2nd Annual

SBB Steel Supply Chain Conference

Reassessing the role and value of the steel supply chain in Europe

27-28 November 2012 • Hilton Antwerp • Belgium

2012 Key Speakers

Kees Gerrtse
Group Director Procurement,
Tata Steel Group

Philippe Baudon
CEO – North,
ArcelorMittal Distribution Solutions

Gangadhar Rout
Head-Logistics
Solutions, Essar Steel

Ernst Bernsdorf
Senior Vice President &
Head of Logistics,
ThyssenKrupp Nirosta

Josu Calvo
CEO,
Gonvarri Steel Services

Ardian Lekaj
Director,
Nova Metal Services, Nova Natie Group

Gunther Bonz
CEO,
Eurogate Holding

Petri Nikupeteri
Vice President,
Head of Logistics and Transportation,
Outokumpu

Areas explored:

• Reassessing the role and value of the steel supply chain in Europe – opportunities and challenges currently facing the element
• Managing volatile demand – working capital and stock management importance in today’s uncertain economic times
• Managing transport cost and distribution risk mitigation strategies in the current climate
• Improving the quality, efficiency and productivity of the steel value chain – best practice examples
• Enhancing the service offer and reducing downstream supply chain cost – what do steel’s customers want from their suppliers?

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Featuring exclusive networking boat tour of the Port of Antwerp
Persistent overcapacity, macro-economic worries and subsequent squeezed margins are increasing the emphasis and role supply chain management is playing within the steel producing, distributing, handling and trading communities. Never before has effective SCM been so necessary to maximize revenues and minimize costs.

Platts Annual SBB Steel Supply Chain Conference will assemble Europe’s leading steel supply chain professionals to assess the rationalization taking place and discuss how approaches, strategies and models are being reassessed in the current climate. The conference will also challenge existing market structures and showcase best practice examples which will enable the successful navigation through today’s volatile demand and high transport cost environment.

Day one: Tuesday 27th November 2012

08:00 Registration and continental breakfast

08:50 Chairman’s welcoming remarks
Francis Browne, Director, Market Reporting, Metals, Platts

09:00 Welcome by the Port of Antwerp
Marc Van Peel, Vice-Mayor, City of Antwerp, Alderman, Port of Antwerp

09:15 Opening address: current state of play for the movement of steel in Europe
• Demand, supply and price dynamics in today’s uncertain economic environment
• Will the European market remain static with overcapacity persisting?
Francis Browne, Director, Market Reporting, Metals, Platts

Reassessing the role and value of the steel supply chain in Europe – opportunities and challenges currently facing each element

Key questions:
• The changing commercial structure of steel markets
• Raw material supply and its relationship with the steel industry
• Drivers affecting steel price volatility
• Is closer cooperation the future for a more efficient steel supply chain?
• Understanding the rationalisation taking place along the chain and what it means for future operations
• How does each element boost efficiencies, maximise value and improve visibility?
• Achieving an integrated system – what needs to be put in place?
• What is role of technology moving forward?

09:45 Producer perspective
Kees Gerretse, Group Director Procurement, Tata Steel Group

10:05 Distributor perspective
Philippe Baudon, Chief Executive Officer – North, ArcelorMittal Distribution Solutions

10:25 Independent steel service centre perspective
Josu Calvo, Chief Executive Officer, Gonvarri Steel Services

10:45 Q&A – presenters from the preceding sessions will gather for a short Q&A session

11:00 Networking and refreshment break

11:25 Trader perspective:
The changing perspectives of steel trading
• The increasing obligations of a steel trader
• The new definition of the value chain
• Service optimization and cooperation

Alexander M. Julius, Managing Director, macroMetal

11:45 Shipper perspective
Gunther Bonz, Chief Executive Officer, Eurogate Holding

12:05 Handler perspective:
Ports & terminals, critical points in the steel supply chain
Ardian Lekaj, Director, Nova Metal Services, Nova Natie Group

12:25 Q&A – presenters from the preceding sessions will gather for a short Q&A session

12:40 Networking Lunch - available to sponsor

Improving the quality, efficiency and productivity of the steel value chain – best practice examples

13:50 Sales and operational planning – bringing the elements together
Luc Bongaerts, Business Development Manager, OM Partners

14:10 Supply chain financing in the current climate – how is it evolving and how can the steel community benefit?
Robert de Gidlow, EMEA Industry Head, Metals, Mining & Commodities, Trade & Cash Solutions Advisory, Deutsche Bank

14:30 Maximising supply chain performance – a look outside steel
Ana Cristina Silva, Supply Chain Planner, Bosch Security Systems

Managing transport cost and distribution risk mitigation strategies in the current climate

14:50 The role of steel distribution in EU market supply
Georges Kirps, Managing Director, EUROMETAL

15:10 Managing transport risk in today’s steel supply chains – options, tools and strategies
• The increasing need for risk management in these turbulent times
• A more responsive pricing mechanism needed?
• What is best practice when it comes to distribution networks and distribution cost?
• Can the steel industry cooperate differently in order to achieve more efficient distribution networks within Europe?
Petri Nikupeteri, Vice President, Head of Logistics and Transportation, Outokumpu

15:30 Freight rates and ship availability – current and future dynamics
• How will the IMO regulations of sulphur content in marine fuel affect the European steel industry moving forward?
Peter Larose, Managing Director, Flinter Shipping NV – Antwerp
Quick & Easy Ways to Register!

“Excellent opportunity to meet with a wide variety of delegates from companies in our supply chain and gain perfect insight in the key (cost) drivers impacting our supply chain.” - 2011 delegate

Day two: Wednesday 28th November 2012

08:15 Registration and continental breakfast

09:00 Chairman’s welcoming remarks and review of day one

Francis Browne, Director, Market Reporting, Metals, Platts

09:10 Keynote address: building a resilient supply chain in the current climate – how is supply chain management evolving?

Joseph Francis, Executive Director, Supply-Chain Council

09:35 International perspective:

Indian steel industries: SCM challenges & opportunities

- Steel market scenario (steel demand / consumption, import/export, distribution, hub-spoke arrangement, service centres for value addition nearer to consumption base)
- Raw material scenario (indigenous/import of basic steel plant raw materials, issues related to procurement, socio-economic influence on mining)
- Logistics challenges (pros and cons of Indian transport industries, Port facilities)
- Opportunities available (growing economy, vast middle class & youth population, good quality iron ore, vast coast line)

Gangadhar Rout, Head-Logistics Solutions, Essar Steel

10:00 Panel discussion:

What do steel’s customers want from their suppliers?

- Customisation and value added services
- Increasing flexibility and smaller run needs
- A need for enhanced distribution roles in meeting customers’ needs

10:30 Role of a port as vital link in the supply chain: benefits of logistic clusters and importance of making the right choice

Wim Dillen, Senior Business Development Manager ‘Dry Bulk’ & ‘Breakbulk’, Antwerp Port Authority

11:00 Port of Antwerp Boat Tour with lunch & refreshments

The Port of Antwerp is the largest steel port in the world, handling some 10.5 million tonnes of steel annually. It is the port of choice for virtually all European steel manufacturers, handling more than 50% of all import and export to and from the European hinterland and accommodating a large range of products from coils and sheets to beams, pipes and wire.

This site visit is facilitated by Platts and the Port of Antwerp and will allow participants the opportunity to enjoy an interactive guided boat tour of the plant with a team of local experts discussing its history, current operations and future usage.

The tour will be exclusive to attendees of Platts SBB Steel Supply Chain conference and will include lunch and refreshments.

PHONE: +44 (0) 20-7176-6300

EMAIL: conf_registrations@platts.com
Register by 21 September 2012 and SAVE $600

The conference will provide attendees with an unrivalled opportunity to:

- Reassessing the role and value of the steel supply chain in Europe – opportunities and challenges currently facing the elements
- Managing volatile demand – working capital and stock management importance in today’s uncertain economic times
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**Registration Fee:**

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<th>Early Bird Discount</th>
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<td>Platts/SBB Subscribers</td>
<td>$1,299 +21% VAT</td>
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**PLEASE NOTE — ALL PRICES ARE NOW IN US DOLLARS.**

The full conference registration is payable in advance, failure to do so will require you to guarantee your place by credit card. The delegate fee includes breakfast, lunch, refreshments and post-conference documentation.

**Discounts:**

- **Super early bird discount** – Register by Friday 21 September 2012 to SAVE $200 off your registration fee
- **Early bird discount** – Register by Friday 12 October 2012 to SAVE $100 off your registration fee
- **Team discount** – Register 3 or more delegates simultaneously from the same organization to receive substantial discounts. Please contact +44(0) 20 7176 6300 for further info.
- **Credit card discount** – Save an additional 10% off all rates when paying in full at time of registrations with a credit card.

**Academic/Non-Profit / Governmental rates available – please contact the team on +44(0) 20 7176 6300 to find out more.**

**Venue:**

Hilton Antwerp • Groenplaats 32, 2000 • Antwerpen, Belgium
Tel: +32-3-204-1212

**Discount Accommodations:**

A limited number of rooms have been reserved for Platts 2nd Annual SBB Steel Supply Chain Conference 2012 participants at the Hilton Antwerp Hotel at the preferential rates listed below. The discounted rates are for the nights of November 26–27, 2012 only (rates exclude city tax and VAT). These rates will be honored until November 4, 2012, subject to availability.

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<th>Single Room Price</th>
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**Substitution & Cancellation:**

Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. Cancellations must be received in writing on or before 20 November 2012 in order to be refunded, less a $195 administrative charge. No refunds will be made after this date. In the event of non-attendance, the full invoice fee will be payable. In case of conference cancellation, Platts’ liability is limited to the refund of the conference registration fee only. Platts reserves the right to alter this program without prior notice.

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