

# 2017 SEASI

## CONFERENCE & EXHIBITION

22-25 May 2017, Resorts World Sentosa Singapore

**“Realizing the Value within ASEAN Steel Industry through Technology Development, Capacity Optimization and Digitization”**

## REGISTER

By 21 April 2017 &  
SAVE \$170

1

Premium Networking

2

Understand  
the Market

3

Distinguished  
Speakers

4

Latest  
Technologies

### Keynote speakers:

- **Mr. Peeyush Gupta**, Vice President (Steel Marketing & Sales), **Tata Steel Limited**
- **Mr. Yoichi Furuta**, Managing Executive Officer, South East Asia & India, **Nippon Steel & Sumitomo Metal Corporation**
- **Mr. Kwak Jeong Shik**, Chief of External Relations Department, **POSCO**

Delegates (more than 550) to the 2016 SEASI Conference and Exhibition include representatives from:

- Aichi Steel Corporation
- Alpine Metal Tech Group
- Alpine Pipe Manufacturing Sdn Bhd
- Angang Group Hong Kong Co., Limited
- Ann Joo Steel Berhad
- AUMUND
- Badische Stahl-Engineering GmbH
- Bahru Stainless Sdn Bhd
- Baosteel
- BlueScope Steel
- Capitol Steel Corporation
- CBMM
- China Steel Corporation
- China Steel Sumikin Vietnam JSC
- CSC Steel Sdn Bhd
- Danieli
- Dragon Steel Corporation
- Eastern Steel Sdn Bhd
- Fives
- Formosa Ha Tinh Steel Corporation
- Friedrich KOCKS GmbH & Co KG
- Fuji Electric
- G J Steel Public Company Limited
- GFG
- Hanoi Steel Corporation
- Hoa Phat Group
- Hoa Sen Group
- Hoffman Iron and Steel LLC
- IMS Messsystem (Shanghai) Co., Ltd.
- Industrielle Beteiligung Co. Ltd
- Ing. Bonfiglioli Spa
- JFE Steel Corporation
- JP Steel Plantech Co.
- Kobe Steel, Ltd
- Kuttner
- KWT Steel
- Kyoei Steel Vietnam Company
- Lechler GmbH
- Master Jaya Engineering Sdn Bhd
- Melewar Industrial Group Berhad
- Mer Lion Metals Pte. Ltd.
- Midrex Technologies
- Nam Kim Steel Joint Stock Company
- NatSteel Holdings Pte Ltd
- Nippon Steel & Sumikin Engineering Co., Ltd.
- Nippon Steel & Sumitomo Metal Corp.
- OneSteel
- Osaka Steel Co., Ltd
- Pag-Asa Steel Works, Inc.
- Paul Wurth IHI Co., Ltd.
- Perfect Wiremakers Sdn Bhd
- Perstima Vietnam
- Pomina Steel
- POSCO
- Primetals
- PSI Metals Austria GmbH
- PT Krakatau Nippon Steel Sumikin
- PT Krakatau Steel (Persero), Tbk.
- PT. Artha Metal Sinergi
- PT. Gunung Garuda
- PT. Krakatau POSCO
- PT. Putra Baja Deli
- RadComm Detection Systems
- Saeng Thai Metal Drum Co.,Ltd.
- Sahaviriya Steel Industries (Public) CO.,Ltd.
- SGL Carbon Sdn Bhd
- Siam Steel Syndicate Public Company Ltd
- Siam Yamato Steel Co., Ltd.
- SMS group
- Southern Steel Berhad
- Southern Steel Company
- Southern Steel Sheet Co., Ltd
- SSAB Swedish Steel Pte Ltd
- Steel Asia Manufacturing Corporation
- Tata Steel (Thailand) Public Co., Ltd.
- Tenova
- Thermo Fisher Scientific
- Ton Dong A Corporation
- Tung Ho Steel Enterprise Corporation
- Vietnam Germany Steel JSC
- Vietnam Steel Corporation
- Vina Kyoei Steel Co., Ltd
- VNS- Daewoo
- VNSteel- Phu My Flat Steel Company Ltd
- Vnsteel Thang Long Coated Sheets JSC
- VSC - POSCO Steel Corporation
- WISDRI Engineering & Research Incorporation Ltd
- YKGI Holdings Bhd
- Yongnam Engineering & Construction
- ... and many more

# Preliminary Programme

## Sunday, 21 May 2017

10:00 - 20:00 **Pre-Registration**

19:00 - 21:00 **Welcome Reception**

## Day 1: Monday, 22 May 2017

### Opening Session

09:00 – 09:10 SE AISI Chairman's Opening Address  
09:10 – 09:40 Ministerial Address/ Official Opening  
09:40 – 09:50 Award Presentation

09:50 – 10:30 **Tour of Exhibition Area/ Coffee Break**

### Keynote Session: Realizing the Value within ASEAN Steel Industry

10:30 – 11:00 **Mr. Peeyush Gupta**, Vice President (Steel Marketing & Sales), Tata Steel Limited  
11:00 – 11:30 **Mr. Yoichi Furuta**, Managing Executive Officer, South East Asia & India, Nippon Steel & Sumitomo Metal Corporation  
11:30 – 12:00 **Mr. Kwak Jeong Shik**, Chief of External Relations Department, POSCO  
12:00 – 12:45 **CEO Panel Discussion**

12:45 – 13:45 **Lunch Break**

### Session 1: Regional Developments

13:45 – 14:05 Performance of the ASEAN Iron and Steel Industry in 2016 and Outlook, **Tan Ah Yong**, SE AISI  
14:05 – 14:25 Chinese Industrial Policy (Capacity Cuts), and its Impact on the Steel Markets, **Keith Tan**, Platts  
14:25 – 14:45 Indian Steel Industry: Strategic Options, **Dr. Ahmed S Firoz**, Ministry of Steel, India  
14:45 – 15:05 **Panel Discussion / Q&A**

### Session 2: Market Perspectives & Challenges

15:05 – 15:25 Regional Steel Price Trends within a Global Environment, **Christopher Jackson**, MEPS, UK  
15:25 – 15:45 Developments in Steelmaking Raw materials Markets and the Impact of Chinese Environmental Measures on Southeast Asian Steel Industry, **Atila Widnell**, MySteel, China  
15:45 – 16:05 The Future for Chinese Steel: Steel Prices and Influencing Factors, **Dr. Paul Butterworth**, CRU  
16:05 – 16:25 How Can Industry 4.0 & Industrial IoT Help ASEAN Steel Compete in Today's Tough Years, **Mark Ferguson**, PSI Metals UK Ltd  
16:25 – 16:45 **Panel Discussion / Q&A**

16:45 – 17:05 **Coffee Break**

### Session 3: Country Reports I

17:05 – 18:05 Paper Presentations

19:00 – 22:00 **Welcome Dinner** (Hosted by NatSteel Holdings Pte Ltd)

## Day 2: Tuesday, 23 May 2017

### Session 4: Country Reports II

09:00 – 10:15 Paper Presentations

10:15 – 11:00 **Coffee Break**

11:00 – 13:00 Session 5A: New Technologies  
Session 5B: Product Developments

13:00 – 14:00 **Lunch Break**

14:00 – 16:00 Session 6A: Process Improvement  
Session 6B: Quality Improvement I

16:00 – 16:20 **Coffee Break**

16:20 – 18:20 Session 7A: Technology Developments  
Session 7B: Environmental Management

## Day 3: Wednesday, 24 May 2017

09:00 – 10:20 Session 8A: Plant Management  
Session 8B: Raw Materials

10:20 – 10:40 **Coffee Break**

10:40 – 12:40 Session 9A: New Steel Applications  
Session 9B: Energy Reduction

12:40 – 13:40 **Lunch Break**

13:40 – 14:40 Session 10A: Operation Excellence I  
Session 10B: Cost Reduction I

14:40 – 15:00 **Coffee Break**

15:00 – 16:00 Session 11A: Cost Reduction II  
Session 11B: Quality Improvement II

16:00 – 17:20 Session 12A: Operation Excellence II  
Session 12B: Health and Safety Management

## Day 4: Thursday, 25 May 2017

### Plant Tour: 7:30 - 17:00/ 18:00

#### Route 1: Yongnam Holdings Limited & Accenture Internet of Things Centre of Excellence, Singapore



With more than 40 years of experience in steel fabrication, **Yongnam** excels in adding value to steel construction. The Group's two production facilities in Singapore and Nusajaya, Johor, Malaysia have a total annual production capacity of 84,000 tons of steel fabrication.

Yongnam provides engineering and construction services in Singapore, Hong Kong, Malaysia, India, and internationally. The company's Structural Steelworks division provides engineering coordination, detailing, and fabrication and erection of structural steel services.

Yongnam is an ISO-9001:2008, ISO 14001:2004 and OHSAS 18001:2007 certified company, accredited fabricator of the highest S1 category from the Singapore Structural Steel Society and holds A1 Grades from the Singapore Building and Construction Authority for the categories of General Building and Civil Engineering.



**The Accenture Internet of Things Centre of Excellence** in Singapore helps companies capitalize on technology innovations and drive performance across the value chain. Located in Singapore and supported by the Singapore Economic Development Board, the centre is helping clients from across industries experience IoT in action and achieve breakthrough thinking, through hands-on innovation workshops.

**Route 2: Bahru Stainless Sdn Bhd & Kiswire Sdn Bhd, Malaysia**



ACERINOX S.A. and NISSHIN STEEL announced in March 2008 the build of a stainless steel factory in Malaysia, BAHRU STAINLESS SDN. BHD.

**BAHRU STAINLESS** is a joint venture between ACERINOX GROUP (67%) and NISSHIN STEEL (30%).

The Factory is located in Johor Bahru with the land of 140 hectares and direct access to the sea.

The project is being built in phases and once it's completed it will be a fully stainless steel integrated plant (from melting to finishing product) with an annual melting capacity of 1 million MT and 600,000 MT for cold rolling.

Phase I and II are completed and in production currently. Phase I comprises of a Combination A&P (Anneal and Pickle) line which can process black coil and Cold Rolled material, one ZMill of 5 feet wide to feed the A&P Line. Further equipment is related to finishing which include a Skin Pass Mill, Cut to Length lines and a Slitting line. Phase II comprises of a Cold Rolled A&P line and a Zmill. The equipment is aimed at thinner gauge material. The annual production capacity of BAHRU STAINLESS is 400,000 MT. Currently, BAHRU's products are supplied to over 30 countries in the world and consumed on a regular basis mainly in chemical, oil, architecture, construction, automotive and process equipment's (engineering, commercial kitchen, pressure vessels etc).



**Kiswire Sdn Bhd**

- Location : Tg Langsat JOHOR, Malaysia
- Land Size : 162,000 M2
- Building Size : 101,650 M2.
- Product : Specialty wires for automotive Tires & Industrial Hose
- First Production in 2005
- Production Capacity : 140,000 ton

SEASI has a wide range of sponsorship packages that fit your specific marketing strategy. In addition, we have also a variety of advertising opportunities including souvenir programme advertisement, conference bag insertion and banner display which offer you greater exposure and reach.

**Advertisement**

It's a cost-effective way to get recognition in the event as your advertisement will appear in the conference souvenir programme booklet whereby all delegates will refer to it for conference schedule and as information source. Your advertisement not only will capture the attention of the delegates during the conference, your marketing message will also continue to be heard well into the future.

**Conference Bag Insertion**

Organizations may wish to insert their company brochures into the conference bags, which will be given to each and every registered delegate upon registration. It's an effective way of promoting your products and services with minimal cost to reach out to the potential buyers.

**Luncheon Sponsor**

Sponsoring the luncheon is an excellent way of increasing brand awareness, which will help to generate preference and foster brand loyalty. By sponsoring the luncheon, it will raise your company's profile and enable your organisation to reinforce awareness among key decision makers. (\*\*Selection of luncheon slot is based on first-come, first-served basis.)

If you need further information about advertising, sponsorship and exhibition opportunities, please contact **Mr. Eric Lee** at +603 5519 1102 or email him at [ericlee@seasi.org](mailto:ericlee@seasi.org)

**Exhibition Floor Plan**



