

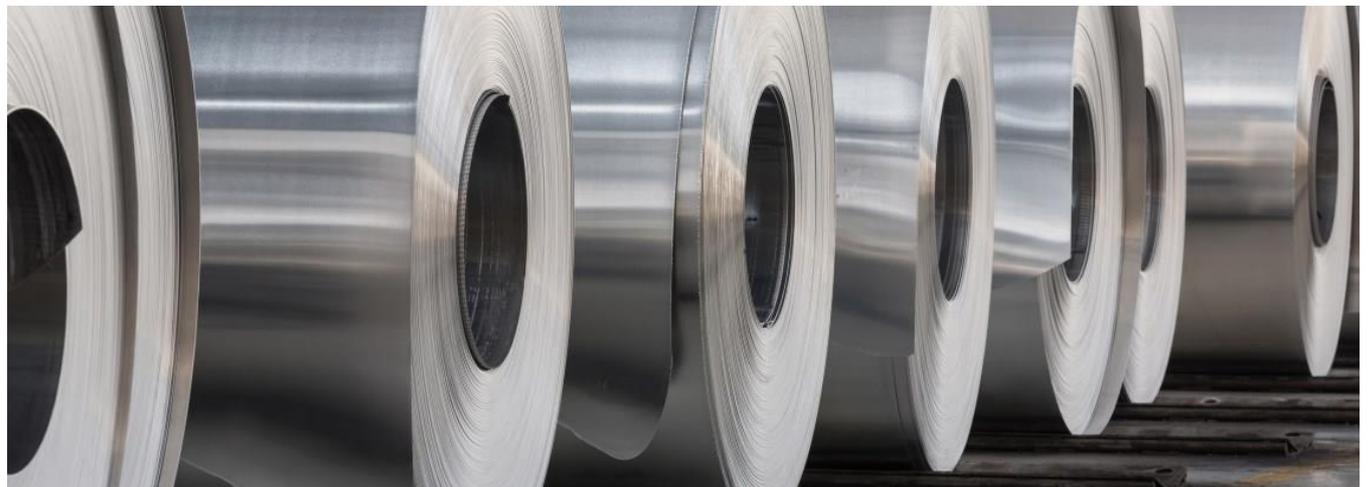
# EUROMETAL WORLD STEEL DISTRIBUTION & SSC SUMMIT 2017



World steel distribution & SSC at the Crossroads

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

Platinum Sponsors:



# INAUGURAL SESSION

## 10 May 2017



### INAUGURAL PRESENTATIONS

**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.

Thus, World Steel Distribution & SSC Summit will represent an unparalleled and unique networking event covering the entire steel value chain, from end use customers to upstream supplier.

A SIMULTANEOUS INTERPRETATION SERVICE ENGLISH INTO GERMAN WILL BE PROVIDED DURING BOTH CONFERENCE DAYS

**18.00 – 18.30** Welcome desk opens

**18.30 – 20.00** Inaugural presentations

**Stefan Schilbe**, Chief Economist HSBC Trinkaus & Burkhardt

**Dr Henrik Adam**, CCO Tata Steel Europe

**20.00 – 22.00** Meet & Greet Buffet

# MORNING SESSION

11 May 2017



**SESSION A**  
**09.00 – 10.30 HRS**

**GLOBAL**  
**CONTEXT**

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**

- **Key Note Presentation: Dr. Edwin Basson**, Director General at WORLD STEEL ASSOCIATION, will comment changing structures in World steel and in EU steel.

- The Changing Patterns of Global Steel Trade Flows

**Matt Watkins**, Principal Consultant with CRU, London

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

**Alexander Julius**, CEO of MACROMETAL, an Hamburg based steel trader.

**10.30 -11.00 Coffee break**



# MORNING SESSION

## 11 May 2017

Understanding the demand 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: Speaker from **AUTOLIV** invited
- from Steel Construction sector: **Wim Hoeckman**,

CEO Victor Buyck Steel Construction

#### Suppliers Insights

**Antonio Marcegaglia**, Chairman & CEO of Marcegaglia,

**Roland Junck**, Executive Chairman of British Steel,

**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. So, there exist quite a large variety of business models depending on regional markets like Europe, North America, Latin America and Asia. T

## **14.00 – 16.00: DISTRIBUTION & SSC BUSINESS MODELS**

**Jens Lauber**, EUROMETAL President & Managing Director Tata Steel Distribution Europe,

**Vijay Goyal**, CEO ARCELORMITTAL Distribution Solutions,

**Josu Calvo**, CEO GONVARRI S.S.

**Pierre de Silly**, General Manager EDGEN MURRAY

### **Other speakers invited**

Speakers will **highlight main characteristics of business models**, their differences, their challenges as well as their adaptability potential to forthcoming steel supply chain requirements.

# 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 center association NASS from UK will feature 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 Trinkaus & Burckhardt 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

## **18.00 – 20.00 NETWORKING HOSPITALITY**

**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 €

400 € (early bird until 28 February 2017)

Non Members

750 €

600 € (early bird until 28 February 2017)







## 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

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