

22nd Mexican Steel Forum

February 1 - 3, 2017

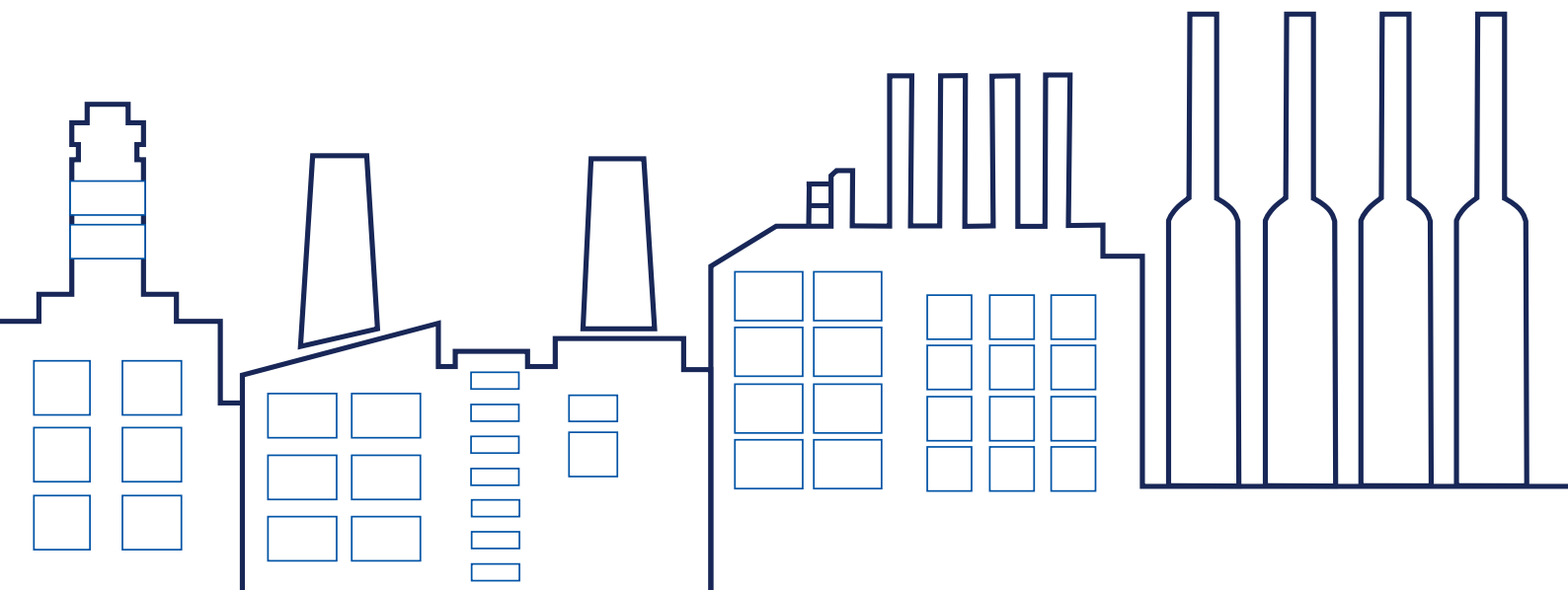
InterContinental Presidente Cancun
Cancun, Mexico

New: Steel Scrap Workshop

Silver sponsors



Bronze sponsor



First hand industry knowledge from the length of the Mexican steel supply chain

Mexican steel is beginning to feel the positive effects of the tougher stance that has been taken against steel imports by the domestic government and the industry itself.

Regional production has grown while imports have dropped which has also been followed by a recovery in prices.

Alongside the continued growth of the automotive manufacturing industry and a predicted doubling of car output by 2020, there is a feeling of cautious optimism permeating through the market.

Now is the time to find out how you can benefit from these positive changes.

Why attend?



Knowledge

Gain vital insight into the future of the Mexican steel industry from over 20 executive level speakers.



Networking

Connect with more than 200 industry leaders and meet with current and potential clients.



Scrap workshop

Attend the pre-conference workshop dedicated to the issues affecting Mexican steel scrap.



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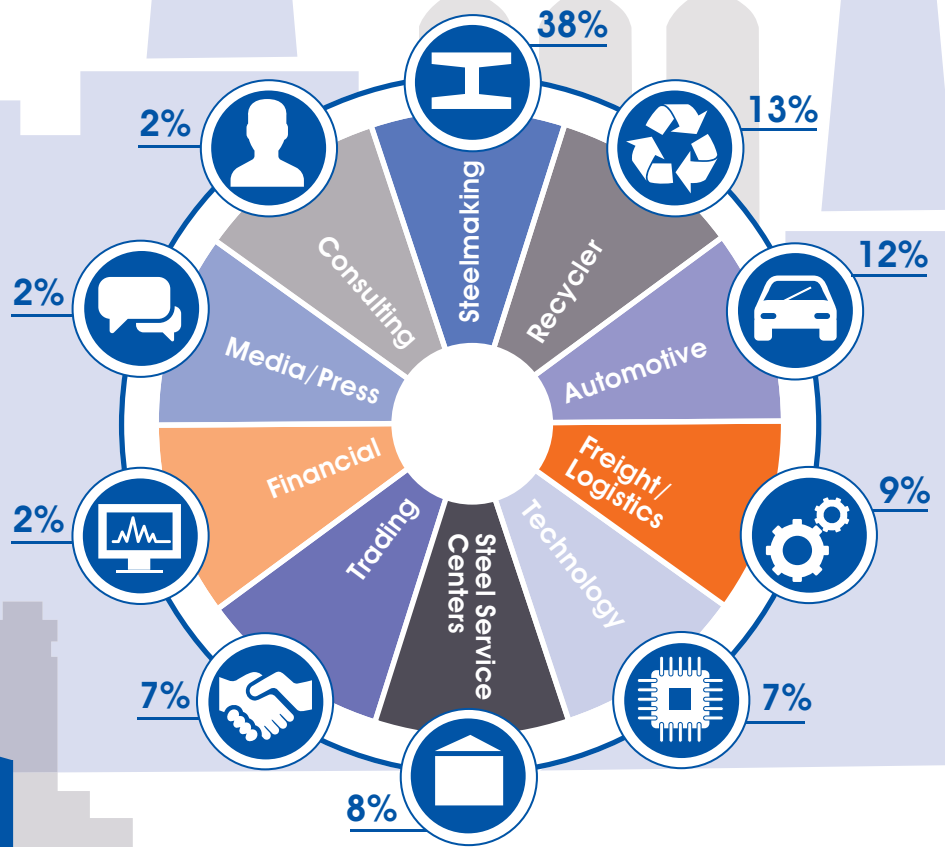
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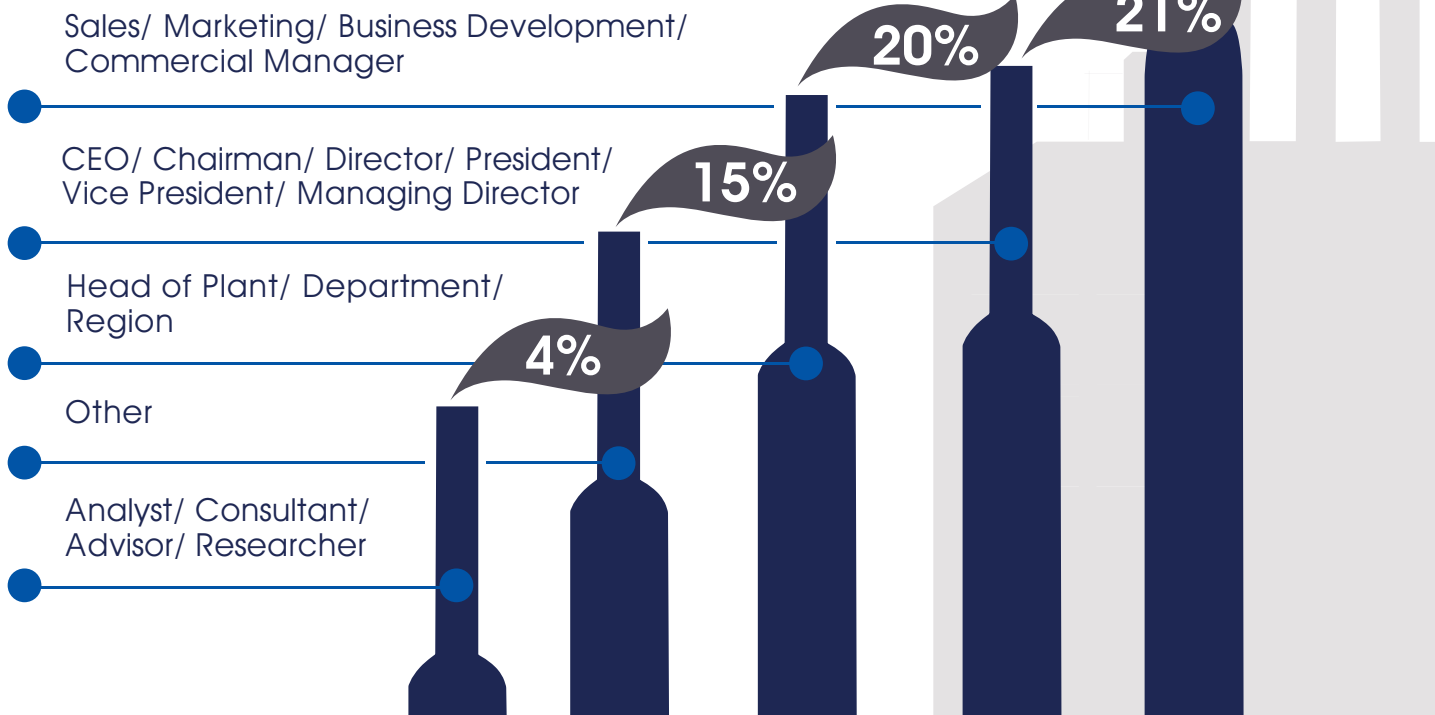
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Attendees

100+
companies
from across
the supply-
chain



200+
delegates



Scrap Workshop

Following a fantastic response to the steel scrap session during our 2016 event, we're introducing a separate Steel Scrap Workshop.

Dedicated to the issues affecting the Mexican steel scrap industry, the workshop will delve deeper into the market, giving delegates the opportunity to bridge existing gaps in information and take an intensive look at topics surrounding every part of the supply chain.

Workshop day - February 1

11:00am **Registration opens**
Inscripción

11:20am **Chairperson's opening remarks**
Inauguración por parte del presidente de la conferencia

Session I: Keynote presentations

11:30am **Automotive scrap sales – How can OEMs and scrap processors achieve a harmonious relationship?**

Ventas de chatarra automociz - ¿Cómo pueden los OEMs y los procesadores de chatarra lograr una relación armoniosa?

- Analyzing scrap generation from Mexican OEMs by weight and grade
- How and with whom do automotive manufacturers distribute their scrap?
- Can scrap companies and automotive manufacturers work together to create a closed loop?
- Is this necessary to stop the flow of high-grade scrap out of Mexico to be imported as finished steel products?

Shawn Brown, Manager - Raw Materials Division, **Honda Trading**

12:00pm **Steel mill scrap procurement**

Adquisiciones de chatarra por parte de molinos de acero

- Outlining the fundamentals of scrap demand from Mexican mills
- EAF capacity in Mexico vs integrated steelmaking and the impact on scrap demand
- Where are steel mills purchasing their scrap and how?
- How are mill purchases of Mexican scrap being affected by the Peso/Dollar exchange rate?
- How are mills using indices to inform their purchasing?

Lucas Ramuchio, Metallic Load Operations, **Exiros**

Session II: AMM Mexican scrap index

12:30pm **AMM's Mexican scrap index**

El índice de chatarra Mexicana de AMM

Thorsten Schier, Steel Team Leader, **American Metal Market**

1:00pm **Networking refreshment break**

Receso y refrigerio para networking

Session III: What are the key areas of interest and concern for scrap companies in Mexico?

Moderator:

Vincent Pappalardo, General Manager, **Brown Gibbons Lang & Company**

2:00pm **Panel discussion**

Discusión panel

- Analyzing the grades and quantities of scrap in the Mexican market
- What challenges are being presented by the flow of scrap to the southern USA?
- What is the influence of companies from the southern states of the USA on the Mexican scrap market?
- How can the closed-loop recycling for steel scrap be achieved in Mexico?
- What are the prospects for domestic scrap consumption in the future?
- To what extent is automotive industry growth energising the market, are Mexican recyclers relying on them?

Nikhil Shah, President, **All Star Metals LLC**

Thomas Romer, Specialty Markets Operations Manager,
Worthington Industries

Javier Perez, CEO, **Reciclacentro**

15:30 **Networking refreshment break**

Receso y refrigerio para networking

Session IV: The future of steel scrap use in Mexico - technology session

4:00pm **Outlining the best practices for scrap use in EAF steelmaking**

Delineando las mejores prácticas para el uso de chatarra en la fabricación de acero EAF

- Outlook and analysis of EAF steelmaking in Mexico
- What are the key considerations purchasing departments when making strategic procurement decisions?
- How can scrap be used more effectively in EAF steelmaking?
- Will a bright future in EAF steelmaking emerge in Mexico?

Guillermo Gonzalez, CEO, **Primetals Technologies**

16:30 **Workshop close**

Clausura de la sesión

Conference Agenda

Day one – February 2

8:00am **Registration opens**
Inscripción

9:00am **Chairperson's opening remarks**
Inauguración por parte del presidente de la conferencia

9:15am **Mexico's steel industry in focus**
La industria siderúrgica mexicana en foco

- Analyzing the key opportunities and threats for steelmakers in Mexico
- Is the excitement and optimism about new developments in Nuevo Leon warranted?
- What are the necessary conditions that need to be met to continue the upward trajectory of Mexican steel?
- Is government CAPEX still linked closely to the oil price? What level of support will the steel industry receive as the government looks to cut the fiscal deficit?

Luis Landois, Sales Sub-director, **Ahmsa**
Santiago Rico, Marketing Director, **ArcelorMittal Mexico**
Fabrizio Menegoni, Executive Director, **Gerdau Corsa**

10:15am **Global steel dynamics and the implications for the Mexican market**
La dinámica global del acero y las implicaciones para el mercado mexicano

- How is the global steel industry addressing market headwinds?
- What is the outlook for North American steel supply and import/export balance?
- Are anti-dumping trade cases having a significant effect on steel trade flows?

Amy Bennett, Principal Consultant, **Metal Bulletin Research**

10:45am **Networking refreshment break**
Receso y refrigerio para networking

11:30am **Mexico's new environmental measures – can an appropriate balance be struck?**
Nuevos proyectos de leyes ambientales de México - ¿puede ser un equilibrio adecuado?

- Outlining the environmental measures due to be introduced
- How will the measures be imposed?
- What is the importance of balancing environmental protection with support for the industry?

Regulo Salinas, Chairman of the Energy Committee,
CONCAMIN

12:00pm **The energy industry – the tentative beginning of the turnaround?**
La industria de la energía - ¿el comienzo del cambio de tendencia?

- What is the outlook for the oil and gas sector? Have prices rebounded from their lowest point?
- Analyzing the future of oil price volatility? What factors are driving price fluctuations?
- With the effect of the 2013 energy reforms dampened due to the price collapse, will a price rebound see the predicted effects finally take hold?
- Will this be negated if such a rebound does not occur?
- What will this mean for steel demand in Mexico?

Suzanne Minter, Director Client Strategy – Energy Solutions, **Bentek Energy**

12:30pm **Networking lunch**
Almuerzo y networking

2:00pm **Executive interview on the flow of financing for Mexican steel projects with **Jamie Matos**, Vice President, ABN AMRO by AMM's Steel Correspondent, **Mike Cowden****
*Entrevista ejecutivo sobre el flujo de financiación para proyectos de acero en México con **Jaime Matos**, VP, ABN AMRO*

2:45pm **Logistics: What are the challenges being faced by transport providers?**
Logística: ¿Cuáles son los retos que se enfrentan los proveedores de transporte?

- What are the key challenges and opportunities being faced by logistics providers?
- While the rest of the industry celebrates lower imports to Mexico, is this creating extra hardship for logistics companies?
- Are there are opportunities emerging for logistics providers looking inwards?
- What are the key logistics considerations for the movement of steel products between Mexico and the US?

Michael Rutherford, AVP Sales & Marketing - Industrial Products, **CSX**

3:30pm **Networking refreshment break**
Receso y refrigerio para networking

4:00pm **Can the effect of Trump's presidency on US - Mexico trade relations be predicted?**

¿Puede predecirse el efecto de la presidencia de Trump sobre las relaciones comerciales entre Estados Unidos y México?

Dan Pearson, Senior Fellow, Trade Policy Studies, **CATO Institute**
Former Chairman, **US International Trade Commission**

4:30pm **Automotive – Mexico's new golden hen?**
La industria automotriz – ¿La nueva gallina de los huevos de oro de México?

- What is the outlook for automotive demand in Mexico? Will predictions of a doubling in production by 2020 come to pass?
- Incentives for purchase are at extremely high levels – is there any suggestion that this is unsustainable and Mexico has already reached peak auto demand? How would this affect the Mexican steel industry as a whole?
- How true are predictions of domestic steelmakers' rejuvenation on the back of the rapid growth of the automotive industry? Will this be sustained?

Oscar Albin, Presidente Ejecutivo, **Industria Nacional de Autopartes**

5:15pm **End of day one and networking drinks**
Clausura del primer día y coctel networking

Day two – February 3

8:30am **Registration opens**
Inscripción

9:00am **Chairperson's opening remarks**
Inauguración por parte del presidente de la conferencia

9:15am **Anti-dumping trade case update**
Actualización de comerciales casos antidumping

- What are the objectives of Canacero in the current round of trade cases? Are they satisfied with the progress made or is there yet more to be done?
- Is the extension of the 15% duty on a range of steel products likely to be extended? Are calls for the extension to more products warranted?
- What is the status of the recently submitted trade suits?
- Will the price recovery seen as a result of the recent batch of trade cases be sustained?
- What is the danger to manufacturers that importing countries will instead send their finished products to Mexico to avoid anti-dumping duties?

Jose Luis De La Cruz, Director General, **Instituto para el Desarrollo Industrial y el Crecimiento Económico (IDIC)**

9:45am **Scrap panel – discussing the key challenges and opportunities facing the Mexican scrap industry**

Discutir los desafíos y oportunidades principales que enfrenta la industria de la chatarra de México

- Analyzing the supply and demand fundamentals of scrap products in Mexico
- What has changed in the Mexican scrap industry in the last 12 months?
- How can the flow of high-grade material to the southern US states be halted? Is a closed-loop system achievable?
- To what extent is automotive industry growth energising the market, are Mexican recyclers relying on them?

Lucas Ramuchio, Metallic Load Operations, **Exiros**
Nikhil Shah, President, **All Star Metals LLC**
Javier Perez, CEO, **Reciclacentro**

10:45am **Networking refreshment break**
Receso y refrigerio para networking

11:30am **Steel Service center panel**
Panel sobre los centros de servicio

- Analyzing current capacity utilization levels across the service center sector in Mexico
- How are service centers reacting to the continued growth of the automotive industry in the country?
- Are we likely to see further consolidation in the sector?
- Challenges and opportunities for the mid to long term for service centers

Moderator:

Vincent Pappalardo, General Manager, **Brown Gibbons Lang & Company**
Kristian Eichler, General Manager, **Olympic Steel**
Angel Legarda, VP Sales & Marketing, **Serviadero Worthington**

12:30pm **End of day two and conference close**
Clausura de la conferencia y almuerzo networking

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We have the tools and data available to attract key sector professionals from the top businesses in the industry, creating the perfect opportunities for you to generate new sales and form new business partnerships.

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- Host a networking lunch
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Get in touch for more information:

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+1 646 274 6250
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Pricing and special rates

Conference + Scrap Workshop

Delegate	Early bird (until December 16 2016)	Standard rate (after December 16 2016)
1st	\$1,599	\$1,899
2nd	\$1,499	\$1,799
3rd	\$1,299	\$1,599
4th+	\$1,099	\$1,399

Conference only

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1st	\$1,299	\$1,599
2nd	\$1,199	\$1,499
3rd	\$999	\$1,299
4th+	\$799	\$1,099

Automotive companies can claim a FREE PASS into the event PLUS any additional pass for only \$500

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