

# 2018 SEASI Conference & Exhibition

Theme: ASEAN Steel Industry – Next Leap of Transformation

25-28 June 2018 ● The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia

**REGISTER**

By 25 May 2018  
& **SAVE \$200**

## Reasons to attend the most anticipated steel event of the year in Asia:

### Premium Networking

The conference provides a premium networking platform for face-to-face discussion with **more than 500 key industry players** from ASEAN and around the world who represent the entire iron and steel supply chain.

### Distinguished Speakers

Listen and learn from top class industry speakers. The **Keynote Session**, in particular, will feature a number of steel industry leaders who will deliver **keynote presentations** and/or participate in the **CEO Panel Discussion**.

- **Keynote speakers:** Confirmed: **Dr. Edwin Basson**, **Director General, World Steel Association**, and more to come

### Understand the Market

- Obtain the latest updates on steel industry performance and developments in ASEAN, China and India.
- Gain insights on how to react and meet the challenges arising from the ongoing evolution of the global steel industry.
- Learn about the impact and opportunities for Asian steel-makers from the Chinese steel capacity control and reform.
- See how Industry 4.0 plays its role in the transformation of ASEAN steel industry. ... and much more

### Enhance Technical Knowledge

- Fortify your technical knowledge on a wide range of topics that can help steel producers to compete more effectively in today's fast-moving market:
  - Operation Excellence
  - Quality Improvement
  - Process Improvement
  - Plant Management
  - Cost & Energy Management
  - Technology Development
  - New Steel Applications
  - Raw Materials

### Plant Tour

- Rare opportunity to visit leading steel establishments in Indonesia:
  - **PT Gunung Garuda & PT Gunung Raja Paksi in Cikarang**
  - **PT Krakatau POSCO & PT Krakatau Osaka Steel in Cilegon**

Co-host:



# Preliminary Programme

Sunday, 24 June 2018

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

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

Day 1: Monday, 25 June 2018

## Opening Session

09:00 – 09:10 Opening Address by SEAISI Chairman  
09:10 – 09:20 Welcoming Address by Chairman of The Indonesian Iron and Steel Industry Association (IISIA)  
09:20 – 09:50 Ministerial Address/ Official Opening  
09:50 – 09:55 Award Presentation

09:55 – 10:40 **Tour of Exhibition Area/ Coffee Break**

## Keynote Session: ASEAN Steel Industry – Next Leap of Transformation

10:40 – 11:00 **Dr. Edwin Basson**, Director General, World Steel Association  
11:00 – 11:20 Keynote Speaker II – TBA  
11:20 – 11:40 Keynote Speaker III - TBA  
11:40 – 12:20 **CEO Panel Discussion**

12:20 – 13:20 **Lunch Break**

## Session 1: Regional Developments

13:20 – 13:40 Performance of the ASEAN Iron and Steel Industry in 2017 and Outlook, **Tan Ah Yong**, SEAISI  
13:40 – 14:00 Key Developments in the Chinese Steel Industry, **Atilla Widnell**, MySteel  
14:00 – 14:20 Indian Steel Scenario: Challenges & Opportunities, **B.P. Sarkar**, Steel Tech, India  
14:20 – 14:40 **Panel Discussion / Q&A**

## Session 2: Market Perspectives & Challenges

14:40 – 15:00 A Holistic Consideration for the Evolution of the Steel Industry, **Horst Wiesinger**, Horst Wiesinger Consulting, Austria  
15:00 – 15:20 Opportunities for Asian Steelmakers from Chinese Output Control and Reform, **Irina Melkonyan**, CRU  
15:20 – 15:40 Chinese Steel Capacity Replacement Impact on Exports, **Keith Tan**, S&P Global Platts  
15:40 – 16:00 Change Striking Raw Material Procurement Teams, **Tim Hard**, Argus Media  
16:00 – 16:20 **Panel Discussion / Q&A**

16:20 – 16:40 **Coffee Break**

## Session 3: Industry 4.0 and Its Role in Transformation of ASEAN Steel Industry

16:40 – 17:00 A New Toolbox to Make Every Plant “Intelligent”, **Abhijit Sarkar**, M.N. Dastur & Company (P) Ltd., India  
17:00 – 17:20 The Enhancement of Strategic Business Transformation in Millcon Steel Group through Industry 4.0, **Theerayuth Lertsirarungsun**, Millcon Steel Industries Plc., Thailand  
17:20 – 17:40 TBA  
17:40 – 18:00 TBA  
18:00 – 18:20 **Panel Discussion / Q&A**  
19:00 – 22:00 **Welcome Dinner** (Hosted by IISIA)

Day 2: Tuesday, 26 June 2018

## Session 4: Country Reports I

09:00 – 10:15 Paper Presentations

10:15 – 10:45 **Coffee Break**

## Session 5: Country Reports II

10:45 – 11:45 Paper Presentations

11:45 – 13:00 **Lunch Break**

13:00 – 14:40 Session 6A: Operation Excellence I  
Session 6B: Cost & Energy Management I

14:40 – 16:00 Session 7A: Quality Improvement I  
Session 7B: Raw Materials

16:00 – 16:20 **Coffee Break**

16:20 – 18:00 Session 8A: Operation Excellence II  
Session 8B: New Technologies

Day 3: Wednesday, 27 June 2018

09:00 – 10:20 Session 9A: Plant Management  
Session 9B: Cost & Energy Management II

10:20 – 10:40 **Coffee Break**

10:40 – 12:40 Session 10A: New Steel Applications  
Session 10B: Process Improvement I

12:40 – 13:40 **Lunch Break**

13:40 – 15:40 Session 11A: Technology Development I  
Session 11B: Product Development

15:40 – 16:00 **Coffee Break**

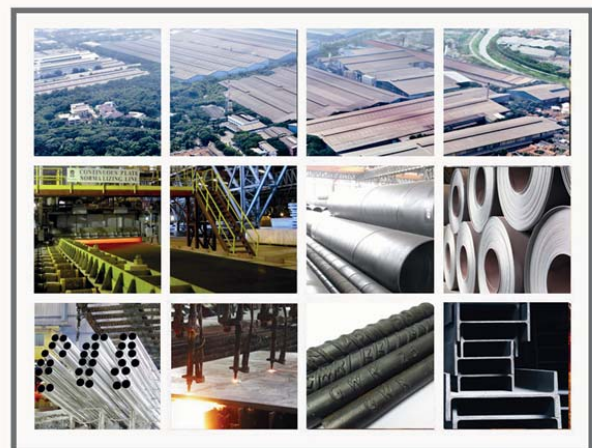
16:00 – 18:00 Session 12A: Quality Improvement II  
Session 12B: Process Improvement II

**Note:** Sequence of session programme is subject to change to suit the number of papers and time slot availability

Day 4: Thursday, 28 June 2018

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

**Route 1: PT Gunung Garuda & PT Gunung Raja Paksi in Cikarang**



**Gunung Steel Group**, shaping the future of ASIA, providing multi-solutions for all steel needs.



Our journey started in 1980s from a small manufacturing facility in the city of Medan, Sumatra and now transform into one of the major steel manufacture in Southeast Asia. Our vast expansion from one company to now several companies making diverse steel products (flat, long and bar products) operating under Gunung Steel Group (GSG).

With more than 30 years of experience in the steel industry, we have a high commitment to quality and reliability, and the ability to produce around 2 million tons of steel annually. Presently, we are expanding our capacity and capabilities amid Indonesia's development expectations to become a comprehensive and integrated steel mill in Indonesia.

Our manufacturing facility and office headquarter is located in West Cikarang, West Java Province, Indonesia with area of more than 200 hectares, with around 5000 employees working and some living in this area, ensuring efficient production, management and services.

Gunung Steel Group have thrived in the past years, shaping the future of Indonesia and vowed to contribute to the well-being of the local community which is implemented through their Corporate Social Responsibility (CSR) programs.

### Route 2: PT Krakatau POSCO & PT Krakatau Osaka Steel in Cilegon



**PT KRAKATAU POSCO** is a joint venture company between an Indonesian state-owned steel company, KRAKATAU STEEL and the World's Most Competitive Steelmaker by World Steel Dynamics, POSCO of Korea. In early 2014, KRAKATAU POSCO officially started its commercial operation and since then become the most reliable and competitive Integrated Steel Mill in Indonesia. Utilizing the cutting-edge technology in steel industry with three million tons capacity a year, the Company manufactures a wide range of high quality steel slabs and plates. Located at the heart of Indonesia's City of Steel, Cilegon, the Integrated Steel Mill operates 6 main facilities which are Sinter Plant, Coke Plant, Blast Furnace Plant, Steel Making Plant, Continuous Casting Plant, and Plate Mill. The Company has become a leading supplier of high quality steel plates to construction sector, oil & gas industry, heavy equipment manufacturers, and shipbuilders in Indonesia. KRAKATAU POSCO, Pride for Indonesia.



**PT Krakatau Osaka Steel (KOS)** is a steel manufacturing company established in December 2014 located at Krakatau Industrial Estate in Cilegon. Products: rebar, profile, channel and flat bar from billet as raw material.

KOS is a joint venture company owned by Osaka Steel Co. Ltd and PT Krakatau Steel (Persero) Tbk with shares of 80% and 20% respectively.

Total factory capacity is 500,000 tons per year. The products will be sold mostly in domestic and small portion to export.

KOS factory has been in operation since November 2016 with good condition. The production volume will be increased at full capacity by 2019.

## Advertising, Sponsorship & Exhibition Opportunities

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

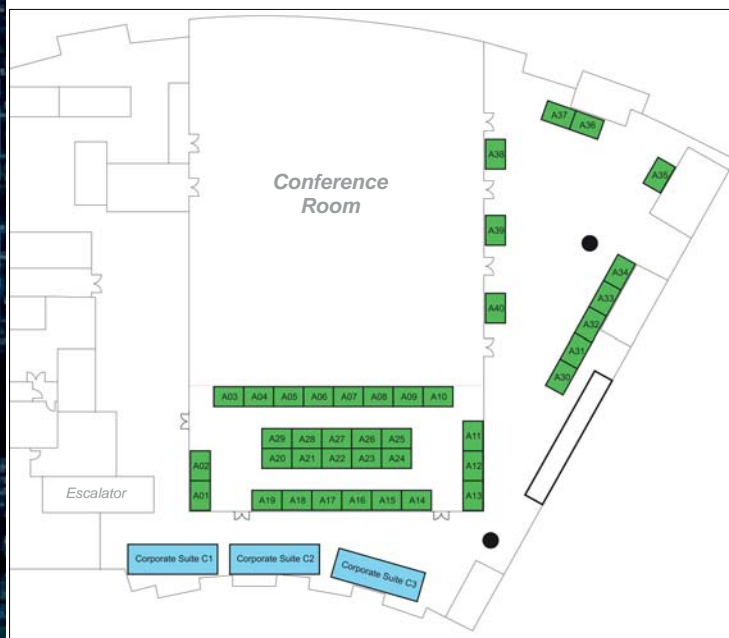
Organizations may wish to insert their company brochures into the conference bags, which will be given to each and every registered delegate upon registration. It's an effective way of promoting your products and services with minimal cost to reach out to the potential buyers.

### 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



### Note:

Booth No.	Types of Booth	Booth Size
C1 to C3	Corporate Suite	3m x 9m
A01 to A40	Standard Shell Scheme Booth	2m x 3m



# 2018 Conference & Exhibition

**25 - 28 June 2018** The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia

Please register me for the **2018 SE AISI Conference & Exhibition**

Please register me as Exhibition Booth Official/ Assistant Booth Official

Please register me for the Plant Tour on 28 June 2018

Route #1 - US\$100/ SG\$135  
**PT Gunung Garuda and PT Gunung Raja Paksi in Cikarang**

Route #2 - US\$100/ SG\$135  
**PT Krakatau POSCO & PT Krakatau Osaka Steel in Cilegon**

Plant tour registration is open for Conference delegates only.

## Registration Form

Mr.  Mrs.  Ms.  Dr.

Name *(Family Name Underline)*:

Position:

Email:

Company:

Address:

Country:

Tel: Fax:

Website:

To register additional delegates in the same company

1. Name *(Family Name Underline)*:

Position:

Email:

2. Name *(Family Name Underline)*:

Position:

Email:

## Contact

For further information please contact the SE AISI team

Tel: +603 5519 1102 Fax: +603 5519 1159

Website: [www.seaisi.org](http://www.seaisi.org)

Paper Presentation: **Ms. Pichsini Tega-Apirak**

Email: [pichsini@seaisi.org](mailto:pichsini@seaisi.org)

Exhibition & Sponsorship: **Mr. Eric Lee**

Email: [ericlee@seaisi.org](mailto:ericlee@seaisi.org)

Conference Registration: **Ms. Josephine Fong**

Email: [ylfong@seaisi.org](mailto:ylfong@seaisi.org)

## Registration Fees *(select the currency that you prefer)*

### On or before 25 May 2018 (Early bird rate)

Presenter (Member)	<input type="checkbox"/> SG\$1,080	<input type="checkbox"/> US\$800
(Non-Member)	<input type="checkbox"/> SG\$1,420	<input type="checkbox"/> US\$1,050
Delegate (Member)	<input type="checkbox"/> SG\$1,080	<input type="checkbox"/> US\$800
(Non-Member)	<input type="checkbox"/> SG\$1,420	<input type="checkbox"/> US\$1,050

### After 25 May 2018

Presenter (Member)	<input type="checkbox"/> SG\$1,350	<input type="checkbox"/> US\$1,000
(Non-Member)	<input type="checkbox"/> SG\$1,690	<input type="checkbox"/> US\$1,250
Delegate (Member)	<input type="checkbox"/> SG\$1,350	<input type="checkbox"/> US\$1,000
(Non-Member)	<input type="checkbox"/> SG\$1,690	<input type="checkbox"/> US\$1,250

Spouse	<input type="checkbox"/> SG\$270	<input type="checkbox"/> US\$200
Press/Journalist	<input type="checkbox"/> SG\$420	<input type="checkbox"/> US\$310
Assistant Booth Official	<input type="checkbox"/> SG\$610	<input type="checkbox"/> US\$450

## Payment Details

To make a payment by credit card, please call **+603 55191102** or visit [www.seaisi.org/seaisi2018](http://www.seaisi.org/seaisi2018) to register and pay online

US / SG Dollar bank draft or cheque:  
Payee: **South East Asia Iron and Steel Institute**

Telegraphic Transfer **(To be made before 18 June 2018)**

#### OCBC Bank

65 Chulia Street, OCBC Centre  
Singapore 049513  
USD A/C No: **501-164321-301**  
Swift Code: **OCBCSGSG**

#### OCBC Bank

65 Chulia Street, OCBC Centre  
Singapore 049513  
SGD A/C No: **501-757-082001**  
Swift Code: **OCBCSGSG**

**Cancellation and refund:** Only written cancellation will be accepted. Replacement will be allowed. For cancellation made **on or before 25 May 2018**, total payment received less 20% for administration charges, may be refunded. No refund will be made for cancellation **after 25 May 2018**. Delegate may substitute the seat with his/her colleague from the same company at no extra cost.

## Hotel Accommodation

Favourable accommodation rates have been negotiated with The Ritz-Carlton Jakarta, Mega Kuningan & JW Marriott Hotel Jakarta. The hotel room reservation has to be booked online. The online hotel room reservation weblink will be forwarded to you by the Secretariat upon receiving your completed registration form. Only limited number of rooms will be available. Please refer to the terms & conditions on the online room reservations regarding room cancellation.

#### The Ritz-Carlton Jakarta, Mega Kuningan

Jalan DR. Ide Anak Agung Gde Agung Kav. E.1.1  
No.1, Mega Kuningan, Jakarta 12950, Indonesia  
Tel: +62 21 2551 8888

#### JW Marriott Hotel Jakarta

Jalan DR. Ide Anak Agung Gde Agung Kav. E.1.2 No.1&2  
Kawasan Mega Kuningan, Jakarta 12950, Indonesia  
Tel: +62 21 5798 8888

Hotel	Room Type	Room Rate (per room per night)
The Ritz-Carlton Jakarta, Mega Kuningan	Grand	Single: IDR2,000,000++
	Grand	Double: IDR 2,200,000++
JW Marriott Hotel Jakarta	Deluxe	Single: IDR 1,800,000++
	Deluxe	Double: IDR 2,000,000++

The above room rates are subject to 21% government tax & service charge and inclusive of buffet breakfast as well as in-room internet access.