2018 SEAISI Conference & Exhibition

Theme: ASEAN Steel Industry – Next Leap of Transformation
25-28 June 2018          The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia

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:

For more information and registration please visit www.seaisi.org/seaisi2018 or contact: +603 5519 1102

REGISTER
By 25 May 2018 & SAVE $200
**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 SEAIISI 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, SEAIISI
- 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
- 10:20 – 10:40  Coffee Break

**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
- 15:40 – 16:00  Change Striking Raw Material Procurement Teams, Tim Hard, Argus Media
- 16:00 – 16:20  Panel Discussion / Q&A
- 12:40 – 13:40  Lunch 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 Milcon Steel Group through Industry 4.0, Theerayuth Lertsirarungsun, Milcon 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
- 14:40 – 16:00  Session 6B: Cost & Energy Management I
- 14:00 – 16:00  Session 7A: Quality Improvement I
- 15:40 – 16:00  Session 7B: Raw Materials
- 16:00 – 16:20  Coffee Break
- 16:20 – 18:00  Session 8A: Operation Excellence II
- 16:20 – 17:20  Session 8B: New Technologies

**Day 3: Wednesday, 27 June 2018**

**Session 4: Country Reports I**
- 09:00 – 10:20  Session 9A: Plant Management
- 10:20 – 10:40  Coffee Break
- 10:40 – 12:40  Session 9B: Cost & Energy Management II
- 12:40 – 13:40  Lunch Break
- 13:40 – 15:40  Session 10A: New Steel Applications
- 14:40 – 16:00  Session 10B: Process Improvement I
- 15:40 – 16:00  Session 11A: Technology Development I
- 16:00 – 18:00  Session 11B: Product Development
- 16:00 – 16:20  Coffee Break
- 16:20 – 18:00  Session 12A: Quality Improvement II
- 17:00 – 18:00  Session 12B: Process Improvement II

**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.
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

SEASIS 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@seaisi.org
Payment Details
To make a payment by credit card, please call +603 5519 1102 or visit 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
OCBC Bank
65 Chulia Street, OCBC Centre
Singapore 049513
USD A/C No: 501-164321-301
Swift Code: OCBCSGSG

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.

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Room Type</th>
<th>Room Rate (per room per night)</th>
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<tbody>
<tr>
<td>The Ritz-Carlton Jakarta,</td>
<td>Grand</td>
<td>Single: IDR2,000,000++</td>
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<tr>
<td>Mega Kuningan</td>
<td>Grand</td>
<td>Double: IDR 2,200,000++</td>
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<tr>
<td>JW Marriott Hotel Jakarta</td>
<td>Deluxe</td>
<td>Single: IDR 1,800,000++</td>
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<tr>
<td></td>
<td>Deluxe</td>
<td>Double: IDR 2,000,000++</td>
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The above room rates are subject to 21% government tax & service charge and inclusive of buffet breakfast as well as in-room internet access.

Hotel              Room Type       Room Rate (per room per night)

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

Registration Fees
(choose the currency that you prefer)

<table>
<thead>
<tr>
<th>Event</th>
<th>Member (SG)</th>
<th>Non-Member (SG)</th>
<th>Member (US)</th>
<th>Non-Member (US)</th>
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<tbody>
<tr>
<td>On or before 25 May 2018</td>
<td>SG$1,080</td>
<td>SG$1,420</td>
<td>US$800</td>
<td>US$1,050</td>
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<tr>
<td>After 25 May 2018</td>
<td>SG$1,350</td>
<td>SG$1,690</td>
<td>US$1,000</td>
<td>US$1,250</td>
</tr>
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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.

Paper Presentation: Ms. Pichsini Tepa-Apirak
Email: pichsini@seaisi.org

Exhibition & Sponsorship: Mr. Eric Lee
Email: ericlee@seaisi.org

Conference Registration: Ms. Josephine Fong
Email: ylfong@seaisi.org

Contact
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