15th Middle East Iron & Steel
Conference • 12-14 December 2011
Grand Hyatt Hotel
Dubai, UAE

Speakers include:
- Dr. Hilal Al-Tuwairqi, President, Arab Iron & Steel Union; and Chairman, Al Tuwairqi Holdings, Saudi Arabia
- Saeed Al Romaihi, Acting CEO, Emirates Steel, UAE
- Khalid Al-Qadeeri, Vice Chairman & Managing Director, Foulath & GiIC, Chairman & Managing Director, Sulb & USCO, Bahrain
- Bahram Sobhani, Managing Director, Sirjan Iranian Steel Company, Iran
- Hamad Buamini, Director General, Dubai Chamber of Commerce, UAE
- Barry Smith, Director – Structural Engineering, Mott MacDonald, UAE
- Mete Şahin, Export Sales Manager, Çolakoğlu Metalurji, Turkey
- Fahad Zamil Al-Thukair, President & Board Director, UNICOIL, Saudi Arabia
- Şahap Ataman, Expert Analyst, Turkish Iron and Steel Producers’ Association, Turkey

“Best attended and most informative steel meeting in the region”
Dave Edwards, Project Director, WS Atkins Overseas Ltd

OVER 600 delegates expected

For more information and to register please visit
www.metalbulletinstore.com
2011 is the year that the world’s eyes are on the MENA region. This means that Metal Bulletin Events’ fifteenth annual Middle East Iron & Steel Conference – firmly established as the most important gathering of the region’s steel community – is now more crucial to attend than ever. This December the Grand Hyatt in Dubai once again plays host to hundreds of top executives from the world’s steel industry. It is your chance to meet a wide range of industry players from producers to government officials, traders to end-users; all gathering to discuss what this historic but volatile year will mean for Iron and Steel.

Benefits of attending:

● Unrivalled networking opportunities – over 600 delegates attended in 2010
● Hear opinion and analysis from the region’s major industry players
● From Dammam to Doha; Tehran to Tangiers: build relationships with new exciting MENA markets
● Understand better the region’s future growth hotspots (and beware its future bubbles)
● Meet your clients and maintain relationships – all in one place

Where did 2010 delegates come from?

Last year saw a record attendance of 630 attendees from 47 countries, with over 392 companies assembled.

The conference attracts the most senior executives, with over 40% of attendees at C-level (CEO, Chairman, Managing Director, Vice President) in 2010.

“A great place to meet and close business deals”
Dhiren Patel, Managing Director, Arcelor Mittal International FZE

“It is a real networking opportunity with global market leaders and decision makers and the same time and place”
Bahram Moeinvafa, Technical Director, Rareglove Inc

“The conference provides an excellent platform to network with all the major players in the region”
B. S. Shetty, Commercial Manager, Al Ghurair Iron and Steel

“Information provided will allow our company to plan strategic direction for the near future”
Greg Podlecki, Sales Manager, TM GE Automation Systems
Monday 12 December 2011

17:00 Registration desk opens
18:00 Welcome drinks reception sponsored by

Day one
Tuesday 13 December 2011

08:00 Registration desk opens

08:45 Chairman’s opening remarks
Vera Blei, Steel Editor, Metal Bulletin, UK

Session I: Keynote panel
09:00 Industry responses to MENA’s historic year of change
• Arab revolutions: An overview of a historic year and what this means for steel
• From Iran to Iraq; the Emirates to Egypt: How 2011 has made the fortunes of the MENA region more diverse than ever
• Dumping duties and China: The hot topic of 2010 has not gone away but what’s different a year on?
• New projects and capacities: Which are powering ahead, and which are stuck on paper?
• From oil and gas to construction: How is demand holding up and how is it projected to evolve from various end-user sectors?
Dr. Hilal Al-Tuwairqi, President, Arab Iron & Steel Union; and Chairman, Al Tuwairqi Holdings, Saudi Arabia
Saeed Al Romalthi, Acting CEO, Emirates Steel, UAE
Khalid Al-Qadeeri, Vice Chairman & Managing Director, Foulaith & GIIC, Chairman & Managing Director, Sulb & USCO, Bahrain
Bahram Sobhani, Managing Director, Sirjan Iranian Steel Company, Iran

11:00 Networking coffee break and refreshments

Session II: Construction and architecture panel
11:45 How will steel producers be affected by ongoing projects and developments in this region?
• Steel and construction in the UAE: Evolving requirements of the world’s most demanding projects
• How can the local and international steel best suit the Gulf construction industry?
• Challenges facing the industry post-recession and after the Arab Spring
Steve Harrison, Senior Structural Design Engineer, Atkins, United Arab Emirates
Sameer Dabbas, CEO, Hadeed Emirates Contracting, UAE
Barry Smith, Director – Structural Engineering, Mott MacDonald, United Arab Emirates

12:45 Networking lunch sponsored by

Session III: Government and regulatory focus
Chairman: James Ley, Senior Analyst – Steel, Hatch Associates, UK
14:00 How are the GCC and national authorities going to promote steel in the future?
• Is the GCC poised to introduce protectionist tariffs? If so, how much?
• How does the regulatory framework look for interested investors?
• Will new regimes (e.g. in Egypt) mean a change in the regulatory environment for steel?
Hamad Buamim, Director General, Dubai Chamber of Commerce, UAE
Anurag Bisaria, Director, Gulf Investment Corporation, Kuwait

Session IV: Raw materials: Challenges and responses to iron ore and logistics issues
15:00 Panel discussion:
How are raw material buyers continuing to be affected by iron ore volatility and freight rates?
• Buyers: Should steel mills be getting actively involved in mitigating their exposure?
• Spot or benchmark: An outlook for the future adoption of varying iron ore pricing methods and its affect on steel producers
• To what extent will logistical issues with raw materials hinder Gulf steel growth?
• Freight and seasonal price volatility: How can producers handle this together with iron ore price hikes?
• Swaps, options and futures: Looking at the increasing role of financial institutions and paper hedging in the iron ore market
Moderator: Olle Östensson, Raw Materials Group, Sweden
John Short, Director – Metals, Newedge Group, UAE
Kaushalendra Prassad, General Manager-Commercial and Marketing, Gulf Industrial Investment Co, Bahrain
Shannon Hore, Vice President of Procurement and Logistics, Emirates Steel, UAE
Ralph Lesczynski, Research Manager, Banchero Costa, China

15:50 Networking coffee break and refreshments
Session V: Technology
16:20 Technical panel: The latest in production solutions from the world’s leading equipment providers
• The latest in technical solutions for steel mills to increase efficiency, quality and green credentials
• Current state of plant technology in the MENA region and potential for upgrades
• New projects planned and under way
• To what extent is the future DRI-based?
• What are the latest solutions for steel makers to reduce their carbon footprints?
Dietger Schroers, Regional Director, SMS Meer Dubai, UAE
Henry Gaines, Director of Plant Sales, Midrex, USA
Enzo Ruscio, Executive Vice President, Danieli, Italy
Davide Masero, iSteel Technology Proposal Engineer, Tenova Melt Shops, Italy

Session VI: Regional growth and demand in the Middle East and North Africa
09:15 How is post-crisis Dubai complementing an even more ambitious Abu Dhabi?
• To what extent has Dubai bounced back from the crisis?
• Is Abu Dhabi poised to become the future metals hub?
• Is the UAE generally benefitting from instability elsewhere?
Abu Bucker Husain, CEO, Al Ghurair Iron & Steel, UAE

09:40 How is the domestic Saudi Arabian and the MENA market evolving for coated steel?
• Outline of the pre painted galvanised steel market in the MENA region
• UNICoil’s position as one of the main industry players
• How is the coated metal industry developing in this region?
Fahad Zamil Al-Thukair, President & Board Director, UNICOIL, Saudi Arabia

10:05 The channels in and out of a potentially rewarding market: Business with Iran
• Doing business here has got harder since last year: What are the remaining channels for those in the know?
• Moving towards self-sufficiency: To what extent do local producers benefit from sanctions?
• How will demand be satisfied for big projects such as Asalouyeh/PSEEZ?
Hadi Hami, General Manager, Norecom Ltd, UAE

10:30 New capacities and rising demand for one of the world’s most vibrant tube & pipe markets
• Have we new seamless plants in Jubail shaken up the market?
• What shape are local welded producers in for the future?
• Will the market remain the choice for Chinese capacity for the future?
Bhaskar Dutta, CEO, Al Jazeera Steel Products, Oman

Day two
Wednesday 14 December 2011

08:30 Registration desk opens
09:00 Chairman’s opening remarks
Brian Levich, Head, Metal Bulletin Research, UK

Session VII: Technology part two
11:35 From stock-oriented to customer-oriented production – Challenges and Potentials
Jörg Hackmann, Head of Product Management, PSI Metals, Germany

12:05 DRI Market Trends
Raul Morales, Project Manager, Tenova HYL, Mexico

12:35 Fast DRI EAF: How will the new way of DRI melting offer opportunities for steel producers?
• Benefits of using direct reduced iron in the middle east region
• What are the benefits of increased melting efficiency and how can this streamline your operations?
Markus Abel, Product Lifecycle Manager, Siemens VAI Metals Technologies GmbH, Germany

13:05 Networking lunch sponsored by

Session VIII: The Middle East market as an opportunity for steel exporters
14:15 The role of Turkish exports in the MENA region
• Why products such as HRC remain competitive
• How much is Turkey hurting from a dip in MENA demand?
Metë Şahin, Export Sales Manager, Çolakoğlu Metalurji, Turkey
Şahap Atamam, Expert Analyst, Turkish Iron and Steel Producers’ Association, Turkey

15:00 Networking coffee break

Session IX: A historic change: What has been the impact of ongoing revolutions and protests to the steel sector?
15:30 Strategic focus: The analytical view of whether the Arab Spring has changed markets
• What affect have the various uprisings and revolutions had on the region’s steel demand?
• How are producers responding to the new political realities?
• Why demographics and high growth rates mean that the medium-term macro-level demand forecasts for the region as a whole remain healthy
• Financing and investment: How will the region’s steel growth be powered?
• With political upheaval and new local capacities, does the MENA region remain an attractive export market for global producers?
James Ley, Senior Analyst – Steel, Hatch Associates, UK
Rama Ayman, Senior Advisor, The National Investor, UAE

16:30 Chairman’s final remarks and close of conference
Stand out in front of an audience of senior decision makers and budget holders. Taking a sponsorship option or exhibition stand is the most cost-effective and targeted way of reaching key executives from across the iron and steel sector.

**Sponsorship Opportunities**

Now in its 15th year, Metal Bulletin Event’s Middle East Iron and Steel Conference is THE meeting place for senior executives from across the sector. Whether you are a major producer, a technology provider, a supplier of financial services or a trader this is a unique opportunity to showcase your company and services to individuals who make the decisions in the sector. This is where the senior executives, who make the decisions across the sector, meet annually. Don’t miss out on your opportunity to showcase your company and services and enhance your networking opportunities.

Raise your company profile before, during and after the event using our unique sponsorship options. Sponsorship offers longevity, packages are tailored so that your company can gain exposure from the time of inception to the event itself. By taking a sponsorship option at the event, you will have your logo displayed on the main conference stage and create an opportunity for potential clients to contact you by showcasing your company details in the delegate documentation and on the conference website with a hyperlink to your corporate homepage.

Platinum, Gold, Silver & Bronze sponsorship packages are available offering various degrees of exposure. We can customise a variety of options to suit your budget, objectives and aspirations, examples include:

- **Delegate Bar Sponsor** – maximise exposure in the exhibition and refreshment area with extensive branding in and around the exhibition and refreshment area
- **Delegate Bag Sponsor** – your company logo on the move for maximum effect
- **Writing Folder Sponsor** – your company logo on the folder that will be kept and used by delegates after the conference
- **Take an Exhibition booth** – showcase your company and maximise networking opportunities with senior decision makers from across the sector in the busy refreshment and exhibition area

**Exhibition Opportunities**

The 15th Middle East Iron & Steel Conference exhibition area acts as the heart of the networking activity and provides the perfect opportunity to showcase your company, services and achievements whilst establishing business contacts and ensuring your clients know where to find you. Exhibiting at the 15th Middle East Iron & Steel Conference is an investment into your company’s future success: it will provide you with the ultimate tool to achieve your goals by delivering a targeted audience of over 600 decision makers.

As an exhibitor you will have the opportunity to:

- **Network** and do business with industry decision makers
- **Target** new customers, build and reinforce relationships
- **Create** greater company exposure
- **Showcase** your products, services and achievements
- **Launch** a new company, service or product
- **Increase** your sales
- **Attend** the conference and improve your industry knowledge

**Floorplan**

Only a very limited number of booths remaining, call now to reserve your space – do not miss out on this unique opportunity to showcase your company.

To find out more about tailored sponsorship or to reserve your exhibition booth, please contact:

**Charlie Shelley-Smith**

Tel: +44 (0) 20 7779 8106
Email: cshelleysmith@metalbulletin.com
**15th Middle East Iron & Steel Conference • 12-14 December 2011 Grand Hyatt Hotel, Dubai, UAE**

**REGISTRATION RATES**

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<tr>
<th>Method</th>
<th>Online</th>
<th>Via Tel/Fax</th>
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<tr>
<td>Full Standard Rate</td>
<td>US$2,299</td>
<td>US$2,399</td>
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**METHODS OF PAYMENT**

**Please sign the form in order for registration to be processed**

- Signature: [Signature]
- Date: [Date]

- To make a payment by credit card, please call +44 (0) 20 7779 8905 or visit [www.metalbulletinstore.com](http://www.metalbulletinstore.com) to book and pay online
- I would like to pay by bank transfer.
  - **Option only available before 13 November 2011.**
  - **Note:** Full bank details will be emailed to you with your booking confirmation. When paying by bank transfer, please ensure that you transfer enough funds to cover the full price of your purchase, plus any bank charges you may incur.
  - **IMPORTANT:** Please make sure you quote your full invoice number, details can be found on your invoice.
  - Metal Bulletin standard terms and conditions apply.
  - Fees: The conference fee includes attendance at all sessions, refreshments, welcome reception and lunches.
  - **Indian based delegates:** Price quoted is **net**, exclusive of any TDS/Without holding tax. Any deductions are only liable on the submission of an original Withholding Tax Certificate forwarded to Metal Bulletin.
  - **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.
  - **VAT:** If your organisation is tax registered within the European Union please provide your company VAT number:
    - Our VAT Number is GB 243 31 578 4

**Please tick if you are not registered for sales tax.**

**EASY WAYS TO REGISTER**

- Contact: Roger Cooke
- Online: [www.metalbulletinstore.com](http://www.metalbulletinstore.com)
- Tel: +44 (0) 20 7779 8905
- Fax: +44 (0) 20 7779 8909
- Email: mbstore@metalbulletin.com
- Address: Metal Bulletin Events, Nestor House, Playhouse Yard, London, EC4V 5EX, UK

**VENUE**

- Grand Hyatt Hotel, Dubai, UAE
  - Al Qutaeyat Road, PO Box 7978, Dubai 7978, United Arab Emirates
  - Tel: +971 4 317 1234
  - Fax: +971 4 317 1235
  - Email: dubai.grand@hyatt.com

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**Data Protection Notice**

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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 you are not able to attend, a substitute delegate will be accepted. Cancellations must be received in writing prior to 13 November 2011 to qualify for a full refund less US$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 being 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 arrange appropriate insurance cover.

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**If your details above are incorrect please amend them here**

- **PLEASE COMPLETE IN BLOCK CAPITALS**
  - (Mr/Miss/Mrs/Ms/Dr)
  - Family Name: [Family Name]
  - First/Given Name: [First/Given Name]
  - *Delegate Email: [Delegate Email]
  - *Administrator Email: [Administrator Email]
  - Position in Company: [Position in Company]
  - Company Name: [Company Name]
  - Address: [Address]
  - Postal/Zip Code: [Postal/Zip Code]
  - Country: [Country]
  - Tel: + [Tel]
  - Fax: + [Fax]

**Please indicate your metals interest in order of preference:**

1. [1]
2. [2]
3. [3]

**What is your company’s main business activity:**

- [ ] Metals
- [ ] Steel
- [ ] Non-Ferrous Metals
- [ ] Scrap/Non-Metallic
- [ ] Other [ ]

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*Delegates must provide their email address in order to receive booking confirmation and access to the delegate messenger system.*

**Note:** Option only available before 13 November 2011.