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POWERING A GREENER TOMORROW



Coking coal prices expected to touch \$300/ tonne - are we ready to cope up with the crisis?

Are we prepared to optimally explore our own iron ore resources to meet the long standing demand of Indian Steel industry of 2020 and beyond? Is the 'Raw Material Security Plan' right in place?

To find answers to the impending issues crowding the world steel scenerio, listen to the captains of Indian steel industry, top executives of International Raw Material Suppliers and renowned Global Analysts confirmed to speak at [Global Steel 2011](#), taking place on 16th to 18th January, 2011 in New Delhi.

Get a condense yet insightful outlook of the international steel markets, raw materials, future of Indian Steel industry and the role of China in 2011 and beyond from top industry leaders such as:

Speakers of Global Steel 2011:

- **Chief Guest** : Shri Virbhadra Singh, Hon'ble Union Minister for Steel, Govt of India
- Mr Naveen Jindal, Member of Parliament and Executive Vice Chairman & Managing Director, Jindal Steel and Power Ltd
- Mr P K Mishra, IAS, Secretary, Ministry of Steel, Govt of India
- H E Peter Varghese, AO, Australian High Commissioner to India
- Dr J J Irani, Tata Sons
- Mr C S Verma, Chairman, SAIL
- Mr Partha S Bhattacharyya, Chairman, Coal India Ltd
- Dr Udai Pratap Singh, Joint Secretary, Ministry of Steel and Chairman, Joint Plant Committee
- Mr Shrinivas V Dempo, Chairman, Dempo Group
- Mr Suketu Shah, Jt MD, Mukand Ltd
- Mr Malay Mukherjee, CEO, Essar Steel
- Mr Jayant Acharya, Director Commercial & Marketing, JSW Steel
- Mr V R Sharma, Dy MD and CEO Steel Business, JSPL
- Dr Amit Chatterjee, Advisor, Tata Steel
- Mr R K Goyal, Director, JSL Stainless Ltd
- Mr Dilip Oommen, CEO Indian Steel Business, Essar Steel
- Dr D R Dogra, MD & CEO, CARE
- Mr Viresh Oberoi, Managing Director and Chief Executive Officer, mjunction services limited
- Dr Nikki Williams, CEO, NSW Minerals Council, New South Wales, Australia
- Mr Jim Lennon, Executive Director, Macquarie Capital Ltd, UK
- Mr Gerard McCloskey, Founder, McCloskey group, UK
- Mr Michiel Hovers, Vice President, BHP Billiton, Singapore
- Mr Ajay Mishra, Senior Vice President, Global Head Coke Operations, Noble Energy-Singapore
- Mr Bill Graybeal, CEO, Coeclerici Asia (Pte) Ltd, Singapore
- Mr John Johnson, CRU, China
- Mr John Kearsey, Executive Director, SSY Consultancy & Research Ltd, UK
- Mr Steven Randall, MD, The Steel Index, UK
- Mr Francis Browne, Global Director Steel and Metal Markets, Platts, USA
- Dr Rod Beedows, CEO, Hatch Corporate Finance, UK
- Ms Marian Hookham, Energy Publishing, Australia
- Mr Andrew Jones, CEO, Resource-net, Belgium
- Mr Peter Linford, Senior trade & Investment Commissioner, Austrade
- Dr Neil J Bristow, MD, H & W Worldwide Consulting Ltd, Australia
- Mr Arun Kumar Jagatramka, CMD, Gujarat NRE Coke Ltd

Hundreds of delegates from India and abroad will gather in New Delhi at Taj Palace Hotel for the event.

Register today to secure your seat at the not to be missed confluence of Indian Steel makers and global steel making raw material suppliers.

We hope to see you in New Delhi in January 2011.

Kind regards,
Team Global Steel



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3 easy ways to register:

1. Download the [registration form](#)
2. Email us at contact@globalsteel.in

3. Speak to
Sutirtha +919879019880 or
Korak on +919874249448

Program Highlights

Sunday, 16th January 2011

A Birds Eye View of the Road Ahead - Inaugural Session:

A mountain road in the monsoon is the real test of driving skills rather than a freeway in pleasant weather. It is always the tough ones equipped with patience and foresight that can steer through muddy potholes, sudden landslides and road blockades to conquer the top of the mountain. The recent financial crisis has put the character and the credentials of enterprises across the world at trial. As the dust settles, it is now time to collect and put together the bits and pieces of the jigsaw of recovery thereby building a coherent whole. Recessions provide as many opportunities for business as much as they spell disasters. They reward strengths and expose weaknesses. The steel industry that is regarded as one of the indices in ascertaining the economic health of a Nation needs to think and strategize the future development plan and pave the way for an aligned future.

The policy makers- the Government and top notch industry gurus from India and abroad will set the ball rolling on the path that is destined to cement the boulevard of the Great Indian Steel Dream, a dream of attaining 300 MT of Steel by the year 2020.

Networking Cocktail Dinner

Monday, 17th January 2011

Session I – Driving ahead as the sun colours the Eastern Horizon

Global Steel Industry from Volatility to Sustained Growth - The global steel industry is on recourse to identify a definite plan to navigate the current volatility to attain sustained growth. As the sun rises in the East, so does the economic landscape of the world with its tilt towards China, which is now playing a pivotal role in the global economy. India is also emerging as a force to reckon with in the world stage. The following session throws light on the steel production trends around the world thereby analyzing the demand - supply scenario and role of the Chinese 'stooping' dragon and the Indian 'crouching' tiger in shaping the future of world steel. What is the future production trend of steel going to be? Where are the future markets for steel going to be in the coming years? What are the implications for future funding options? How are the different producing blocks like the USA, Europe, Japan, Korea, etc recasting them in the changing global scenario?

Session II – Removing the rubbles and roadblocks to move ahead ...Crossing milestones ...goal 300 MT by 2020....

Indian Steel industry ... from here to 2020 - Challenges in Setting up Greenfield Projects in India: The Indian steel industry is whizzing by new milestones every year. India is set to complete the 100 MT milestone in the next two years. The New and Improved Vision 2020 – 300 MT of Steel. What is India's raw material security plan? What is the sourcing plan of coking coal for India to sustain our steel dream? Are we prepared to optimally explore our own iron ore resources to meet the long standing demand of Indian Steel industry of 2020 and beyond? Along with all these issues is the need to develop a mechanism to arrest the volatility of prices. There are bound to be various bottlenecks in any journey and the story of the Indian steel growth is not an exception. The potential of the Indian steel industry is depicted from the fact that there have been 222 MoUs signed and an investment commitment of US\$ 238 billion received. Some among them have already been commissioned, while there are many with trailing loose ends which need to be tied for successful commissioning of the projects. The responsibility is for the Indian steel fraternity – the government, industry, analysts and experts, who need to discuss and find out the possible solution. Issues like land acquisition, environment clearances need to be debated and a clear cut policy conducive for a sustainable and inclusive growth is the need of the hour. These are sensitive but critical issues that need to be sorted at the earliest for India to become a major steel hub.

Captains of the Indian Steel Industry brainstorm about the tools and approaches that they're taking to chart a clear road map for the growth of the Indian Steel Industry. The Future of Steel is in India (?)

Session III – Striking up the steel band

Is Australia the panacea to Indian Raw Material requirements - India with all its needs and wants for a secured steel future would have to look at alternate sources of supply of raw material to keep the blast furnaces burning. Sourcing from 'Down under' is the best option available and there is a need to take note of the opportunities available there. The session would present a close look at the raw material demand supply scenario of India. Future demand of iron ore and coking coal in India and how would they be met? Where would all the coking coal come from? What role is Australia going to play being the major steel making raw material producer of the world? Listen what Australian resource players have to say.

Session IV – Treasure Trove - Raw materials and the global market

Raw material security – It is a reality today being confronted by the steel industry globally, and is closest to the heart of every steel-maker. While steel leverages opportunity for economic value addition, raw materials constitute the foundation. Sustainability of steel capacity expansions would be founded on two fundamental paths – raw material security plan and logistics support, which is the life line. Raw materials are not infinite and the world is already facing the pinch of scarcity. Future capacity additions would require the global steel industry to explore new sources. China is today a beacon for global steel growth. Hence China also accounts for the majority of world consumption of steel making raw materials. India with its burgeoning steel demand and a promise to be a major steel Nation would have to fight to secure supply in the raw material space. What are the options before the global steel makers? How is Indian industry strategizing for a long term raw material security plan? Added impetus will also be on the current and future trends in freight and logistics- a crucial catalyst in the steel story.

Networking Cocktail Dinner and Fashion Show

Tuesday, 18th January 2011

Session V - Winds of Price Change– Driving into the future

An important aspect of the industry is the pricing models in operation. A shift away from annual pricing and other changing dynamics have the steel industry scrambling to keep up with price volatility. The rise of iron ore and coking coal prices - how sustainable are they for the longer run? The analysts will review the earlier trends in comparison with current ones to provide a near perfect prediction of the future – 2011 and beyond. Industry analysts and other market sources give their views on where prices are moving as the industry heads forward. Coking Coal, Coke and Iron ore, the prime actors of the Steel saga, take their cue for the last act as we draw curtains of "Paving the Boulevard of the Great Indian Steel Dream".

Session VI - Broadening Horizons

Understanding the latest trends for a steely growth – New distances traversed opens up new horizons. New opportunities knock and along with it come new challenges for growth. The steel industry needs to keep a clear vision of the future as we drive to a new decade. As the industry grows, it requires financing, new strategies for marketing, rating to maintain market credibility and a brand for itself. The session would look at the scope for strengthening the support systems as we broaden our horizon.

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