

SEAISI adopts new mission, vision and objectives

To keep pace with the fast-changing business landscape as well as global megatrends bringing new challenges and opportunities to the steel industry in ASEAN, SEAISI sets forth a new direction and business plan.

New vision and mission statements have been adopted and objectives have been aligned to accomplish the mission.

SEAISI Vision

“To become a world-class steel institute to contribute to sustainable steel value chain in ASEAN”

Where,

- Sustainable implies environmental as well as economic sustainability of steel industry
- Steel value chain includes downstream steel industry

SEAISI Mission

“To educate and advocate sustainable development of ASEAN steel value chain, in partnership with global institutions and experts”

Where,

- Education scope includes consumers as well as steel value chain players
- Advocate implies constructive dialogue with policy makers, regulators, consumers and investors promoting steel as material of choice
- Global institutions include World Steel, other steel associations and research institutes

Objectives

1. To provide statistical and economic information and analysis
2. To improve technology and operations
3. To facilitate growth in investments and trade
4. To promote steel consumption and new applications
5. To improve technical and business skills of iron & steel industry personnel
6. To be the voice of steel industry before policymakers
7. To improve engagement and cooperation between industry, regulators and institutions

In line with focus on construction sector in ASEAN economies, global activism in environment & sustainability and digital developments, three key themes have been finalized as **Construction**, **Sustainability** and **Digital**. Projects and resources shall be aligned along these themes.

SEAISI aims to become driver of new steel applications in construction bringing in expertise from all over the world and develop indigenous steel industry.

A sustainable steel value chain roadmap to be charted with an environmental sustainability blueprint and proactive education of consumers on circular economy and steel industry actions.

SEAISI shall Bring awareness of digital developments and support digital innovations in steel industry.