **6th Steel Success Strategies Europe** • 1 – 3 December 2008, Paris • [www.metalbulletinstore.com](http://www.metalbulletinstore.com)
- **2nd Indian Steel Conference** • 14 – 16 February 2009, Mumbai
- **Indian Stainless Steel Conference** • 16 – 18 February 2009, Mumbai • [www.metalbulletinstore.com](http://www.metalbulletinstore.com)
DELEGATE DETAILS

PLEASE COMPLETE IN BLOCK CAPITALS

To register additional delegates please photocopy this form.

If your details above are incorrect please amend them here.

(Mr/Miss/Mrs/Ms/Dr) ____________________________

Name: ________________________________

First/Given Name: _____________________________

Delegates Email: _____________________________

Administrators Email: __________________________

Position in Company: __________________________

Company Name: ______________________________

Address: _____________________________________

Postal/Zip Code: _____________________________

Country: _____________________________________

Tel: __________________________________________

Fax: __________________________________________

Please indicate your metals interest in order of preference:

1 __________________ 2 __________________ 3 __________________

What is your company’s main business activity:
________________________________________________________________________

To register additional delegates please photocopy this form.

BOOKING CONDITIONS

Registrations can only be confirmed upon receipt of payment or proof of payment and discounted fees will only apply when payment is received within the offer period. If payment is not received before the conference, delegates will be asked to guarantee payment at registration with a personal credit card. If you are not able to attend, a substitute delegate will be accepted. Cancellations must be received in writing prior to 14 November 2008 to qualify for a full refund less $135 administration fee. It may be necessary for reasons beyond the control of the organisers to alter the content, timing and venue. In the unlikely event of the conference being cancelled or curtailed due to any reason beyond the control of Metal Bulletin Ltd., or it is necessary or advisable to relocate or change the date and/or location of the event, neither Metal Bulletin Ltd., nor its employees will be held liable for refunds, damages and/or additional expenses which may incurred by delegates. We therefore recommend prospective delegates to arrange appropriate insurance cover.

Middle East Iron & Steel Conference

REGISTRATION RATES

On or before 17 October 2008

Delegate 1&2 $1,700

Delegate 3 (10% discount) $1,530

4 - 6 Delegates (15% Discount) $1,445

6 + Delegates (20% Discount) $1,340

Thereafter

Delegate 1&2 $1,990

Delegate 3 (10% discount) $1,795

4 - 6 Delegates (15% Discount) $1,690

6 + Delegates (20% Discount) $1,590

Fee: The fee includes attendance to all conference sessions, welcome receptions, lunch, refreshments and conference documentation. Accommodation: The conference fee does not include hotel accommodation. An allocation of rooms has been reserved at the conference hotel. Delegates will be sent an accommodation booking form along with confirmation of registration. This form should be completed and returned to the hotel.

Total: $ ________________________________

METHODS OF PAYMENT

Remember to include costs of any field or social programme trips.

☐ Please send me an invoice (option available until 14 November 2008)

☐ I enclose a cheque for $ ____________________________ (payable to Metal Bulletin Ltd.)

☐ A bank transfer has been made payable to Metal Bulletin Ltd. for $ ____________________________ (Please attach a copy of the transfer document)

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Email: mbstore@metalbulletin.com Online: www.metalbulletinstore.com
Roger Cooke, Nestor House, Playhouse Yard, London, EC4V 5EX, UK