



J U N E 2 0 - 2 2 , 2 0 1 1

S T E E L : I N T E R G A L A C T I C W A R F A R E  
I N N O V A T I O N , C H A N G E A N D R E S P O N S E

N E W Y O R K C I T Y

H I G H L I G H T S P E A K E R S

- Lakshmi N. Mittal**, *Chairman & CEO*, ArcelorMittal
- Daniel R. DiMicco**, *Chairman & CEO*, Nucor Corporation
- Jing Ulrich**, *Managing Director & Chairman of Global Markets, China*, J.P. Morgan
- Dr. Hans-Jörn Weddige**, *Head of Corporate Climate Policies*, ThyssenKrupp Steel Europe, Germany

R E S E R V E Y O U R S P A C E T O D A Y

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Returning to New York for its 26th year, Steel Success Strategies XXVI will once again deliver key figures from around the steel industry for this must-attend event. A new, extended program has been created for 2011, with a focus on: **Innovation, Change and Response**. With attendance from every major member of the global steel industry, Steel Success Strategies delegates form a who's-who list of the global steel industry. Delegates will benefit from invaluable information and networking opportunities, whilst emerging with a renewed outlook on the industry.



J U N E 2 0 - 2 2 , 2 0 1 1 N E W Y O R K , N Y

#### HIGHLIGHT SPEAKERS

**Lakshmi N. Mittal**, *Chairman & CEO*,

ArcelorMittal

**Daniel R. DiMicco**, *Chairman & CEO*, Nucor Corporation

**Jing Ulrich**, *Managing Director & Chairman of Global Markets, China*, J.P. Morgan

**Dr. Hans-Jörn Weddige**, *Head of Corporate Climate Policies*, ThyssenKrupp Steel Europe, Germany

#### KEYNOTE PRESENTATION

**Peter F. Marcus**, *Managing Partner*, World Steel Dynamics

**Karlis M. Kirsis**, *Managing Partner*, World Steel Dynamics

#### PANELISTS

**Martin Abbott**, *CEO*, London Metal Exchange, U.K.

**Dr. Mo Ahmadzadeh**, *Metals*, INTL FCStone Inc.

**Ronald E. Ashburn**, *Executive Director*, AIST

**Edwin Basson**, *Director General Designate*, World Steel Association, Belgium

**Frank Bekaert**, *Director*, McKinsey & Company

**Gianpietro Benedetti**, *Chairman*, Danielli & C. SpA, Italy

**Keith Busse**, *President & CEO*, Steel Dynamics Inc.

**Ian Christmas**, *Director General*, World Steel Association, Belgium

**Josh Cole**, *Principal, Manufacturing & Distribution Performance Consulting*, Crowe Horwath LLP

**Raju Daswani**, *President & Global Publisher*, American Metal Market

**Matthew De Morgan**, *CEO*, Duferco SA, Switzerland

**Raimondo di Carpegna Varini**, *Senior Vice President*, Tenova SpA

**Rob Edwards**, *Managing Director, Metals & Mining*, Renaissance Capital, Russia

**Jean Sebastien Jacques**, *Group Director (Strategy)*, Tata Steel Limited, India

**Andre Gerdau Johannpeter**, *CEO*, Gerdau, Brazil

**John Kopfle**, *Director of Corp. Development*, Midrex Technologies

**Ben H. Laaper**, *Vice President – Global Sourcing*, Accuride Corp.

**John Lichtenstein**, *Managing Director, Global Metals Industry Practice*, Accenture

**Michael Marley**, *Chief Correspondent, Secondary Material*, American Metal Market

**Richard R. Marston**, *President & CEO*, Marston & Marston, Inc.

**Patrick A. McCormick**, *Managing Partner*, World Steel Dynamics

**Robert W. McCutcheon**, *U.S. Metals Leader*, PricewaterhouseCoopers LLP

**Richard McLaughlin**, *Director*, Hatch Beddows

**Alexei A. Mordashov**, *CEO*, Severstal, Russia

**Dr. Joachim Schönbeck**, *President & CEO*, SMS Meer GmbH, Germany

**Lou Schorsch**, *President & CEO, Flat Carbon Americas*, ArcelorMittal

**Daniel N. Sharkey**, *Partner*, Brooks Wilkins Sharkey & Turco PLLC

**John A. Short**, *Director of Steel Products*, Newedge Group, UK

**Michael Smolenski**, *President & CEO*, Coil-Tainer

**Nicholas J. Sower**, *Partner*, Deloitte & Touche LLP

**Ernie Thrasher**, *CEO & Chief Marketing Officer*, Xcoal Energy & Resources

**Dr. Jo-Chi Tsou**, *Chairman*, China Steel, Taiwan

**James L. Wainscott**, *Chairman, President & CEO*, AK Steel

**Wu Wenzhang**, *President*, Shanghai Steelhome, China

**Atsushi Yamaguchi**, *Senior Analyst*, UBS Securities Japan Ltd., Japan

**Yasukuni Yamasaki**, *President*, Mitsubishi-Hitachi Metals Machinery, Japan

**Veysel Yayan**, *Secretary General*, Turkish I & S Producers Association, Turkey

**Spiro Youakim**, *Managing Director*, Lazard & Co Ltd, U.K.

## AMM AWARDS FOR STEEL EXCELLENCE

**The 2011 AMM Awards for Steel Excellence Dinner:** The 2011 AMM Awards for Steel Excellence finalists will be recognized at an exclusive awards dinner and celebration on June 21, 2011 at the Sheraton Hotel & Towers during the Steel Success Strategies XXVI. **Individual tickets are on sale now!**

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MONDAY, JUNE 20, 2011

- 2:00PM Registration Opens  
**AK Steel Cyber Café Opens**
- 2:30PM **Workshop: Logistics & Transportation**  
**Michael Smolenski**, *President & CEO*, Coil-Tainer
- 4:00PM **Workshop: New Technologies Realigning the Stars**  
**Gianpietro Benedetti**, *Chairman*, Danieli & C. SpA, Italy  
**Josh Cole**, *Principal*, Manufacturing & Distribution Performance Consulting, Crowe Horwath LLP  
**Raimondo di Carpegna Varini**, *Senior Vice President*, Tenova SpA  
**Dr. Joachim Schönbeck**, *President & CEO*, SMS Meer GmbH, Germany  
**Yasukuni Yamasaki**, *President*, Mitsubishi-Hitachi Metals Machinery, Japan  
Moderator: **Ronald E. Ashburn**, *Executive Director*, Association for Iron & Steel Technology (AIST)
- 6:00PM Welcome Reception & Exhibits Open

TUESDAY, JUNE 21, 2011

- 7:30AM **Breakfast sponsored by** 
- 8:30AM **Welcome Address**  
**David Brooks**, *Senior Vice President*, American Metal Market
- 8:45AM **Keynote Presentation: The Peril of Black Holes**  
**Peter F. Marcus**, *Managing Partner*, World Steel Dynamics  
**Karlis M. Kirsis**, *Managing Partner*, World Steel Dynamics
- 9:15AM **Highlight Speaker**  
**Lakshmi N. Mittal**, *Chairman & CEO*, ArcelorMittal
- 10:00AM Coffee Break
- 10:30AM **Panel I - International Steel: "Battle Galactica"**  
**John Lichtenstein**, *Managing Director*, Global Metals Industry Practice, Accenture  
**Alexei A. Mordashov**, *CEO*, Severstal, Russia  
**Jean Sebastien Jacques**, *Group Director (Strategy)*, Tata Steel Limited, India  
**Dr. Jo-Chi Tsou**, *Chairman*, China Steel, Taiwan  
Moderator: **Ian Christmas**, *Director General*, World Steel Association, Belgium
- 12:00PM **Lunch sponsored by**   
**Award Presentations:**  
**The twelfth "Willy Korf Award for Young Excellence"** honors **Dr. Luckman Muhmood**, *PhD in Materials Process Science*, Royal Institute of Technology, Stockholm, Sweden  
**The twenty first "Willy Korf/Ken Iverson Steel Vision Award"** honors **Ian Christmas**, *Director General*, World Steel Association, Belgium
- 1:30PM **Panel II - The Americas: Still Bright the Old Galaxy?**  
**Keith Busse**, *President & CEO*, Steel Dynamics Inc.  
**Andre Gerdau Johannpeter**, *CEO*, Gerdau, Brazil  
**Lou Schorsch**, *President & CEO*, Flat Carbon Americas, ArcelorMittal  
**Nicholas J. Sower**, *Partner*, *Global Steel Leader*, Deloitte & Touche LLP  
**James L. Wainscott**, *Chairman, President & CEO*, AK Steel  
Moderator: **Raju Daswani**, *President & Global Publisher*, American Metal Market
- 3:00PM **Highlight Speaker**  
**Jing Ulrich**, *Managing Director & Chairman of Global Markets*, China, J.P. Morgan

- 3:30PM **Coffee Break sponsored by** 
- 4:00PM **Panel III - Steel Market: Shooting Stars versus Solar Flares**  
**Matthew De Morgan**, *CEO*, Duferco SA, Switzerland  
**Ben H. Laaper**, *Vice President - Global Sourcing*, Accuride Corp.  
**Robert W. McCutcheon**, *U.S. Metals Leader*, PricewaterhouseCoopers LLP  
**Daniel N. Sharkey**, *Partner*, Brooks Wilkins Sharkey & Turco PLLC  
Moderator: **Peter F. Marcus**, *Managing Partner*, World Steel Dynamics
- 5:30PM **Reception sponsored by** 
- 6:30PM **AMM Awards for Steel Excellence Dinner**  
*(by ticket and invitation only)*

WEDNESDAY, JUNE 22, 2011

- 7:30AM **Breakfast sponsored by** 
- 8:30AM **Panel IV - Far/Middle East: Ever Stronger Gravitational Pull**  
**Frank Bekaert**, *Director*, McKinsey & Company  
**John Kopfle**, *Director of Corp. Development*, Midrex Technologies  
**Wu Wenzhang**, *President*, Shanghai Steelhome, China  
**Veyssel Yayan**, *Secretary General*, Turkish I & S Producers Association, Turkey  
Moderator: **Edwin Basson**, *Director General Designate*, World Steel Association, Belgium
- 9:45AM **Highlight Speaker**  
**Daniel R. DiMicco**, *Chairman & CEO*, Nucor Corporation
- 10:30AM Coffee Break
- 11:00AM **Panel V - Metallics: Beware of Spinning Molten Stars**  
**Richard R. Marston**, *President & CEO*, Marston & Marston, Inc.  
**Richard McLaughlin**, *Director*, Hatch Beddows  
**Ernie Thrasher**, *CEO & Chief Marketing Officer*, Xcoal Energy & Resources  
Moderator: **Michael Marley**, *Chief Correspondent*, *Secondary Material*, American Metal Market
- 12:15PM **Lunch Sponsored by**   
**Highlight Speaker: Greening Steel's Galaxy**  
**Dr. Hans-Jörn Weddige**, *Head of Corp. Climate Policies*, ThyssenKrupp Steel Europe, Germany
- 2:00PM **Panel VI - Financials & Futures: Solar Cells and Windmills**  
**Martin Abbott**, *CEO*, London Metal Exchange, U.K.  
**Dr. Mo Ahmadzadeh**, *Metals*, INTL FCStone Inc.  
**Rob Edwards**, *Managing Director*, *Metals & Mining*, Renaissance Capital, Russia  
**John A. Short**, *Director of Steel Products*, Newedge Group, UK  
**Atsushi Yamaguchi**, *Senior Analyst*, UBS Securities Japan Ltd., Japan  
**Spiro Youakim**, *Managing Director*, Lazard & Co Ltd, U.K.  
Moderator: **Patrick A. McCormick**, *Managing Partner*, World Steel Dynamics
- 3:30PM Conference Close

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