

International Steel & Minerals Conference 2017

21-23 June, 2017, Zhengzhou, Henan, China

Organizer:  **custeel**
www.custeel.net

 安阳钢铁集团有限责任公司
ANYANG IRON & STEEL GROUP CO., LTD

Co-organizer:  **umetal**
www.umetal.net

International Steel & Minerals Conference 2017

Dear Sir/Madam,

The "International Steel & Minerals Conference 2017" is to be hosted by Custeel and Anyang Iron & Steel Group and co-organized by Umetal at Sheraton Grand Hotel in Zhengzhou, Henan Province, China, during Jun 21-23, 2017.

China's economy was off to a good start in the first quarter of 2017 with global recovering economic vitality. With the implementation of eliminating excessive capacity, de-stocking and deleveraging, the supply-side reform has continued getting results. Industrial capacity utilization kept moving up, economic performance improved remarkably, iron and steel industries saw recovered profitability and prices of ferrous metals such as iron ore once approached 3 years' high.

IMF released its outlook for world economy for the first time in the past 6 years with a long-awaited cyclical recovery, however, the trade friction and uncertainties may curb the upside momentum. China continues implementing the supply-side reform, boosting transform, intensifying financial regulation and preventing systematic risk.

It's a growing controversy whether China's economy has entered a new cycle or touched the peak. What will Chinese government do to balance its tightening liquidity with the steady economic growth? Will the new round of regulation on property market impact macro economy? How do the One Belt, One Road initiative influence Chinese and global economic pattern? How do the steel industry chain enterprises react on the strengthening industry financialisation and the emerging of OTC option? Will ferrous metal price enter a downtrend again after the fast decline in Q2? Will the supply structure of iron ore see remarkable change? Will domestic iron ore mines continue to resume production on price vibration? Will the fast increase of global crude steel production reverse global iron ore supply and demand pattern? How do the steel scrap market pattern changes after the elimination of inferior steel? Will steel demand beat expectation on marked decline in export and regulation on property market?

The International Steel and Minerals Conference has been held for 10 sessions in a row and has become an annual highlighted conference in iron and steel industry, linking global and China's domestic market participants as a bridge and dedicated in boosting iron and steel industry development.

International Steel and Minerals Conference 2017 under the theme of *Bide Your Time to Revive* will bring industry participants together and boost a win-win proposition for global and China's business-focusing on market discussion, workshop training, policy interpreting and business communication.

The cradle of Chinese civilization, Zhengzhou, Henan province was an important birthplace of the Chinese ancestors. Located at the throat of China, Henan is the birthplace of Chinese Civilization along with the Yellow River, originating Chinese merchants in history.

Looking forward to your presence at the International Steel and Minerals Conference 2017!



Conference Agenda (Preliminary, subject to the actual situation)

Day 1: June 21, 2017 Registration & Seminar

08:30-21:00 **Registration** **Venue: Sheraton Grand Zhengzhou Hotel**
13:30-18:30 **Seminar**

➤ **Futures and Innovation Forum**

- ✚ Internationalization of Futures Market
- ✚ Business Innovation and the Real Economy
- ✚ Futures Delivery Issue
- ✚ Interpretation of Iron Ore Warehouse Service
- ✚ Futures Pricing and Index Pricing Models

➤ **Derivatives Forum**

- ✚ Differences between China and Overseas Swap
- ✚ Transactions and the Co-competition Issue
- ✚ Policy Conflict and Logical Paradox on Futures Trading
- ✚ Financial Derivatives Portfolio Tools Applications
- ✚ Options on Futures Case
- ✚ How to Avoid the Uncommon Traps in Risk Control?

➤ **Marine Logistics Forum**

- ✚ International Situation of Crude Oil
- ✚ International Shipping Issues and Countermeasures
- ✚ The Asian Factors of Baltic Dry Index (BDI)
- ✚ The Actual State of Shipping Market and Prediction of Freight Movement
- ✚ Control of Freight Risks at Non-mainstream Ports

➤ **The Future of Steel Scrap and Financial Futures Forum**

- ✚ China's Steel Scrap Resources and Problems
- ✚ Gain and Loss in Global Steel Scrap Applications
- ✚ Will China's Steel Scrap Be Exported?
- ✚ Will Short-process Steelmaking in China Be Widely Operated?
- ✚ Constraints and Standardization Steel Scrap Futures
- ✚ Will Steel Scrap and Iron Ore Respectively Take Up Reasonable Proportion in Market?

➤ **Coke & Coal Industry and Policies**

- ✚ Global Coking Coal Market Outlook
- ✚ China's Supply-side Reform on Coke & Coal Industry
- ✚ Supply-demand Analysis of China's Coke & Coal Industry in H2 of 2017
- ✚ How to Resolve the Conflicts between Tight Supply of High-quality Coking Coal and Enlargement of Blast Furnace?
- ✚ Concentration Enhancement of Coal Enterprises and the Changing Trends of Pricing Model

➤ **Closed-door Meeting for China's Domestic Iron Ore Enterprises**

➤ **Workshop of E-commerce and Steel Industrial Transformation**

13:30—18:00 **Custeel Summer Seminar on Steel Market**

- ✚ The Current Situation of Production and Operation of Steel Enterprises
- ✚ The Differentiation of Steel Products
- ✚ China's Steel Market Analysis for H2 of 2017
- ✚ China's Steel Exports and Problems

- ✚ Analysis on China's Main Steel Demand
- ✚ Operations and Strategies on Steel Futures
- ✚ The Dialectic Relationship between Collapse of Raw Material Prices and Fluctuation of Steel Prices
- ✚ Operation Management and Crisis Management of Steel-related Enterprises
- ✚ Steel Industrial Chain Extension and Service Standardization
- ✚ Credit System Improvement of Steel Industry

14:00-17:00 Public Benefit Activities and Sports

Day 2: Jun 22, 2017

Opening Address

----Xu Shishuai, Chairman, Custeel

China Industry Changes

➤ China Steel Industry Policy and Opportunity

---- Leadership, China Iron and Steel Association (CISA)

Major Topics:

- ✚ Supply-side Reform Progress and Achievement of China Steel Industry
- ✚ China Steel Industry Development Characteristics and Problems
- ✚ Steel Industry De-capacity and Scientific Layout
- ✚ How do Steel Companies Implement the "Go Global" Strategy?
- ✚ Self-Discipline and Healthy Development of Steel Industry
- ✚ Operation Analysis on Global Steel Industry

Macro-Economy

➤ Global Market Changes and Economic Forecast

----Renowned Economist

Major Topics:

- ✚ How will International Political Changes Affect Future Economy?
- ✚ Warnings and Countermeasures of International Black Swan Event
- ✚ Has China's Economy Started a New Cycle?
- ✚ "One Belt and One Road" and China's Global Strategies
- ✚ Deleveraging in Economy and Financial Risk Prevention
- ✚ Future Economic Development and Outlook
- ✚ Survival and Opportunity under New Economy
- ✚ Other Related Topics

➤ Policy Regulation and Real Estate Market Forecast

----Renowned Real Estate Expert

Major Topics:

- ✚ Relationship between World Economy and Real Estate
- ✚ Gains & Losses and Inspiration of Real Estate Policies in Developed Countries
- ✚ Macro-Policy Regulation and China Real Estate Market Trend
- ✚ Will the Real Estate Market with Chinese Characteristics Outshine Others?
- ✚ Positioning of Commercial Housing between Different Tier Cities
- ✚ Relationship between Population and Real Estate Policy
- ✚ When Will the Turning Point of Real Estate Market Appear?
- ✚ Landmark Significance of Xiongan New Area

Meso Changes

➤ Ferrous Metal Market's Financial Characteristics and Trend

----Famous Expert

Major Topics:

- | | |
|--|--|
| <ul style="list-style-type: none"> ➤ Financial Trend of Ferrous Metal Market ➤ Application Strategy and Transform of Financial Derivatives | <ul style="list-style-type: none"> ➤ External Relation and Inner Logic of Commodity Spot and Futures Markets ➤ Opposites and Unity of the Analysis on Fundamental and Technical Side |
|--|--|

Micro-Solutions

➤ Transformation & Upgrading of Steel Companies and New Economy

----Leadership, Anyang Iron & Steel Group Co., Ltd

➤ Steel Company's Operation Situation, Layout and Operation Mode Innovation

----Leadership, Top China Steel Mill

➤ Market Logic and Analysis Under Increasing Global Iron Ore Supply

----Zhuang Binjun, Group Manager of Business Development, FMG

➤ Discussion on Miners' Operation and Cooperation

----To be Advised, Famous Oversea Mining Company

➤ China Domestic Ore Miners' Gains, Losses and Problems

----To be Advised, Industry Association

Global Insight

➤ Thoughts on China Steel Companies' Oversea Layout

----To be Advised, Famous Steel Company

➤ Future Development of International Iron Ore Market

----To be Advised, Famous International Investment Bank

Combination Between Industry and Finance

➤ Finance Innovation and Combination Between Industry & Finance

----To be Advised, A Famous Institution

Investment and Trade

➤ Major Asset Allocation In 2017-2019

----To be Advised, Expert from Investment Institution

➤ Finance, Foreign Exchange Rate and Bulk Commodity Market Trend

----Fu Peng, Fund Manager, Hong Kong Langrun Assets Management Co., Ltd

➤ Trading Logics and Strategy of Ferrous Metal Market

----To be Advised, Expert from Famous Investment Institution

Panel Discussion on Transaction Research

Guests: Researchers and Dealers

Topics:

- ✚ Middle and Long-term Trend of Global Bulk Commodity Market
- ✚ How to Evaluate the Influence of American Factors on Bulk Commodity Market?
- ✚ Will the International Black Swan Event Affect the Commodities and Exchange Rate?
- ✚ How will the Merger & Acquisitions of Global Exchanges Affect Commodity Pricing?
- ✚ Major Contradictions of Ferrous Metal Market in 2017
- ✚ How Will the Trading Strategies of Ferrous Metal Futures Market Change in H2?
- ✚ Topicality and Industrial Chain
- ✚ Q & A of Hot Topics

Panel Discussion on Insight from Related Companies

Guests: Steel Companies and Distribution Firms

Topics:

- ✚ Discussion on Companies' Operation Essence and Problems in 2017
- ✚ Steel Mills' Purchasing Strategies under Sharp Market Fluctuations
- ✚ Iron Ore Price Forecast in H2
- ✚ What Opinions do We Have on Steel Export Decline and International Production Expansion?
- ✚ How will the Deleveraging Affect Entity Enterprises?
- ✚ Why do Miners Still Dominate Pricing Policy after the Supply and Demand Reversion?
- ✚ Why do Oversea Miners Refuse to Use Chinese Index?
- ✚ Application Strategies of Financial Derivatives of Entity Enterprises

Panel Discussion on Miners' Future Development

Guests: International and Domestic Iron Ore Miners

Topics:

- ✚ Production Expansion of International Mainstream and Non-Mainstream Miners
- ✚ Discussion on Falling Costs of Miners and the Balanced Point of Price
- ✚ Production Resumption Situation and Characteristics of Domestic Ore Miners in H1
- ✚ Operational Effectiveness and Cost Control of China Mining Companies
- ✚ Is the Structural Imbalance of Iron Ore Market a Pseudo-Proposition?
- ✚ Rising Freight's Comprehensive Influence on International Miners
- ✚ Safety and Environmental Protection Measures' Influence on the Future Production Resumption of Miners
- ✚ Iron Ore Market Outlook in H2

Market Insight

- Ferrous Metal Market Forecast after Sharp Fluctuation

---- To be Advised, Analyst from Custeel

Day 3: Jun 23, 2017

Business Visits

International Steel & Minerals Conference 2017

Jun 21 – Jun 23, 2017, Zhengzhou, Henan Province, P.R. China

Conference Participation Registration Form

Date _____

Delegate Details

Please send your requests prior to Jun 14, 2017 due to Limited Rooms.

No.	Family Name (Dr/Mr/Ms)	First Name	Position	E-mail
1				
2				
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	VIP Club Member Price	Member Price	Non-Member Price
A. Early Bird Preferential (before May. 31, 2017)	Free	<input type="checkbox"/> USD 1,200	<input type="checkbox"/> USD 1,400
B. Registration Fee (before Jun. 20, 2017)	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 Custeel, or it is necessary or advisable to relocate or change the date and/or location of the event, neither CUSTEEL 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 Secretariats:

Ms. Susan Chen Email: susan@custeel.com Dir: 8610-8418 4880 Fax: 8610-8418 4999