

China Steel Raw Materials & Fuels Summit 2013

# Delegate Invitation

Aug 21-Aug 23, 2013, Shenyang, China

Organizers:



Jointly Organized by:



Guided by:



## 1. Event Introduction

### • Background

Global economy still faces risks and difficulties in 2013 and economic growth remains subdued. In the first quarter of 2013, the American GDP growth rose to 1.8% and overall economy improved slightly, while the euro zone economy was in deep trouble and its GDP dropped by 1.0% YoY. Meantime, China's economic growth fell to 7.7%. Facing the sluggish global economy, World Bank and IMF have lowered down their forecasts for the economic growth of global and major economies in 2013 and 2014.

China's economy wouldn't rely too much on government's heavy investment to maintain sustainable development. The country's steel production capacity has released faster and irregularly this year and daily crude steel output once reached 2.2 million tonnes this February, coupled with market confidence dampened by the failed expectation of government policy, the imbalance between steel supply and demand was worsening, resulting in the downturn of steel & raw materials prices which rose at the start of this year. Fretted by the financialization of steel and raw materials products, prices of major steel and raw materials products fell by as high as 20-30%, approaching the lowest level of 2012. Steel industry faced embarrassing situation again.

Steel industry is beset with difficulties at home and abroad against the backdrop of low growth rate in economy, growing "financialization" of iron ore and imminent industry consolidation. Steel raw material has played an important role in the revitalization of steel industry. How to avoid the risk by using the financial derivatives? How to lay down raw material purchasing policy in a reasonable way? How to get over current difficulties and create a better future? To maximize the social benefits, what the company should do under new policy? How to achieve individuation and standardization of the products? Is there a new cooperation mode between miners and steel companies? China Steel Raw Materials & Fuels Summit 2013 will provide an important platform for market insiders to discuss these issues.

Under the combined supervision of China Iron & Steel Association (CISA), Umetal is going to hold "China Steel Raw Materials & Fuels Summit 2013" in Shenyang, Liaoning Province on Aug 21-Aug 23, 2013. The expected attendance is about 800. Umetal is looking forward to your presence.

### • Products to be Covered

Iron Ore and Steel Products

### • Topics to be Covered

- Steel Industry and Macro-economy
- Bulk Raw Materials Purchasing Strategy
- Iron Ore Trade Development
- Analysis on Domestic Ore Market and Development Trend
- Analysis on World Bulk Commodity Trend
- Iron Ore Supply and China's Demand
- Raw Material Supply Strategy of Asian Steel Companies
- Analysis on Domestic Iron Ore Market Situation and Policy
- Analysis on Iron Ore Market Trend
- China Steel Market Analysis in Q4

### • Features of UMETAL Conference

#### High Profile:

Over 70% participants are marketing directors, vice presidents, or above.

Main participants are working at Chinese steel mills, plants, mines and trading companies.

Local steel mills act as supporters to the event

## **Tremendous Scale & Far-Reaching Influence:**

Participants cover major mining companies, Chinese steel mills, shipping firms, port authorities and financial institutes, as well as leaders in relevant government departments and industrial associations.

## **Good Reputation:**

UMETAL has successfully held 14 iron ore conferences with over 7,000 participants since 2004. UMETAL conference has obtained good reputation in the industry, and becomes an annual event for industrial insiders.

## **2. Organizer Introduction**

UMETAL is an authoritative & comprehensive source for information (www.umetal.net) on China's major raw materials markets and industries such as iron ore, ferroalloy, coal, coke, copper, metal scrap, pig iron, stainless steel, and steel. Over 80 local professional analysts have provided 38,000 members at home and abroad with insightful information, research, and consulting solutions since 2004.

## **3. Conference Agenda** (Preliminary, taking the final confirmation as the standard)

**WEDNESDAY, AUG 21, 2013  
PRE-SUMMIT PROGRAMME**

### **09:00 - 22:00 Registration**

Venue: Lobby of Sunrise International Hotel

### **09:00 - 12:00 Umetal 6<sup>th</sup> VIP Club Meeting (By invitation only)**

Venue: Yiyun Multi-functional Hall, Level 3

### **09:00 - 12:00 VIP Social Gathering of Domestic Mining Companies (By invitation only)**

Venue: Zihua Multi-functional Hall, Level 2

### **13:30 - 18:00 Pre-summit Networking Activities**

#### **Conference Room I (Yiyun Multi-functional Hall, Level 3)**

### **13:30 - 15:00 Track 1 Seminar of Blast Furnace Smelting Technology and Cost Control**

Iron Ore Characteristics and Economic Efficiency of Smelting

----Zhou Chengke, Expert from Large-sized Steel Mill

### **15:30 - 16:00 Track 2 Promotion Meeting of Karara Ore**

Australian Karara Ore's Future Development and Marketing Cooperation System Establishment

-----To be Advised, Angang Group International Trade Corporation

## Conference Room II (Yuanming Ballroom A, Level 3)

### 14:00 - 15:40 *Track 3 Iron Ore Derivatives*

14:00 - 14:20 Iron Ore Swaps Application and Development

-----Sun Yinying, SGX

14:20 - 14:40 How to Use Financial Tools

-----Yang Yang, Guangtong International Investment Co. Ltd.

14:40 - 15:00 Introduction to Iron Ore Clearing Research

-----Zhang Lei, General Manager of Risk Management Department, Shanghai Clearing House Co., Ltd.

15:00 - 15:40 Iron Ore Options Training Course

-----Li Nan, Director of China Bulk Commodity Marketing Department, Citibank Singapore Limited

### 15:40 - 16:40 *Track 3 Iron Ore E-commerce Workshop*

15:40 - 16:10 Application of Iron Ore Trading in E-commerce

-----Zhang Wei, Director of E-commerce Department, Custeel

16:10 - 16:40 Latest Development of Spot Trading Platform

-----Ma Zhipeng, China Beijing International Mining Exchange (CBMX)

16:40 - 17:10 To be Advised

----- To be Advised, Bohai Commodity Exchange

## Conference Room III (Zihua Ballroom, Level 2)

### 15:00 - 16:30 *Track 4 Iron Ore Buyer/Seller Networking Meeting*

#### Iron Ore from Iran

15:00 - 15:15 Current Situation of Iranian Mining and Sino-Iran Trading Outlook

-----Mr. Keyvan Ja'fari Tehrani, Member of Board, Iron Ore Producers & Exporters Association of Iran (IROPEX)

15:15 - 15:30 Competitive Edge of Iranian Iron Ore

-----Mr. Saeed Tafazoli, Managing Director, Sabanoor

15:30 - 15:45 Iranian Iron Ore Impurity and Settlement

-----Liu Zhaohui, China National Building Materials Group Corporation

15:45 - 16:00 How to Avert the Risk in Iranian Iron Ore Trading?

-----Robin Wu, Managing Director, Unimet Resources Limited

#### Iron Ore from Southeast Asia

**16:00 -16:15** Philippine Iron Ore Trading and China Steel Development

-----Mr. Igor Demchenko, Director, Pineriver Resources

**16:15 - 16:30** The Use of Malaysian Iron Ore in Steelmakers' Sintering

-----To be Advised, Shanghai Prosperity Steel Co., Ltd

**16:30 - 17:00 Risk Management and Control of Iron Ore Trading**

-----Zhang Zhen'an, Senior Partner, Co-effort Law Firm LLP

**Dining Room: JINGTAI Restaurant, Building B**

## THURSDAY, AUG 22, 2013 CEREMONY AND SUMMIT KEYNOTE

**Chairperson: Ms. Ma Hongman, Host of China Business Network**

**08:30 - 09:00 Opening Address**

-----To be Advised, Management from Ansteel Group Corporation

-----Chen Feng, Chairman, Chairman of China Chamber of Commerce of Metals, Minerals & Chemicals Importers & Exporters (CCCMC)

-----Wang Liqun, President of Custeel

## THURSDAY, AUG 22, 2013, MORNING SESSION

### STEEL INDUSTRY AND MACRO-ECONOMY

**09:00 - 09:30 To be Advised**

-----To be Advised, Management from Department of Foreign Trade of China's Ministry of Commerce

**09:30 - 10:00 China Steel Industry Development**

-----Zhang Changfu, Vice-chairman, China Iron & Steel Association (CISA)

**10:00 - 11:00 Analysis on Macro-economic Trend and Government Policy in H2**

-----Ma Guangyuan, Esteemed Economist

**11:00 - 11:10 Q & A**

### DISCUSSIONS ON IMPORTED IRON ORE MARKET

**11:10 - 11:30 Iron Ore Supply and China Demand**

-----Zhuang Binjun, Group Manager for Business Development, Fortescue Metals Group Ltd.

**11:30 - 12:00 Topics to be Advised**

-----Zhang Sanjian, Manager of Purchasing Department, Ansteel Group Corporation

## THURSDAY, AUG 22, 2013, AFTERNOON SESSION

### 14:00 - 14:40 *China Steel Industry Faces Challenge from Market Supply and Economic Transition*

-----Mr. Ivan Szpakowski, Senior Analyst, Citibank Singapore Limited

### 14:40 - 15:00 *Influence of Iron Ore Futures on China Steel Industry*

-----To be Advised, Dalian Commodity Exchange

### 15:00 - 15:20 *History and Future of Iron Ore Trade*

-----Mr. Hiroshi Miyaji, General Manger of Ferrous Raw Materials Business Department. Mitsubishi Corporation  
(Shanghai)

### 15:20 - 15:40 *Latest Development of GlobalORE Iron Ore Spot Trading Platform*

-----Mr. Louis Fel, CEO, GlobalORE

### 15:40 - 16:00 *New Resources and Diversified Services*

-----Xue Xiaolin, General Manager, China Railway Materials Import & Export Co., Ltd.

### 16:00 - 16:40 *Dialogue Session*

- The influence of Governmental Policy on Chinese Steel Companies
  - Market Trend of Metallurgical Raw Materials
  - Feasibility of Chinese Steelmakers' Capacity Transfer
  - Current Situation and Future Outlook of Iron Ore Trading Diversity
- Li Daguang, Vice-general Manager, Angang Group International Trade Corporation  
-----Wang Liqun, Deputy Secretary-general, CISA  
-----Chen Dong, General Manager of Purchasing Department, Masteel  
-----Zhang Dongliang, General Manager, Shanxi Jianbang Group  
-----Xue Xiaolin, General Manager, China Railway Materials Import & Export Co., Ltd.

## DISCUSSION ON DOMESTIC IRON ORE MARKET

### 16:40 - 17:00 *Analysis on Development of Domestic Miners and Related Policies*

-----Li Fenglin, Deputy General Manager, Minmetals Mining Holdings Limited

### 17:00 - 17:20 *Analysis on Domestic Ore Market and Iron Ore Pricing*

-----Yang Shufang, Vice-general Manager, Custeel

## IRON ORE MARKET OUTLOOK

### 17:20 - 17:40 *Analysis on Iron Ore Market Trend*

-----Zhang Jiabin, Iron Ore Analyst, Umetal

**17:40 - 18:00 China Steel Market Analysis in Q4**

-----Hu Yanping, Chief Editor of Custeel

**19:00-20:00 Welcome Dinner Sponsored by Ansteel Group Corporation (Summer Palace Grand Ballroom, the 3<sup>rd</sup> Floor of the Hotel)**

**FRIDAY, AUG 23, 2013**

**Optional Trip 1: Sixth "Umetal" Cup Golf Tournament 2013 (Shenyang Sheng Jing International Golf Club)**

**Optional Trip 2: Visit to Benxi Water Cave**

## 4. Sponsorship & Promotion Opportunities

Exhibition is the best face-to-face marketing opportunity for companies around the world. The summit offers a variety of sponsorship and exhibition packages, customized to meet your company's needs. Contact us to secure your place at this year's summit!

For more details about sponsorship & promotion, please visit page 10-11 or contact Ms. Helen Liu on: helen@umetal.com.

## 5. Participation Guide

Registration with the conference should be made by sending filled Participation Registration Form and Remittance of Payment (by fax, email or mail) directly to Conference Secretariat. The registration fee includes admission to conference, coffee breaks, lunches, reception, banquet, proceedings, and souvenirs. All delegates shall cover accommodation at their expense.

### Conference Working Language

English-Chinese simultaneous interpretation will be provided for two-day conference.

### Registration Fee

Includes: Attendance at all conference sessions; Full conference documentation; Buffet lunches, dinners and refreshments.

Date	VIP Member Price	Member Price	Non-Member Price
A. Early Bird Preferential ( before Jul.14, 2013)	Free	<input type="checkbox"/> USD 1,200	<input type="checkbox"/> USD 1,400
B. Registration Fee (before Aug. 1, 2013)	Free	<input type="checkbox"/> USD 1,400	<input type="checkbox"/> USD 1,600
C. Spot Registration	Free	<input type="checkbox"/> USD 1,600	<input type="checkbox"/> USD 1,700

### Refund Policy

Please expressly inform us in all correspondence before Jul.14, 2013, otherwise in the terms and conditions of the Conference Rules, all fees associated with the Registration Fee are refunded by 50%. If your refund decision is made after Aug.1, 2013, all fees associated with the Registration Fee are non-refundable, but Conference Secretariat will send you proceedings and souvenirs by EMS.

## About Shenyang

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Shenyang, the largest city in Northeast China, is the capital as well as political, economic and cultural center of Liaoning Province. It is also an important industrial base and a famous historical city. Giving birth to the ancient Qing Dynasty, it has one of the country's two best preserved imperial palace complexes. Shenyang is a celebrated old city with more than 2,000 years of history which can be traced back to Warring States Period (476 BC - 221 BC). It is the birthplace of the Qing Dynasty (1644-1911), and has many cultural relics which symbolize the prosperity and subsequent decline of China's last feudal dynasty... The most famous of these is the Shenyang Imperial Palace , which is of great historic and artistic significance and second only to the Forbidden City in Beijing in the extent of its preservation Fuling Tomb and Zhaoling Tomb are two other famous imperial structures of the Qing Dynasty.

## Letter of Invitation

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If you require an official invitation letter to get entry visa, please send your request to us via email or fax with the following information included: name, company name, nationality, date of birth, passport number. The letter of invitation will be sent to you by email in scanning format within two days of your request.

## Hotel Reservation

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Upon your registration, delegates wishing to make a reservation should contact Conference Secretariat directly.

All rooms of Sunrise International Hotel have been reserved by Conference Secretariat at preferential rates during Aug 21-Aug 23, 2013.

## Contacts of Conference Secretariat

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For speaking or participant, please contact: Ms. Susan Chen

Email: [event@umetal.com](mailto:event@umetal.com) or Dir: 8610-8418 4880



# China Steel Raw Materials & Fuels Summit 2013

Aug 21 – Aug 23, 2013, Shenyang, P.R. China

## Conference Participation Registration Form

Date \_\_\_\_\_

### Delegate Details

Please send your requests prior to Aug 12, 2013 due to Limited Rooms.				
No.	Family Name (Dr/Mr/Ms)	First Name	Position	E-mail
1				
2				
Company				
Tel		Fax		
Country				

### Registration Fee & Payment Means (Please tick off your price level)

Date	UMETAL VIP Club Member Price	UMETAL Member Price	Non-Member Price
A. Early Bird Preferential ( before Jul.14, 2013)	Free	<input type="checkbox"/> USD 1,200	<input type="checkbox"/> USD 1,400
B. Registration Fee (before Aug. 1, 2013)	Free	<input type="checkbox"/> USD 1,400	<input type="checkbox"/> USD 1,600
C. Spot Registration	Free	<input type="checkbox"/> USD 1,600	<input type="checkbox"/> USD 1,700

**Note:** Registration can only be confirmed upon receipt of payment or proof of payment. If you are not able to attend, a substitute delegate will be accepted. It may be necessary for reasons beyond the control of the organizers to alter the content, timing and venue. In the unlikely event of the conference being cancelled or curtailed due to any reason beyond the control of UMETAL, or it is necessary or advisable to relocate or change the date and/or location of the event, neither UMETAL nor its employees will be held liable for refunds, damages and/or additional expense which may incurred by delegates.

I have arranged a bank transfer of USD \_\_\_\_\_ to the Conference Bank.(The proof of payment has been sent to you).

Remittance Information			
Account Bank	Bank of Communications, Beijing Branch, Tuanjiehu Sub-Branch		
A/C No.	110060744018010030444	SWIFT BIC	COMMCNSHBJG
Intermediary Bank	JPMorgan Chase Bank. N. A. New York	SWIFT BIC	CHASUS33
Beneficiary (Company Name)	Beijing UC Science & Technology Development Co., Ltd.		
Company Address	23/F, New Poly Plaza, No.1 North St., Dongcheng Dist., Beijing, 100010, China		

### "Umetal" Cup Golf Invitation

I am in and please rent \_\_\_\_\_(left /right) hand club for me, Handicap \_\_\_\_\_  I am not interested

\* Formal Registration Representatives, who attend the China Steel Raw Materials & Fuels Summit, are capable to participate in 6th "Umetal" Cup Golf. Renting clubs is at your own expense. The match could be registered until all positions are filled because of the limited places.

Signature \_\_\_\_\_ Date \_\_\_\_\_



Please return the Participation Form to Conference Secretariat:

Ms. Susan Chen: Email: [event@umetal.com](mailto:event@umetal.com) Dir: 8610-8418 4880 Fax: 8610-8418 4895

# Hotel Reservation Form

## For Sunrise International Hotel

(No 10 Changan Road, Dadong District, Shenyang, China; Tel: 86-24-24359999, Fax: 86-24-24359696)

Further to your registration to the above Conference, this Hotel Reservation Form for room-booking at the Sunrise International Hotel is being available for you to fill in and **return to the Conference Secretariat before the deadline of Aug.12, 2013.** All rooms of Sunrise International Hotel have been reserved by Conference Secretariat at preferential rates during the Aug 21 to Aug 23, 2013, please do not miss out the obvious advantage of staying at the Conference Hotel.

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I am a registered delegate for the above Conference. Please reserve a room for me according to the following information: (include the 15% hotel service charge and city development tax)

- Business Room (1 Bed) RMB 900 net per night (incl. one ABF)  
 Business Twin Room (2 Beds) RMB 900 net per night (incl. two ABF)  
 Executive Deluxe Room (1 Bed) RMB 1050 net per night (incl. one ABF)

Family Name \_\_\_\_\_ First/Given Name \_\_\_\_\_

Position & Division \_\_\_\_\_

Company \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Arrival Flight/Time \_\_\_\_\_ Departure Flight/Time \_\_\_\_\_

Special Requests \_\_\_\_\_

### Terms & Conditions:

- The above quoted preferential room rates are only intended for registered delegates for the Aug.21-Aug.23, 2013 Conference.
- After the reservation deadline of Aug.12, 2013, the Hotel accommodation will be subject to space and rate availability.
- Delegates with confirmed room reservations, who fail to arrive on the confirmed date, will be charged to their credit cards a fee equivalent to one night's accommodation cost inclusive of all taxes, unless the reservation has been cancelled and confirmed by fax or email in return before Aug.12, 2013.
- It is the responsibility of the delegates to settle all accommodation charges and relevant incidentals upon checking out of the Hotel for departure.
- All the rooms include Breakfast and the 15% hotel service charge.

Signature \_\_\_\_\_ Date \_\_\_\_\_



Please return the Hotel Reservation Form to Conference Secretariat:

Ms. Susan Chen: Email: [event@umetal.com](mailto:event@umetal.com) Dir: 8610-8418 4880 Fax: 8610-8418 4895

# Sponsorship & Promotion Opportunities

## Conference Dinner & Tea Break Sponsorship

### A. Banquet Sponsorship Branded (1 Company Only)

Entitlements:

1. Banquet Branded in the First Conference Day, especially Make Banquet Background Banner (eg. Welcome Dinner of \* Iron & Steel Co., Ltd.); Company Leader will be invited to address before the banquet, and draw a lottery during the banquet.
2. Enjoy the VIP entitlements, seats arranged in the front row during the meeting, and in the main table during the banquet
3. Five free passes to attend the meeting
4. Enterprise Logo painted in the obvious part of Conference Banner, labeled as the sponsor enterprise in the banquet cards
5. Provide publication pages of advertising publicity
6. Provide a 3\*3 m<sup>2</sup> large printing truss publicity in the conference hall
7. Provide a 2\*3 m<sup>2</sup> standard booth outside of the conference hall (Publicity Free designed)
8. Enterprise data within conference bag and distributed together with conference bag
9. Offer a one-year home page LOGO advertisement in Custeel Conference Channel

### B. Buffet Dinner/ Lunch Sponsorship Branded (Up to 3 Companies Only)

Entitlements:

1. Conference Buffet Dinner/ Lunch Branded, especially background banner placed in the dinner restaurant
2. Enjoy the VIP entitlements, seats arranged in the front row during the meeting, and in the main table during the banquet
3. Three Free Passes to attend the meeting
4. Enterprise Logo painted in the Conference Banner, and labeled as the sponsor enterprise in the banquet cards
5. Provide publication pages of advertising publicity
6. Provide a 3\*3 m<sup>2</sup> large printing truss publicity in the conference hall
7. Provide a 2\*3 m<sup>2</sup> standard booth outside of the conference hall
8. Enterprise documents within conference bag and distributed together with conference bag
9. Offer half a year home page LOGO advertisement in Custeel Conference Channel

### C. Tea Break Sponsorship Branded (Up to 3 Companies Only)

Entitlements:

1. Conference Tea Break Branded, especially background banner placed in the tea break area
2. Two Free Passes to attend the meeting
3. Provide publication pages of advertising publicity
4. Provide a 3\*3 m<sup>2</sup> large printing truss publicity in the conference hall
5. Provide a 2\*3 m<sup>2</sup> standard booth outside of the conference hall
6. Offer half a year home page LOGO advertisement in Custeel Conference Channel

## Conference Co-organizer Sponsorship Standard

### D. Co-organizer Branded (Up to 3 Companies Only)

Entitlements:

1. Co-organizer Branded
2. Seats arranged in the front row during the conference, and in the main table during the banquet
3. Five FREE admission
4. Your logo on conference backdrop, cover of conference proceedings, guidance, badge
5. Publication pages of advertising publicity

6. A 3\*3 m<sup>2</sup> large printing truss publicity in the conference hall
7. A 2\*3 m<sup>2</sup> standard booth outside of the conference hall
8. Enterprise profile within conference bag and distributed together with conference bag
9. A one-year home page LOGO advertisement in Custeel Conference page

**E. VIP Sponsor (Up to 3 Companies Only)**

Entitlements:

1. As a VIP Sponsor for the conference
2. Seats arranged in the front row during the meeting, and in the main table during the banquet
3. Three FREE admission
4. Your logo on conference backdrop, cover of conference proceedings, guidance, badge, other conference related documents
5. Conference proceeding inserts
6. Printing Stand(s): 3m\*3m, design for free in the conference hall
7. A 2\*3 m<sup>2</sup> standard booth outside of the conference hall(Publicity Free designed)
8. Enterprise profile in conference bag and distributed together with conference bag
9. A one-year home page LOGO advertisement in Custeel Conference page

**F. Senior Sponsor**

Entitlements:

1. As a Senior Sponsor for the conference
2. Two FREE admission
3. Conference proceedings inserts
4. A print Stand(s): 3m\*3m, design for free in the conference hall
5. A 2\*3 m<sup>2</sup> standard booth outside of the conference hall
6. A half-year home page LOGO advertisement in Custeel Conference page

**Conference Proceedings and Delegate Directory**

Items	Note
<b>G. Front Cover</b>	1. Conference proceedings will be sent to delegate 2. Conference proceedings sponsors will be offered with one free admission to the conference 3. Companies register for front cover, inside front cover, inside back cover only takes ONE single advertisement each
<b>H. Back Cover</b>	
<b>I. Inside Front Cover</b>	
<b>J. Inside Back Cover</b>	
<b>K. Color Insert Page</b>	
<b>L. Front Cover Spread Gatefold</b>	

**Conference Hall & Conference Supplies**

Items	Note
<b>M. Booth</b>	Booth*1, table*1, printing stand of size 3x3 m <sup>2</sup> , chair*2, power supplies, company logo, one free Pass
<b>N. Conference Supplies</b>	Conference pen, notebook, badge, water (Companies may choose anyone of them)
<b>O. Printing Stand</b>	Print Stand(s): 3m*3m, design for free.
<b>P. Promotion Document</b>	Enterprise promotion document will be placed in conference bag and distributed together with conference bag
<b>Q. Roll-up Banner, X Stand</b>	X stand in the conference hall