



Int'l Steel & Minerals Conference 2014 Delegate Invitation

Mar 19 – Mar 21, 2014, Taiyuan, China

Organizers:



Jointly Organized by:



Guided by:





· Background

The global economic pattern changed anew in 2013. The developed economies like Europe, the U.S. and Japan showed an obvious sign of recovering, while the emerging economies saw growth slow down on lack of sustainable development supports. China's economy entered into a stabilizing stage after ten years' rapid growth, under lofty local government debts, increasing systemic risks, deteriorating environment, faltering structure adjustment and rising labor costs.

The steel sector, in particular, was exposed to various difficulties like overcapacity, tight liquidity and environmental protection. The steel market extended bearishness, with steel average prices dropping continuously, against a backdrop that policies and demand failed short of expectations but supply maintained high growth. It was constantly echoed that the steel industry needs to be rescued. However, like a Chinese saying goes that "as heaven maintains vigor through movements, a gentle man should constantly strive for self-perfection", the participants in the steel industry themselves shoulder a historical mission of transformation and updating ahead of puzzles in structural adjustment, challenges in development and wisdom in updating. Therefore, it becomes an inevitable choice for them to reshape the steel sector, optimize the value chain, forge a new industrial state and build China into a steel-making giant in the world on the back of innovation, big data and mobile internet.

Global iron ore mining giants will begin a peak season of capacity expansion in 2014 and the turning point of supply-demand may appear as expected in 2014. Low-priced iron ore will favor steel companies, but meantime low-cost resources from oversea miners will also heavily hit the domestic ore market. China iron ore companies have built a "Great Wall" for 30 year to protect the domestic market and thus market participants should pay close attention to the influence of low-cost oversea resources on "Great Wall". If domestic ore loses the competitive power, will the imported ore control the market completely by the monopolistic position? This is a worrisome topic for all market players. There is an old saying in China "poverty demands change, change carries development and permanence follows development". How China domestic ore market to get off the hook and create a bright future? All market insiders should give a response.

Currently, rebar, coke, iron ore and coking coal futures have been listed successively. HR coil & plate, ferroalloy and other product futures will also go public soon. Steel industry has stepped up the development of complete financialization. Against such a backdrop, fictitious steelmakers emerge as the times require and have become a major force in steel industry. How to accomplish the revival of real economy by using the virtual methods? The conference will invite financial professionals to present their views.

In the context of economic cycle, has the bulk commodity already entered the downward trend officially? On the premise of overall upside momentum of global economic, can China get rid of the trap of middle income? Will the land policy and high housing price continue to restrain China's economy and hinder the economic structural adjustment? Will the haze become the last straw that crashes some steel enterprises? Where will the iron ore price get its support in 2014? Where will the steel enterprises that lack normalization heading? Under the theme of "Examine the situation & Win the future", all the doubts will be answered on the site by the heads of the national departments, industry leaders, independent scholars, steel industry insiders, financial experts and etc.

Under the combined supervision of China Iron & Steel Association (CISA), Umetal is going to hold "Int'l Steel & Minerals Conference 2014" in Taiyuan, Shanxi Province on Mar 19-Mar 21, 2014. 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
- Iron Ore Trade Development
- Iron Ore Supply and China's Demand
- Analysis on Iron Ore Market Trend
- Analysis on World Bulk Commodity Trend
- China Steel Market Analysis in 2014

• 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 15 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, carbon steel, stainless steel and base metals. Over 80 local professional analysts have provided 41,000 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, MAR 19, 2014 PRE-SUMMIT PROGRAMME

10:00 - 22:00 Registration

Venue: Lobby of Wanda Vista Taiyuan

09:00 - 12:00 Umetal Iranian Iron Ore Club Meeting (By invitation only)

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

14:00 - 19:00 Pre-summit Networking Activities

- Track 1 Iron Ore Derivatives and Virtual Steel Mill
- Track 2 Global Iron Ore Price Index Forum (hosted by CISA)
- Track 3 Big Data in Steel Market
- Track 4 Steel Industry Development from the View of Media

THURSDAY, MAR 20, 2014 CEREMONY AND SUMMIT KEYNOTE

08:30 - 09:00 Opening Address

----- To be Advised, Management from Taiyuan Iron & Steel (Group) Co., Ltd.

----- Wang Liqun, President of Custeel

THURSDAY, MAR 20, 2014, MORNING SESSION

MACRO-POLICY AND MACRO-ECONOMY

09:00 - 10:30 China Future Economic Trend

----- Li Zuojun, Vice-director-general of the Research Institute of Resources and Environment Policies of the Development Research Center of the State Council (DRC)

STEEL INDUSTRY

10:30 - 11:10 Review and Forecast of China Steel Market

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

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Organizers:



umetal
www.umetal.net



custeel
www.custeel.net

Mar 19 – Mar 21, 2014, Taiyuan, China

11:10 - 11:30 To be Advised

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

11:30 - 12:00 To be Advised

----- To be Advised, Management from Taiyuan Iron & Steel (Group) Co., Ltd.

12:00 - 12:30 Q & A

12:00 - 12:30 Buffet Lunch

THURSDAY, MAR 20, 2014, AFTERNOON SESSION

14:00 - 16:20 Dialogue Session

- 14:00 – 15:00 Session 1: Economic Situation & Investment Opportunities
- 15:00 – 15:40 Session 2: Operation and Development of Steel-making Companies
- 15:40 – 16:20 Session 3: Market of Trading Houses

COMMODITIES

16:20 - 16:50 Global Commodities Markets Trend

----- James Kan, Head of Basic Materials Research, Asia-ex Japan Equity Research, Deutsche Bank

16:50 - 17:20 Iron Ore Prices in Future

----- Liu Yuanrui, Deputy Director of Institute, Changjiang Securities

IRON ORE MARKET FORECASTS

17:20 - 17:40 Iron Ore Price Trend in 2014

----- Senior Analyst of Umetal

17:40 - 18:00 Analysis of Hot Topics on China Steel Market

----- Senior Analyst of Custeel

19:00-20:30 Welcome Dinner Sponsored by Taiyuan Iron & Steel (Group) Co., Ltd. (TISCO)

FRIDAY, MAR 21, 2014

OPTIONAL FIELD

08:00 - 17:00 Optional Field (Optional Activities)

- ◇ **Group Discussions**
- ◇ **Business Visit to TISCO**

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 Feb.1, 2014)	Free	<input type="checkbox"/> USD 1,200	<input type="checkbox"/> USD 1,400
B. Registration Fee (before Mar. 1, 2014)	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 Feb.15, 2014, 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 Mar.1, 2014, all fees associated with the Registration Fee are non-refundable, but Conference Secretariat will send you proceedings and souvenirs by EMS.

About Taiyuan

Taiyuan is located in the middle reaches of the Yellow River in North China and is surrounded by hills in its west, north and east. The Fenhe River, a key tributary of the Yellow River, runs through the territory of the city. Taiyuan was called Jinyang in ancient times or Bing for short, is an ancient city with a history of 2500 years. It was initially established in 497 B.C. in the Spring and Autumn Period (770—475 B.C.), called as Jinyang. In the early Warring States Period (475—221 B.C.), it was the capital of Zhao State. It was the birthplace of Tang Dynasty (618 -907). There are a lot of historical relics and attractions in Taiyuan, such as the Holy Mother Hall in Jinci Temple, the Grottoes on Tianlong Mountain, the Taoist rites on Dragon Mountain, the Chongshan Monastery, Chunyang Taoist Palace, Baiyun Temple, and the emperor of

the Tang Dynast (618 -970) Li Shimin's handwritten tablet inscription of "Zhenguang Baohan" (An Inscription with Preface to the Ancestral Temple of the State of Jin) in Jinci Temple, etc.

The gourmand should be aware that Shanxi noodles are highly reputed all over China, as well as the local vinegar. To accompany these wholesome foods there are Fen Jiu Wine and Zhuye Qing Wine.

Now Taiyuan is one of China's heavy industrial cities and covers more than half of the national coal mining output.

Letter of Invitation

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

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

All rooms of Wanda Vista Taiyuan have been reserved by Conference Secretariat at preferential rates during Mar 19-Mar 21, 2014.

Contacts of Conference Secretariat

For speaking or participant, please contact: Ms. Susan Chen Email: event@umetal.com or Dir: 8610-8418 4880

Int'l Steel & Minerals Conference 2014

19-21 March, 2014, Taiyuan, P.R. China

Conference Participation Registration Form

Date _____

Delegate Details

No.	Family Name (Dr/Mr/Ms)	First Name	Position	E-mail
1				
2				
3				
Company				
Tel		Fax		
Country				

Company Profile in Conference Book

If there are three or more delegates from your company attending the above-mentioned conference, we will leave a room in our conference proceedings for your company brief introduction. So please kindly help us complete the information of your company in the table below.

Company Name 公司名			
Head Office Address 总公司地址			
Agent/Branch/Others Address 分公司/代表处及其他地 址			
Contact Person 联系人		Position 职务	
Office No. 办公电话		Mobile 手机	
Fax 传真		Email 邮箱	
Main Products 主营产品			
Company Profile (in 200-300 words) 公司简介			

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 Feb.1, 2014)	Free	<input type="checkbox"/> USD 1,200	<input type="checkbox"/> USD 1,400
B. Registration Fee (before Mar. 1, 2014)	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.	110060744018010009570	SWIFT BIC	COMMCNSHBJG
Intermediary Bank	JPMorgan Chase Bank. N. A. New York	SWIFT BIC	CHASUS33
Beneficiary (Company Name)	BEIJING CUSTEEL E-COMMERCE CO., LTD.		
Company Address	23/F, New Poly Plaza, No.1 North St., Dongcheng Dist., Beijing, 100010, China		



Please return the Participation Form to Conference Secretariat:

Ms. Susan Chen: Email: event@umetal.com Dir: 8610-8418 4880 Fax: 8610-8418 4895

Hotel Reservation Form

For Wanda Vista Taiyuan

(No 169, Jiefang Road, Xinghualing District, Taiyuan, China; Tel: 86-351-5633775, Fax: 86-351-7776628)

Further to your registration to the above Conference, this Hotel Reservation Form for room-booking at the Wanda Vista Taiyuan is being available for you to fill in and **return to the Conference Secretariat before the deadline of March 7, 2014.** All rooms of Wanda Vista Taiyuan have been reserved by Conference Secretariat at preferential rates during the March 19 to March 21 period, please do not miss out the obvious advantage of staying at the Conference Hotel.

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)

- ~~Grand Deluxe King (1 Bed) RMB 890 net per night (incl. one ABF)~~ (Fully Booked)
- Grand Deluxe Twin (2 Beds) RMB 990 net per night (incl. two ABF)
- Executive Floor Deluxe King (1 Bed) RMB 1290 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 Mar.19-Mar.21, 2014 Conference.
- After the reservation deadline of Mar.7, 2014, 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 Mar.7, 2014.
- 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:

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