13th Central & Eastern European STEEL Conference

13 & 14 SEPTEMBER 2010 | MARRIOTT HOTEL, PRAGUE

Bringing together Central and Eastern Europe’s steel industry to discuss future prospects

Leading European steel speakers include:

- Augustine Kochuparampil, CEO and Chairman of the Board of Directors, ArcelorMittal Ostrava, Czech Republic
- Tomasz Zwyrtek, Senior Purchaser, General Motors Vauxhall-Opel, Europe
- Zoyner Kvapik, Chairman of the Board of Directors and Chief Executive, Evraz Vitkovice, Czech Republic
- Ozan Bekci, Executive Vice President, Raw Materials and Procurement, Erdemir Group (Eregli Iron and Steel Works Co.), Turkey
- Vitaly Chernel, Deputy General Director for Commercial Affairs, BMZ/Byelorussian Steel Works, Belarus
- Krzysztof Walarowski, CEO, Cognor S.A. and Board Member, Zlomrex SA, Poland
- Paul Marsden, Vice President and Marketing and Corporate Development, Northland Resources, Sweden
- Pedro Gutemburg, Marketing Director, Vale, Brazil
- Martin Abbott, Chief Executive, London Metal Exchange, UK
- Mark Thuemecke, Co-Head of Metals & Paper, Managing Director, Structured Commodity Finance, UniCredit Corporate and Investment Banking, Germany
- Peter Broinger, Head of Metals & Mining, RZB, Austria
- Patrick Goetz, Executive Director, Head of Metals and Mining, Erste Bank, Austria
- John MacNamara, Global Head of Structured Commodity Trade Finance, Deutsche Bank AG, Netherlands

“An ideal opportunity to get in touch with the main topics, latest trends and plenty of decision-makers throughout the whole steel industry”
Tim Langenbach, KFW IPEX-Bank

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Don’t get left behind now we are emerging from the crisis – hear the latest news first hand as well as unrivalled networking opportunities.

Now in its 13th year Metal Bulletin Events’ Central & Eastern European Steel Conference will once again promote dialogue between leading steel producers, purchasers and manufacturers. Meeting in the industry hub of Prague, this established event will allow regional players to network with peers and customers and determine what strategic steps they can take in order to facilitate a healthy recovery.

Metal Bulletin Events’ 13th Central & Eastern European Steel Conference will feature top-level executives addressing the regional steel industry as it faces a post-recessionary turning point. Solutions will be provided to those challenges currently being faced in a region separated by borders but united by the recent experiences of local steel industries.

From miners to end-users, organisations are formulating their reaction to the global downturn. Mills are being forced to absorb raw material price hikes and demand for CEE steel products is shifting to domestic and emerging markets. With such pressing problems, plans of action need to be strong and this major annual meeting will provide you with the strategies you need to address these challenges.

Benefits of attending:
Over 20 industry-leading experts will present and debate their stances on the major issues facing the industry today, allowing you to:

UNDERSTAND what consumers want and how to achieve stable demand for your finished products

DISCOVER ways to take advantage of the needs of the domestic market, buoyed by government investment into infrastructure and construction projects

FIND OUT how to encourage investment into cost reduction processes

SHARE strategies with contemporaries in the region and devise ways to gain strength through partnerships

LEARN how to align your business to best meet the needs of steel manufacturers

HEAR definitive opinions on how to absorb raw material prices from iron and scrap providers and impartial industry analysts

Leading companies that attended in 2009:

- AFV Acciaierie Beltrame Spa
- ArcelorMittal Central & Eastern Europe
- ArcelorMittal Distribution Solutions
- ArcelorMittal Ostrava a.s.
- Balli Group plc
- Balli Steel plc
- Baosteel Europe GmbH
- Barclays Capital
- Belastahl Aussenhandel GmbH
- Belorussian Steelworks Trading Czech sro
- Bluesteel Steel International Ltd UK
- BSE Badische Stahl-Engineering GmbH
- Byelorussian Steel Works
- C Steinweg Handelsveem BV
- Clyde Materials Handling Ltd
- CMI
- Deutsche Bank AG Amsterdam
- Erderm
- Eurometal
- Evraz Vitkovice Steel as
- Fadi A Debab & Co
- Ferlink SAL (Off-shore)
- Ferretaria Industrial SA
- Hatch Corporate Finance
- Integer Research Ltd
- Intergate AG International Trade
- Interpipe Ukraine Ltd
- Iron & Steel Statistics Bureau Ltd
- J.B. Power Automotive Forecasting
- KFW IPEX-Bank GmbH
- Kosaya Gory Iron Works
- LKAB Schwedenberg GmbH
- Metinvest Group
- Metinvest International Baltija
- Mimerin AS
- MultiServ
- Northland Resources c/o IMD
- Nucor Corporation
- Numtec-Interstahl GmbH
- P&O Ferries masters Ltd
- Plus Trade AG
- Port of Antwerp
- Port of Rotterdam
- POSCO Prague Office
- Quaker Chemical BV
- Ros Casares International
- SABIC
- Safin
- Samacor Minacaca SA
- SK Shipping Co Ltd
- Stahlmarkt European Edition
- Stalprofił SA
- State Enterprise Ukrompromzovnishexpertyza (UPE Co Research & Consulting)
- Sumitomo Mitsui Banking Corporation Europe Limited
- Swiss Forfait sro
- Tenso SRD
- The Shredder Company LLC
- ThyssenKrupp Mannex GmbH
- Transsales Ltd
- Trust Control Ukraine
- U.S. Steel Kosice sro
- UNCTAD
- UniCredit Group
- UniCredit Markets & Investment Banking
- VA Intertrading Aktiengesellschaft
- Weyland GmbH
- Whirlpool Europe
- ZAO UniCredit Bank
- ZDB Group a.s.
- Zelezarny Annahutte spol s.r.o.
DAY ONE: Monday, September 13

08:00
Registration and morning refreshments

09:00
Chairman’s opening remarks

SESSION 1: EVOLVING TO MEET THE NEEDS OF THE FUTURE - WHERE IS THE CEE STEEL INDUSTRY HEADING?

09:10
Keynote Address: Response to the recession from an integrated mill
  • Are integrated partnerships the key to dealing with insecure circumstances?
  • Comparing the global picture to the regional situation
  • Absorbing price fluctuations – sourcing, logistical and technological strategies from a key industry player
Augustine Kochuparampil, CEO and Chairman of the Board of Directors, ArcelorMittal Ostrava, Czech Republic

09:35
Evolving CEE mill strategies in a challenging industry landscape
  • How raw material price fluctuations are being absorbed
  • Reducing production costs - how soon and how realistic?
  • Implementing strategies for sustained growth
  • Responding to consumer demands to maintain market presence
Zoyner Kvapik, Chairman of the Board of Directors and Chief Executive, Evraz Vitkovice, Czech Republic
Krzysztof Walarowski, CEO, Cognor S.A. and Board Member, Zlomrex SA, Poland
Duncan Pell, Commercial Director, Interpipe Ukraine, Ukraine

10:35
Morning refreshments & networking break

SESSION 2: RAW MATERIALS

11:10
Global demand and the regional position
  • Will future demand and price levels stabilise?
  • Who is controlling demand and how dominant is the CEE region?
  • Are regional iron ore and scrap iron demand comparative?
  • Grading and quality – diversifying production of grades to appeal to different markets?
Paul Marsden, Vice President and Marketing and Corporate Development, Northland Resources, Sweden
Vitaly Chernel, Deputy General Director for Commercial Affairs, BMZ/Byelorussian Steel Works, Belarus
Gian Luca Masnata, Business Development Director, Harsco Metals Europe, Luxembourg

12:00
Steel scrap and recycling – the market after the recession
  • Maintaining quality control standards in a rapidly expanding market
  • Who is driving demand for secondary steel products?
  • Demanding scrap and supplying secondary steel – are regional dynamics changing?
  • Recycling – a response to environmental concerns or driven purely by the need to reduce costs?
Ved Prakash, Director - Steel Division, Gemini Corporation N.V., Belgium

13:00
Networking lunch

SESSION 3: STABILISING MARGINS IN THE MILL

14:30
Iron ore pricing – managing financial risks
  • Contracts – their increasing frequency and affects on global pricing stability
  • How influential will Asian activity prove over the region?
  • Contract re-negotiation versus spot price purchasing in the future CEE steel landscape?
  • Are pass-through pricing and efficient production key to stabilising margins?
  • Options for mills – protection against volatile raw material costs
Pedro Gutemburg, Marketing Director, Vale, Brazil

15:00
Steel futures - has reality reflected expectation during a time of extreme market stress?
  • How are futures markets fairing?
  • Exceeding expectations – is this sustainable in the long term?
  • What are the benefits of, alternatives to and trends in a steel futures market?
Martin Abbott, Chief Executive, London Metal Exchange, UK

15:30
Technology and people - tactics to increase plant efficiency and reduce production costs
  • Situation and future challenges of regional producers
  • Measuring efficiency through productivity, cost and energy consumption
  • Increase efficiency through technology – chemical energy, EAF upgrades, and de-dusting
  • Increasing efficiency through people - organisation & training
Manfred Schmitt, Senior Vice President Sales and Marketing, Badische Stahl Engineering GmbH, Austria

16:00
Afternoon refreshments and networking break

SESSION 4: EVOLVING NEEDS AND STRATEGIES OF END-USERS

16:30
The demands of the automotive industry in the CEE
  • The GM roadmap to recovery in Europe
  • Flat product demand
  • Will Europe remain an automotive hub?
Tomasz Zwyrtek, Senior Purchaser, General Motors Vauxhall-Opel, Europe

Subject to final confirmation
16:55
Prospects for the European car market
- Short and medium-term forecasts for European car demand
- Factors distorting demand across segments
- Implications of CO2 legislation on the small car share of the market

Jonathon Poskitt, European Sales Forecast Manager, JD Power Automotive, UK

17:20
Re-building the CEE construction and infrastructure industry
- Will government investment skew the results of growth?
- The increase in regional long product demand - interpreting the trend
- The Polish infrastructure renaissance – paving the way for post-recessionary growth?
- Projects at home and abroad - what are consumers demanding?

Bartlomiej Sosna, Analyst, PMR Consulting CEE Construction, Poland

17:40
Diversifying consumer bases to survive - appealing to global consumers
- Regional raw material demand, steel output, and comparison to the world market
- How important will China and India be to the CEE region as consumers?
- Logistical implications of supplying emerging markets with finished products

Mike Walsh, Director, Hatch Beddows Strategy Consulting, UK

18:00
Chairperson’s closing remarks and end of day one followed by evening drinks reception

DAY TWO: Tuesday, September 14

08:45
Morning refreshments

09:25
Chairperson’s opening remarks

SESSION 5: THE BIGGER PICTURE – CEE NEIGHBOURS AND THE TRADE FLOW BETWEEN THEM

09:30
The developing role of Turkey in Central & Eastern Europe
- Raw material procurement from a Turkish perspective
- Turkish scrap trade flow – emerging post-recessionary trends
- Strategies for absorbing raw material price fluctuations

Ozan Bekci, Executive Vice President, Raw Materials and Procurement, Erdemir Group (Eregli Iron and Steel Works Co.), Turkey

10:00
CIS steel trade flow patterns with Turkey, Russia and the Middle East
- The CIS region – controlling regional trade or controlled by it?
- Experiencing a sluggish recovery – is the CIS exposed to Turkish pricing competition?
- Are semi-finished products a sustainable export material?
- The attraction of far eastern trading – a new export dynamic?

Matthias Hellstern, Senior Vice President, Moody’s, Germany

10:30
Morning refreshment break

SESSION 6: FINANCIAL STIMULI IN A RECOVERING REGION

11:00
Potential for CEE economic growth over Western European neighbours
- Overview of core structural differences
- Comparing the impact of the financial crisis on CEE countries
- Competitive advantages of the CEE region
- The potential for future convergence
- Economic forecast for the region

Rainer Singer, Co-Head of CEE Macro/Fixed Income Research, Erste Bank, Austria

11:30
Is there life after financial death?
- What has stimulated lending in 2010?
- Are we looking at an uncharted future of credit lending and investment?
- Will a lack of available credit wreck an already fragile recovery?
- Will we ever see a return to 2008/9 lending and investment?

Mark Thuemecke, Co-Head of Metals & Paper, Managing Director, Structured Commodity finance, UniCredit Corporate and Investment Banking, Germany

12:00
Panel Discussion: Deals shaping the future of the steel industry
- Industry tactics for encouraging investment into the region
- Corporate bonds – the safer way to invest in a challenging period?
- Syndicated loans - the only way to borrow money in a financial downturn?
- Developing new structured finance deals in the face of adversity
- The need for creativity and fresh thinking

Moderator: Mark Thuemecke, Co-Head of Metals & Paper, Managing Director, Structured Commodity Finance, UniCredit Corporate and Investment Banking, Germany

Peter Broinger, Head of Metals & Mining, RZB, Austria

John MacNamara, Global Head of Structured Commodity Trade Finance, Deutsche Bank AG, Netherlands

Patrick Goetz, Executive Director and Head of Metals and Mining, Erste Bank, Austria

12:55
Chairperson’s closing remarks and end of conference

13:00
Networking lunch

Note: This programme is provisional only and both timings and content may be subject to change. ©Metal Bulletin Ltd, part of Euromoney Institutional Investor PLC group.
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Please contact Dmitri Volodko call: UK + 44 (0) 20 7779 8439 or email: dvolodko@metalbulletin.com for more information.

**Forthcoming events**

**8th Russian Steel Summit**
29 Jun 10 - 30 Jun 10
Radisson SAS Slavyanskaya Hotel, Moscow, Russia
www.metalbulletin.com/events/RSS

**9th International Stainless & Special Steel Summit**
07 Sep 10 - 09 Sep 10
The Westin Excelsior, Rome, Italy
www.metalbulletin.com/events/iss

**3rd South African Ferro-alloys Conference**
29 Sep 10 - 30 Sep 10
Hilton Sandton, Johannesburg, South Africa
www.metalbulletin.com/events/safa

**26th International Ferro-alloys Conference**
14 Nov 10 - 16 Nov 10
Intercontinental, Berlin, Germany
www.metalbulletin.com/events/fa

**8th Steel Success Strategies**
29 Nov 10 - 30 Nov 10
Marriott Hotel, Grosvenor Square, London, United Kingdom
www.metalbulletin.com/events/sss

**14th Middle East Iron and Steel Conference**
13 Dec 10 - 15 Dec 10
Grand Hyatt, Dubai, United Arab Emirates
www.metalbulletin.com/events/meis

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Accommodation: The fee does not include accommodation. A limited 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.

VENUE

MARRIOTT HOTEL, PRAGUE

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Online: www.metalbulletin.com/events/CEES

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