9th International Stainless & Special Steel Summit

7-9 September 2010 • The Westin Excelsior, Rome, Italy

The Event Where The Market Talks

Hear from key industry-leading speakers:

- Harald Espenhahn, ThyssenKrupp Acciai Speciali Terni S.p.A., Italy
- Antonio Marcegaglia, Marcegaglia S.p.A., Italy
- Bernardo Velazquez, Acerinox S.A., Spain
- Juha Rantanen, Outokumpu Oy, Finland
- Martin Abbott, London Metal Exchange, UK
- Alvaro Videgain, Tubacex S.A., Spain
- Karl Haase, Deutsche Edelstahlwerke, Germany
- Ernesto Amenduni, Centro Inox, Italy
- Michael Wright, ELG Haniel Metals, UK
- Jim Lennon, Macquarie Capital, UK
- Roberto Marzorati, Cogne Acciai Speciali, Italy
- Remy Behra, Faurecia Exhaust Systems, France
- Chris Zweifel, Franke Foodservice Systems, USA
- Gert Nilson, Uddeholms AB, Sweden
- Pete Dow, ITW Food Equipment Group, USA
- Alessandro Fraccia, Rodacciai S.p.A., Italy

“Exceptional networking and content.”
ISSF, Belgium

“Excellent opportunity for factual up-dates and outlook. Great networking.”
Damstahl AS, Denmark

For more information and to register please visit: www.metalbulletin.com/events/iss
Learn...
...how the stainless steel industry is adjusting its production and business strategies as we emerge from the crisis

Participate...
...in top-level interactive debates on the most pressing questions facing the industry today - to help you make better informed business decisions taking you safely through the next twelve months

Network...
...with key decision-makers and market-shakers in the stainless steel industry

Innovation is the key
Rome will be the largest gathering of commercial stainless and special steel executives in 2010. Thus it will be the place ‘where the market talks’. Leading industry experts will address topics that are at the core of our industry:

- Market Development: Where can stainless steel win new applications from alternative materials?
- What can other markets learn from the Italian success story?
- How can the European welded tube and pipe producers remain competitive?
- Does it pay off to have a global production base for stainless steel producers?
- How much own distribution shall a stainless steel mill have?
- Distribution: What is the optimal size and warehouse system in Europe and North America?
- Consumers: How do consumers in major industry segments (food service, automotive, process equipment, building and construction) see the road to recovery?
- Where do they think that their suppliers can improve, where is innovation really needed?
- Raw Materials: LME – friend or foe of our industry?
- When will the stainless steel scrap tightness ease?
- Nickel: Are all new projects delayed and will PAL ever work? How much more NPI has to be expected in China?
- Is Nickel substitution running out of steam?
- Technology & Productivity: What technical innovations keep stainless steel competitive?
- What cost-cutting measures create value?
- Financing and Risk Management: How can this industry overcome the volatility problem and regain its attractiveness for investors?
- Long Products: Is protectionism the right answer to re-establish profitability in Europe and the USA?
- Why is consolidation lagging behind in long products?
- Seamless Tube: When will the key markets - power generation, oil and gas, process equipment - recover?
- Special Steels: Does it pay off to be a global player?
- When will we reach pre-crisis levels in tool steels?
- Did the crisis accelerate, or slow, the offshoring in the tool-making industry?
- What position can Chinese producers get in Europe and North America?
- How to deal with the enormous overcapacity in forged products?
- What realistic opportunities are there for low nickel grades (PH, duplex, lean duplex and martensitic) to substitute 300 series in long products?

Over 200 delegates attended in 2009

Benefits of attending

Where did 2009 delegates come from?

- Asia & Australasia 46%
- Europe 33%
- Americas 15%
- Middle East & Africa 6%

Just a few of the companies who registered in 2009

- Acciaierie Valbruna SpA
- AcerCorMittal
- Boelingedahl GmbH + Co KG
- Bobehler-Uddevoll
- Centravis
- Cogne Acciai Speciali Srl
- Cronimet GmbH
- Damstahl GmbH
- Deutsche Edelstahlwerke GmbH
- DCK Europe
- ELG Haniel Metals Ltd
- Eramet
- FA Breitlingfeld Edelstahl AG
- Faurecia Exhaust Systems
- Georgsmarienhuette GmbH
- Gloria Material Technology Corp
- Iberia Stahl GmbH
- Inox A/S
- IFSF
- Lapotre Specialty Steel
- MCB Nederland BV
- Metal Rainve d.o.o.
- Mukand Ltd – Stainless and Alloy Steel
- Nippon Yakin Kogyo Co Ltd
- Norilsk Nickel
- Oyrix Stainless AG
- Outokumpu Stainless
- Posco
- Posco Specialty Steel
- Salgitter Mannesmann Stainless Tubes GmbH
- Sandvik Materials Technology
- Salzgitter Mannesmann
- Singin
- Smelting Metals
- Stainless Tubes GmbH
- Sumitomo Corporation
- ThyssenKrupp Mannex GmbH
- Ugitech
- Universal Stainless & Alloy Products Inc
- Val Inco Europe Limited
- Viraj Group
- Voest Edelstahlanhde & Co KG
- Walzw erke Einsal GmbH
- Xstrata Nickel Intl Ltd
- Zapp Precision Wire
### 9th International Stainless & Special Steel Summit

#### Day One: Tuesday, September 7

08:00 Registration desk opens

**Session I: Stainless Steel Flat Products**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Welcome address:</td>
</tr>
<tr>
<td></td>
<td>Phillip Price, Editor, Metal Bulletin, UK</td>
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<tr>
<td></td>
<td>Chairman: Markus Moll, Managing Director, SMR – Steel and Metals Market Research, Austria</td>
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<tr>
<td>09:05</td>
<td>Opening remarks</td>
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<tr>
<td></td>
<td>Fausto Capelli, Managing Director, Centro Inox, Italy</td>
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<tr>
<td>09:10</td>
<td>Keynote presentation:</td>
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<tr>
<td></td>
<td>Innovation is the key</td>
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<tr>
<td></td>
<td>Harald Espenhahn, Managing Director, ThyssenKrupp Acciai Speciali Terni S.p.A., Italy</td>
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<tr>
<td>09:40</td>
<td>Size matters in welded tube and pipe?</td>
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<td></td>
<td>Perspectives of the market leader</td>
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<td></td>
<td>Antonio Marcegaglia, CEO, Marcegaglia S.p.A., Italy</td>
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<tr>
<td>10:10</td>
<td>The Italian market – a success story</td>
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<td></td>
<td>Ernesto Amenduni, President, Centro Inox, Italy</td>
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<tr>
<td>10:40</td>
<td>Networking coffee break</td>
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<tr>
<td>11:10</td>
<td>Acerinox – the gentle giant</td>
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<td></td>
<td>Bernardo Velazquez, Managing Director, Acerinox, S.A., Spain</td>
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<tr>
<td>11:40</td>
<td>Distribution – a challenge without frontiers</td>
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<td></td>
<td>Roberto Vender, CEO, Gruppo Inox Spa, Italy</td>
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<tr>
<td>12:10</td>
<td>Honouring ceremony for the Stainless Steel Executive of the year 2010</td>
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<tr>
<td>12:30</td>
<td>Networking lunch</td>
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<tr>
<td>14:00</td>
<td>Chairman’s opening remarks</td>
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<tr>
<td></td>
<td>Phillip Price, Editor, Metal Bulletin, UK</td>
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<tr>
<td>14:05</td>
<td>Outokumpu’s focus on end-use markets</td>
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<tr>
<td></td>
<td>Juha Rantanen, CEO and President, Outokumpu Oy, Finland</td>
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<tr>
<td>15:55</td>
<td>Stainless steel in food equipment</td>
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<td></td>
<td>Pete Dow, Director of Strategic Sourcing, ITW Food Equipment Group, USA</td>
</tr>
<tr>
<td>16:10</td>
<td>Q &amp; A with all consumers</td>
</tr>
<tr>
<td>16:30</td>
<td>Networking coffee break</td>
</tr>
</tbody>
</table>

**Fireside chat:**

17:00 Roundtable Discussion with:

- Harald Espenhahn, Managing Director, ThyssenKrupp Acciai Speciali Terni S.p.A., Italy
- Juha Rantanen, CEO and President, Outokumpu Oy, Finland
- Antonio Marcegaglia, CEO, Marcegaglia, Italy
- Gianandrea Sassoli, Executive Vice President & General Manager, Sarinox Metalli, Italy
- Rafael Narango, Chairman and CEO, Acerinox S.A., Spain
- Jean-Yves Gilet, Executive Vice President - CEO, ArcelorMittal Stainless, Belgium
- Moderator: Markus Moll, Managing Director, SMR – Steel and Metals Market Research, Austria

17:50 Close of day one

18:00 Cocktail networking reception

#### Day Two: Wednesday, September 8

08:00 Registration desk opens

**Session II: Raw Materials**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Chairman’s opening remarks</td>
</tr>
<tr>
<td></td>
<td>Markus Moll, Managing Director, SMR – Steel and Metals Market Research, Austria</td>
</tr>
<tr>
<td>09:05</td>
<td>Keynote presentation:</td>
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<tr>
<td></td>
<td>Nickel – A partner for the stainless steel industry for almost 100 years</td>
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<td></td>
<td>Jim Lennon, Executive Director Senior Commodities Strategist, Macquarie Capital (Europe) Ltd, UK</td>
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<tr>
<td>09:35</td>
<td>Scrap – the flexible link in the stainless steel value chain</td>
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<tr>
<td></td>
<td>Michael Wright, CEO, ELG Haniel Metals Ltd., UK</td>
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<tr>
<td>10:05</td>
<td>Stainless steel scrap</td>
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<td></td>
<td>– challenges in a volatile market environment</td>
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<td></td>
<td>Tobias Kämmer, CEO, ORYX Stainless, Germany</td>
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<tr>
<td>10:30</td>
<td>Networking coffee break</td>
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<tr>
<td>11:00</td>
<td>The global outlook for ferro-chrome</td>
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<td></td>
<td>Adam Panayi, Metals Analyst, Metal Bulletin Research, UK</td>
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<tr>
<td>11:30</td>
<td>Vanadium &amp; Sustainability in metals recycling</td>
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<tr>
<td></td>
<td>Christian Hauler, Managing Director – Business Unit Steel and Foundry Industry, Treibacher Industrie AG, Austria</td>
</tr>
</tbody>
</table>
12:00 Award Ceremony for the best raw material price forecast 2010

12:30 Networking Lunch

**Field Trip**

13:15 Departure for Field Trip
ThyssenKrupp Acciai Speciali Terni & Società delle Fucine s.r.l.
The field trip will run simultaneously with workshops one and two, but will return to the conference hotel in time for the cocktail reception.

**Workshop one:**
**Technology & Productivity**

14:00 (Alternatively to field trip)
Moderator: Markus Moll, Managing Director, SMR – Steel and Metals Market Research, Austria
Wilhelm Karner, Head of Projects and Sales, Andritz, Austria
Alois Czipin, Managing Partner, Alois Czipin Produktivitätsberatung GmbH, Austria

15:00 Networking coffee break

**Workshop two:**
**Risk Management & Financing**

15:30 (Alternatively to field trip)
Moderator: Phillip Price, Editor, Metal Bulletin, UK
Martin Abbott, Chief Executive, London Metal Exchange, UK
Andreas Schober, Global industry leader machinery, metals, construction, risk management corporate & PB Credit Risks Area, Unicredit S.p.A., Germany

16:30 Close of day two
18:00 Cocktail networking reception

**Day Three: Thursday, September 9**

**Session III: Stainless Steel Long Products & Special Steels**

09:00 Chairman’s opening remarks
Phillip Price, Editor, Metal Bulletin, UK

**Keynote presentation:**
09:05 Innovative solutions for challenging applications of stainless steel long products
Markus Moll, Managing Director, SMR – Steel and Metals Market Research, Austria

09:35 Cogne investing in high value market segments
Roberto Marzorati, Vice President, Cogne Acciai Speciali, Italy

09:55 Seamless tube and pipe: being successful in a highly challenging market segment
Alvaro Videgain, Chairman & CEO, Tubacex, S. A. Spain

10:30 Networking coffee break

11:00 The Rodacciai Group – a flexible partner for stainless steel distributors and end-users
Alessandro Fraccia, Managing Director, Rodacciai S.p.A., Italy

11:30 Stainless steel hot rolled flat bars: A crucial component for innovative products
Eduardo José Carregueiro, Production and Technical Plant Manager, Böllinghaus Stahl, Portugal

12:20 Networking Lunch

13:30 Chairman’s opening remarks
Wolfgang Emmerich, Vice President Corporate Strategy, Böhler Uddeholm, Austria

**Keynote presentation:**
14:00 Innovations for special steel solutions
Karl Haase, CEO, General Manager, MD, DEW - Deutsche Edelstahlwerke, Germany

14:30 Uddeholms unique value proposition to the tool making industry
Gert Nilson, Vice President R&D, Uddeholms AB, Sweden

15:00 Successful in the crisis? – The long road to recovery
Andreas Scharf, Managing Director, Stahl Gröditz, Germany

15:30 Networking coffee break

16:00 Large Forgings Production: Future challenges from the energy market
Massimo Calderini, Managing Director, Società delle Fucine s.r.l., Italy

16:30 Innovative tooling solutions for customers
Daniel O’Leary, National Sales Manager, Crucible Industries LLC, USA

**Fireside chat:**
17:00 Roundtable Discussion with:
Benedikt Niemeyer, CEO, Schmolz + Bickenbach, Germany
Roberto Marzorati, Vice President, Cogne Acciai Speciali, Italy
Dennis Oates, President and CEO, Universal Stainless and Alloy Products, USA
Karl Haase, CEO, Deutsche Edelstahlwerke, Germany
Wolfgang Emmerich, Vice President Corporate Strategy, Böhler Uddeholm, Austria
Massimo Amenduni, Managing Director, Acciaierie Valbruna S.p.A., Italy
Moderator: Markus Moll, Managing Director, SMR – Steel and Metals Market Research, Austria

17:50 Close of day three and end of conference
Reach out to international decision-makers at the 9th International Stainless and Special Steel Summit. Taking a sponsorship option or exhibition stand is the most cost-effective and targeted way of reaching the International Stainless and Special Steel community.

**Sponsorship Opportunities**

Showcase your company at the 9th International Stainless and Special Steel Summit. Sponsoring an element of the event ensures your company features at the forefront of the conference. Join us and illustrate your company’s expertise and competitive edge to the key decision-makers in the International Stainless Steel industry.

Raise your company profile before, during and after the event using our unique sponsorship options. Sponsorship offers longevity and packages are tailored so that your company can gain exposure from the time of inception to the event itself. By taking a sponsorship option at the event, you will have your logo displayed on the main conference stage and create an opportunity for potential clients to contact you by showcasing your company details in the delegate documentation and on the conference website with a hyperlink to your corporate homepage.

We can customise a variety of options to suit your budget, objectives and aspirations, examples include:

- **Welcome Reception**
  Network and welcome potential clients with your branding prominent

- **Host a Delegate Lunch**
  Entertain a large number of existing and potential clients

- **Coffee Break Sponsor**
  Get your message across with high visibility branding

- **Delegate Bag Sponsor**
  Your company logo on the move for maximum effect

- **Brochure Distribution**
  Ensure your message is communicated to all the delegates

**Exhibition Opportunities**

The International Stainless and Special Steel exhibition area acts as the heart of the networking activity and provides the perfect opportunity to showcase your company, services and achievements whilst establishing business contacts and ensuring your clients know where to find you.

Exhibiting at the conference is an investment into your company’s future success; it will provide you with the ultimate tool to achieve your goals by delivering a targeted audience.

As an exhibitor you will have the opportunity to:

- Network and do business with industry decision makers
- Target new customers, build and reinforce relationships
- Create greater company exposure
- Showcase your products, services and achievements
- Launch a new company, service or product
- Increase your sales
- Attend the conference and improve your industry knowledge
- Relax and enjoy communicating with colleagues old and new at the evening receptions

To find out more about tailored sponsorship or exhibition packages, please contact Manjit Sandhu

Call: + 44 (0) 20 7779 8188
Email: msandhu@metalbulletin.com

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**Related forthcoming 2010 events**

**13th Central & Eastern European Steel Conference**
13-14 September, Prague, Czech Republic
www.metalbulletin.com/events/cees

**26th International Ferro-alloys Conference**
14-16 November, Berlin, Germany
www.metalbulletin.com/events/fa

**8th Steel Success Strategies Europe**
29-30 November, London, UK
www.metalbulletin.com/events/ssse

**14th Middle East Iron & Steel Conference**
13-15 December, Dubai, UAE
www.metalbulletin.com/event/meis
DELEGATE DETAILS
To register additional delegates please photocopy this form

If your details above are incorrect please amend them here
PLEASE COMPLETE IN BLOCK CAPITALS
(Mr/Miss/Mrs/Ms/Dr) _________________________________________________
First/Given Name: ____________________________________________________
*Delegate Email: ______________________________________________________
*Administrator Email: _________________________________________________
Position in Company: _________________________________________________
Company Name: ______________________________________________________
Address: ____________________________________________________________
____________________________________________________________
Postal/Zip Code: _____________________________________________________
Country: ____________________________________________________________
Tel: _________________________________________________________________
Fax: _________________________________________________________________

Please indicate your metals interest in order of preference:
1 __________________  2 __________________  3 __________________

What is your company’s main business activity:

*Delegates must provide their email address in order to receive booking confirmation and access to the delegate messaging system.

REGISTRATION RATES
Please tick a box to select

<table>
<thead>
<tr>
<th>Modules:</th>
<th>Before: 30 May '10</th>
<th>Before: 30 July '10</th>
<th>Thereafter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Products &amp; Raw Materials</td>
<td>€1,199</td>
<td>€1,399</td>
<td>€1,599</td>
</tr>
<tr>
<td>Long Products &amp; Raw Materials</td>
<td>€1,299</td>
<td>€1,499</td>
<td>€1,699</td>
</tr>
<tr>
<td>Full Conference</td>
<td>€1,599</td>
<td>€1,799</td>
<td>€1,999</td>
</tr>
</tbody>
</table>

METHODS OF PAYMENT

Please sign the form in order for registration to be processed

Signature: _____________________________  Date: _______________

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IMPORTANT: Please make sure you quote your full invoice number,
details can be found on your invoice.

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The Westin Excelsior, Rome, Italy
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Phone: (+39) 06 47081

For more information, please visit the website:
http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=70

Booking your accommodation:
Upon registration, delegates will be emailed an accommodation booking form along
with their confirmation to be completed and returned to the hotel.

Easy ways to register
Metal Bulletin Events  Tel: + 44 (0) 20 7779 8989  Fax: + 44 (0) 20 7779 8294  Email: marketing@metalbulletin.com
CC Booking Hotline: + 44 (0) 20 7779 7999  Address: Metal Bulletin Events, Nestor House, Playhouse Yard, London, EC4V 5EX, UK
Online: www.metalbulletin.com/events/iss

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on the prices below
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