

Book before 18 August  
& SAVE €270

2nd in series

# Steel Logistics

CONFERENCE

22-24 September, 2008  
Hilton Hotel ~ Antwerp, Belgium

**Moving steel  
from mill to  
market -  
maximizing  
efficiency and  
minimizing costs**

**Key speakers include:**

Jacques Dham, *CEO, ArcelorMittal Distribution, France*

Chris Wimhurst, *Director Logistics CC&I, Corus, UK*

O P Mishra, *Chief Logistics, Tata Steel, India*

Lars-Erik Renström, *Manager - Corporate Logistics and Transport, Outokumpu Oyj, Finland*

Capt. Rajeeva Singh Gautam, *Vice President - Shipping & Port Development, ISPAT Industries, India*

Loic Feinbier, *Head of Competence Center RFID (CC-RFID), ThyssenKrupp, Germany*

Valerio Teppati, *Manager - Head of European Distribution, Carbofer, Switzerland*

Marc Van Peel, *Chairman of the Board, Port of Antwerp, Brussels*

Prof. Cees Riujsrook, *Senior Consultant, TNO Logistics, Netherlands*

Mike Walsh, *Director, Hatch Associates, UK*

Ben Van Houtte, *Head of Unit, Logistics, Innovation & Co-modality, DG TREN European Commission, Belgium*

Dr. Christian Kuhn, *Head of Steel and Coke, Railion, Germany*

Albert Counet, *CEO, Expedys, Belgium*

James Leake, *Head of Research, IcapHyde Shipbrokers, UK*

**Sponsors**



Building on the great success of last year's conference in Rotterdam, the 2nd Steel Logistics Conference will be held in Antwerp, gathering all the major names in the industry to discuss this complex and crucial step in the value chain.

## Delegates from 2007 included representatives from:

ArcelorMital	Marubeni Itochu
Borusan	Nippon Steel Corp
Corus	POSCO
Carbofer	SSAB
Celsa	Stemcor Ltd
Ispat Industries	TMK

"A useful insight into the workings of logistics personnel in the major steelmakers and providers"

Senior Executive - Minton Treharne & Davies Group

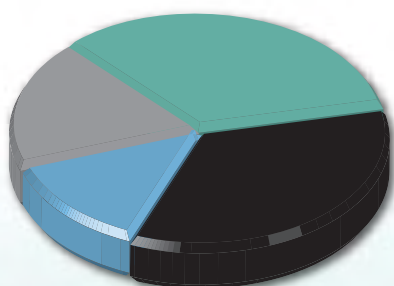
"Good presentations and good networking"

Vice President , Shipping & Ports - Ispat Industries Ltd

"Good focus on logistics therefore attracting the relevant audience"

Business Development Manager - DFDS Torline Plc

## 2007 delegates



■ CEO/ Chairman/VP/ Managing Director/Sales Director/Executive Director/Director .....	37%
■ General Manager/Commercial Manager/Logistics & Transport Manager/Manager .....	38%
■ Trader/Broker/Sales Director/Sales Manager .....	15%
■ Other .....	20%

## Reasons to attend

**ASSESS** the latest market developments. This event offers you a great opportunity to join the steel, transport and logistics communities to discuss the key issues that are faced in the hunt for greater efficiency and profitability.

**EXPERT** panel discussion: Have your questions answered by a panel of the foremost experts in their respective fields. Panel sessions include the Steelmakers Panel, Port Panel, and Shipping Panel.

**HEAR** presentations from some of the leading organisations in the steel logistics and shipping industry. Including sessions on:

"Global trade, sustainability and the increasingly important role of transport and logistics"

"The European network: current constraints and future opportunities for steel transport."

"Identifying and analysing flows to effectively meet the logistical requirements of steel producers".

**NETWORK** with over 200 international steelmaker logistics teams and top logistics service providers to form key alliances and partnerships.

## You will meet

Steel producers, traders, distributors and end users

Steelmaking raw material miners, treatment plants and distributors

Road haulage and inland waterway operators

Freight Forwarders / Warehouse operators

Ship owners and shipping agents

Third party logistics providers

Ship-building yards

Port authorities

Stevedore / Cargo handling companies

Financial / Insurance Companies

Consultants/Policy - makers/Associations

# Monday 22nd September 2008

17:00 Registration desk opens

18:00 Cocktail reception

# Tuesday 23rd September 2008

08:00 Registration desk opens

09:00 Host's opening remarks

Marc Van Peel, *Chairman of the Board, Port of Antwerp, Brussels*

## Session I: Keynote presentations: Global trade, sustainability and the increasingly important role of transport and logistics

Chairman: Jan Weijburg, *Managing Director, Trans-Fer, Belgium*

### Adding value to steel through logistics and transport

- Emerging logistical and distributional hubs
- How to choose between outsourcing and divesting in distribution or integrating

Jacques Dham, *CEO, ArcelorMittal Distribution, France*

### The development of world trade and the need for sustainable transport and logistics

- Providing effective European transport and logistics through unification and cooperation
- The development of multimodal hybrid structures as a likely replacement of hierarchical distribution structures

Prof. Cees Riujgok, *Senior Consultant, TNO Logistics, Netherlands*

### Global steel market supply and demand analysis

- The dynamics of global steel flow and the implications for European import export balance
- The globalisation and consolidation of the steel industry and how transport and logistics affects these processes

Mike Walsh, *Director, Hatch Associates, UK*

10:30 Refreshment break

## Session II: Steelmakers panel: Identifying and analysing flows to effectively meet the logistical requirements of steel producers

### Panel discussion:

- Achieving logistical excellence by comparing and contrasting the modes and methods of global steelmakers
- Emerging markets – T&L in central and eastern Europe
- The effects of consolidation among steel consumers – what part should they play in logistics?

Chris Wimhurst, *Director Logistics CC&I, Corus, UK*

O P Mishra, *Chief Logistics, TATA STEEL, India*

Further panellists to be announced. Check website for details...

### How can small and medium sized steelmakers compete with the giants?

- Innovation and flexibility as the key to meeting customer expectations
- Integration of the supply chain as a means of achieving efficient flow

Lars-Erik Renström, *Manager - Corporate Logistics and Transport, Outokumpu Oyj, Finland*

### Asia's logistical landscape

- India's influence on global steel trade
- Outlining India's internal logistical challenges and methods to overcome these
- Contrasting and comparing Asian and European logistical channels

Capt. Rajeeva Singh Gautam, *Vice President - Shipping & Port Development, ISPAT Industries, India*

12:30 Lunch

## Session III: The European Network: Current constraints and future opportunities for steel transport

### The development of European freight networks

- Advancing the need of increased freight transport as a means to sustainable economic growth
- Efforts towards improving and expanding freight transport infrastructures
- Promoting advanced intermodal and environmentally friendly transport

Ben Van Houtte, *Head of Unit, Logistics, Innovation & Co-modality, DG TREN, European Commission, Belgium*

### The role of asset based freight management within the European transport market

- Benefits and opportunities
- Health and safety

Nick Dixon, *General Manager, P&O Ferrymasters Ltd., UK*

### Finding necessary transportation capacity to cover increased demand

- Consolidation and liberalisation of the railway industry
- Overcoming delays in supplying customers as a result of insufficient capacity and underdeveloped infrastructure

Dr. Christian Kuhn, *Head of steel and coke, Railion, Germany*

### The challenges and opportunities in European markets

- Addressing labour force problems and examining the acute lack of skilled workers
- Emerging markets - Central and Eastern Europe

Jan Weijburg, *Managing Consultant, Trans-Fer, Belgium*

15:30 Refreshment break

11:00

## Session IV: Warehousing and distribution: Traders and their role in the distribution process - Is Europe the model? Will this be the future?

### The challenges faced by a newcomer to inland distribution

- The trading and distribution value chain
- Economics of distribution and impact on trading operations
- In-house vs. outsourcing – the challenge of establishing strategic partnerships

Valerio Teppati, *Manager – Head of European Distribution, Carbofer, Switzerland*

### Panel discussion:

- How to create simple and innovative solutions for customers
- Developing synergic partnerships with carriers to optimize the supply chain
- Trends in 3PL and 4PL. 5PL - handing over strategic control of supply chain management to the consumer
- Increase and development of multimodal facilities
- Warehousing technology developments – how applied technology and IT can boost your bottom line
- The role of B2B and B2C in reducing response times
- Handling issues

Further panellists to be announced. Check website for details...

17:30 Close of day one

# Steel Logistics

CONFERENCE

Wednesday 24th September 2008

08:30 Registration desk opens

09:00 Chairperson's opening remarks

09:10 **Session V: Integrated transport and logistics solutions for the steel industry**

### Combining rail & waterway solutions to meet customer demand

- Enhancing wagon fleet management to improve availability
- Externalisation of commercial services for closer customer care

Albert Counet, CEO, **Expeditys**, Belgium

### Modern solutions for steel transportations

- History concerning transportation of steel products and traditional transportation methods
- Securing in conventional bulk transport
- Problem - low centre of gravity - high GM value: risk of cargo damage increases
- Conventional containerising - first attempt to create possibilities for intermodal transportation of steel products
- Solution to the problems: Langh Ship Cargo Solution methods and innovations.
- Possibilities of using intermodal transport concepts even for steel products
- Benefits of Langh Ship Cargo Solutions

Sten-Olof Hansén (Professor Emeritus), *Chairman of the Board, Oy Langh Ship Ab, Finland*

### Panel discussion:

- The worsening problem of wagon capacity and strategies to solve it
- The latest in multimodal solutions and how they can assist four
- Road transport congestion - what are the developments?
- Increasing and promoting inland waterway transport as an cost effective and eco-friendly mode of transport

Senior Representative, **TDG**, UK

Panellists to be announced. Check website for details...

10:30 Refreshment break

11:00 **Session VI: Shipping Panel: Examining the dynamics of seaborne steel transport**

### Dry bulk market outlook

- Focus on issues facing steel producers and traders
- Demand fundamentals - short and longer term outlook, volumes and trade pattern developments
- Supply fundamentals - short and longer term outlook

James Leake, *Head of Research, IcapHyde Shipbrokers, UK*

### Local and worldwide demands and expectations of a logistic service provider

- The synergies of partnerships and how to develop the link between suppliers and customers
- Meeting customer expectations through quality, delivery and administration

Carl-Johan Wahlgren, *Manager External Logistics, SSAB, Finland*  
Ann Favere, *General Manager, Thor Shipping, Belgium*

### Current and further developments with some key issues for transportation of steel by sea-going vessels

- Expected changes in the steel route
- Effects and influence of brokers on the markets
- Availability of short sea and deep sea vessels
- Break-bulk vs. containers - development, comparison and future
- Fleet updates and construction capabilities

Etienne De Vel, *Commercial Manager & Director, FEDNAV (Belgium) n.v., Belgium*

12:30 Lunch

14:00 **Session VII: Port Panel: Outlining the development of port facilities to cope with increase in steel flow**

### Panel discussion:

- What part should ports play in distribution and how can they assist in the development of efficient hinterland connection
- Advances and developments in the break-bulk sector - a steel perspective
- Ways of increasing productivity without capital expenditure through optimization of operations
- Optimization of equipment operation and retention and procurement of labour force
- Examining port congestion and strategies to relieve it

Walter Van Mulder, *Business Development Manager, Port of Antwerp*

Jouke Schaap, *Director Break-bulk Port of Rotterdam, Netherlands*

Mannes Boelen, *Commercial Manager Breakbulk, Containers & Logistics, Port of Amsterdam, Netherlands*

15:30 Refreshment break

16:00 **Session VIII: Technology and services**

### The benefits of RFID in Slab- and Coil-Logistics

- The need for standardisation in order to achieve significant value enhancement
- How can your business benefit from improved asset utilisation, operational efficiency, safety, security and customer service?

Loic Feinbier, *Head of Competence Centre RFID (CC-RFID), ThyssenKrupp, Germany*

Further panellists to be announced. Check website for details...

17:30 Close of conference



# Sponsorship and Exhibition Opportunities

## Are you looking to generate new business?

Use this unique chance to promote your products/services to senior decision makers in your industry. Raise your company's profile, stay ahead of the competition and ensure maximum exposure at the event by becoming a sponsor or exhibitor...

## What's available

### Exhibition Stand...

A table top exhibit provides you with a platform and greater visibility to meet face to face with key industry figures. These are located in prominent positions allowing you to discuss the products and services your company has to offer with every attendee.

### Delegate Bag Sponsor...

Your logo will be displayed prominently on the conference bag which is distributed to all delegates and speakers, with an option to insert your company brochure.

### Lunch Sponsor

Raise your profile! Sponsoring the lunch is an excellent way to interact with existing and potential clients on a social level, you can also address the delegates informally as well as enjoy the extensive branding.

### Refreshment Breaks...

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.

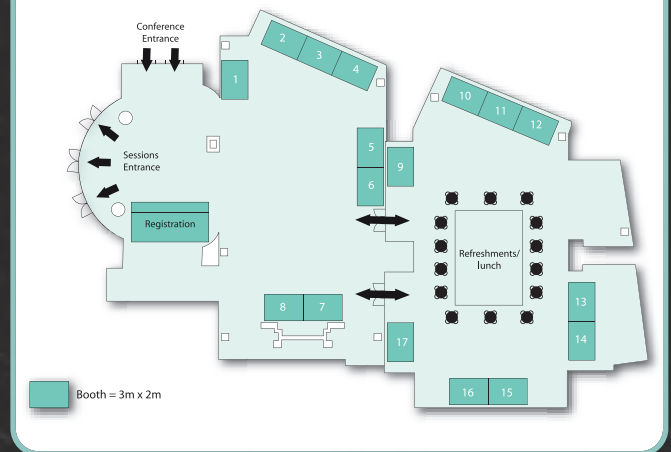
### Other Options Available...

Documentation sponsor, brochure distribution, audio response system, web site, note pad & pens, plus much more...

### Please contact:

Roger Cooke  
+44 (0) 20 7779 8905 or email  
rcooke@metalbulletin.com to discuss a package tailored to your company's individual requirements

## Floorplan



## Venue

Explore historic Belgium from the elegant Hilton Antwerp hotel. Set on Groenplaats, in the heart of the city, the hotel has Antwerp attractions like the Cathedral of Our Lady, Antwerp Zoo and the National Maritime Museum on the doorstep.

Just 15 minutes' drive from Antwerp International Airport, the Hilton Antwerp hotel boasts 14 meeting rooms for 2-1000, Belgium's largest hotel ballroom, a business center and wireless internet access throughout.

**Address: Groenplaats, Antwerpen, Belgium 2000**



## Don't miss out on Metal Bulletin Events' forthcoming Conferences

### 11th Central & Eastern European Steel Conference

15 – 17 September 2008, Ukraine  
[www.metalbulletinstore.com](http://www.metalbulletinstore.com)

### 7th International Stainless and Special Steel Summit

10 – 12 November 2008, Marbella  
[www.metalbulletinstore.com](http://www.metalbulletinstore.com)

### 6th Steel Success Strategies Europe

1 – 3 December 2008, Paris  
[www.metalbulletinstore.com](http://www.metalbulletinstore.com)

### 12th Middle East Iron & Steel Conference

14 – 16 December 2008, Dubai  
[www.metalbulletinstore.com](http://www.metalbulletinstore.com)

### 2nd Indian Steel Conference

14 – 16 February 2009, Mumbai

### 5th Asia Stainless Steel Conference

16 – 18 February, Mumbai

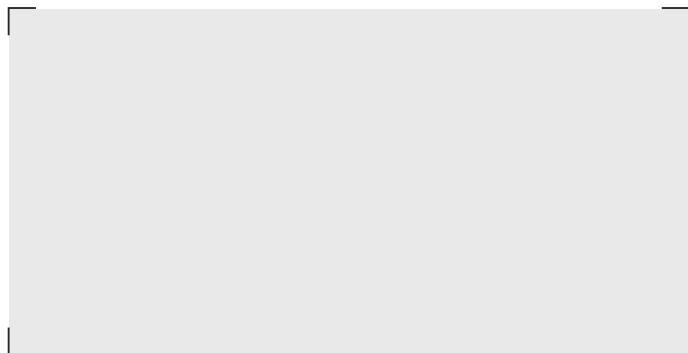


YES! Please register me for the **2nd Steel Logistics Conference**

I am interested in receiving further details on sponsoring or exhibiting at this event

### DELEGATE DETAILS

To register additional delegates please photocopy this form



If your details above are incorrect please amend them here.

(Mr/Miss/Mrs/Ms/Dr) \_\_\_\_\_

Family Name: \_\_\_\_\_

First/Given Name: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

Postal/Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Please indicate your metals interests in order of preference:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

What is your company's main business activity:

\_\_\_\_\_  
\_\_\_\_\_

# Steel Logistics CONFERENCE

**22-24 September, 2008** Hilton Hotel ~ Antwerp, Belgium

### REGISTRATION RATES

**On or before 24th July 2008N**  €1,005

**On or before 18th August 2008**  €1,200

**Thereafter**  €1,470

**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.

### METHODS OF PAYMENT

I enclose a cheque for € \_\_\_\_\_ (payable to Metal Bulletin Ltd.)

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Please invoice me (this option is valid until 22nd August 2008)

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**Mail to:** Roger Cooke, Nestor House, Playhouse Yard, London, EC4V 5EX, UK

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### 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 22 August 08 to qualify for a full refund less €125 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 be incurred by delegates. We therefore recommend prospective delegates to arrange appropriate insurance cover.