

UPDATE
PROGRAM

Handelsblatt Annual Conference

FUTURE OF STEEL

Become a part
of our high-ranking
steel community

7 and 8 March 2018, Van der Valk Airporthotel, Düsseldorf

Reordering the steel industry:

TRADE | DIGITALISATION | ELECTROMOBILITY

THE EXPERTS INCLUDE:



Prof. Dr Andreas Pinkwart,
State of North Rhine-Westphalia



Dr Gregory Ludkovsky,
ArcelorMittal



Dipl.-Wirtsch.-Ing. Gisbert Rühl,
Klöckner & Co SE



Dipl.-Ing. Dr Peter Schwab,
voestalpine AG



Prof. Dr-Ing Heinz Fuhrmann,
Salzgitter AG



Dr Henrik Adam,
Tata Steel Europe Ltd.

 www.handelsblatt-zukunft-stahl.de

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Handelsblatt

REORDERING THE STEEL INDUSTRY

Discuss current developments and trends at the Handelsblatt Annual Conference “FUTURE OF STEEL” with key decision-makers from the worlds of steel production, trading and processing.

There has been significant movement in Europe’s steel industry in recent months: the global market leader ArcelorMittal has taken a share of the Italian steelworks giant Ilva, thyssenkrupp and Tata Steel want to combine their steel divisions into a joint venture. Parallel to this, other steel companies such as Klöckner & Co are driving the transformation on and are finally making significant profits again.

The industry is seeing a positive turnaround.

But what will happen next? Will the current demand continue? How will the prices for resources develop? Will the import pressure reduce again? And what effects will social megatrends such as urbanisation and e-mobility have on the industry?

Enough topics for an exciting steel conference! Be a part of the FUTURE OF STEEL community and look towards the future with us.

We look forward to greeting you in Düsseldorf on 7 and 8 March 2018.

GRISCHA BROWER-RABINOWITSCH & MARTIN WOCHER
CHAIRMEN OF THE CONFERENCE



Grischa Brower-Rabinowitsch,
Head of Companies & Markets section,
Handelsblatt



Martin Wocher,
Editor Companies & Markets,
Handelsblatt



“Innovation requires visionary thinking to be successful.”

Vice President
Dr Gregory Ludkovsky,
ArcelorMittal

”



YOUR HIGHLIGHTS IN 2018



TOPICAL TABLES: YOUR INDUSTRY – SPECIFIC AND INTENSIVE

In small groups, discuss the current issues from your part of the steel industry: automotive, scrap steel recycling and the agile supply chain.



DISCUSSION PANELS – GET ACTIVELY INVOLVED

Listen to issues being critically discussed and illuminated from various sides. Get involved and ask your own questions.



EVENING EVENT – MEET YOUR COMMUNITY

First hand up-to-date information: make valuable new contacts and get into deeper discussions over dinner.



“OUT OF THE BOX” TALK – BE INSPIRED

How can you survive in times in which things move so fast that they seem chaotic and crazy? Listen to Moritz Ettl’s talk on Digital Transformation.



INTERACTIVE AND RICH IN IDEAS

Make waves in the industry by presenting your innovative project as part of our Start-Up stage.

THE BENEFITS FOR YOU

- Identify and develop new business models
- The event provides an independent platform for the steel industry
- Form cooperations in interdisciplinary concepts
- Discover and discuss innovations for the steel market
- Exchange information and ideas across all levels of the hierarchy



EXPERTS & THOUGHT LEADERS | OVERVIEW OF SPEAKERS



Dr Henrik Adam,
Tata Steel Europe Ltd.



Dr Marc Banaszak,
mecorad



Prof. Dr Marc Bungenberg,
Europa-Institut,
Saarland University



RA Dr Rainer Cosson,
Bundesvereinigung Deutscher
Stahlrecycling und
Entsorgungsunternehmen e. V.



M.Sc. Tim Eschert,
Fero labs



Moritz Ettl,
Transformation and Innovation
Expert at the
Hasso Plattner Institute



**Dipl.-Wirtsch.-Ing.
Hartmut Freiheit,**
Salzgitter Flachstahl GmbH



**Prof. Dr-Ing
Heinz Fuhrmann,**
Salzgitter AG



**Dipl.-Kaufm.
Christian Germeroth,**
Bronk & Company GmbH



Stefan Gröll



Knut Giesler,
IG Metall



Sebastian Grethe,
Mapudo GmbH



**Dipl.-Wirtsch.-Ing.
Marc Hartmann,**
Bronk & Company GmbH



Dr Hans-Toni Junius,
C.D. Wälzholz KG



**Dipl.-Kaufm.
Daniel Jürgenschellert,**
ONESCRAPE GmbH

EXPERTS & THOUGHT LEADERS | OVERVIEW OF SPEAKERS



Hans Jürgen Kerkhoff,
German Steel Federation



Samir Kharkan,
SCALUE GbR



Dipl.-Ing. (FH) Ivica Kolaric,
Fraunhofer IPA



Hans Krug,
Miele Cie. & KG



Dr Gregory Ludkovsky,
ArcelorMittal



Dr Jens Magenheimer,
ISRA PARSYTEC GmbH



Roland Mauss,
Oryx Stainless AG



Bernard O'Connor,
Nctm



Prof. Dr Andreas Pinkwart,
Ministry of Economics, Innovation,
Digitalisation and Energy of the
State of North Rhine-Westphalia



Philipp Rosengarten,
Clean Energy Global GmbH



**Dipl.-Wirtsch.-Ing.
Gisbert Rühl,**
Klöckner & Co SE



Dipl.-Ing. Dr Peter Schwab,
voestalpine AG



Dipl.-Ing. Kristian Seidel,
Forschungsgesellschaft
Kraftfahrwesen mbH Aachen



Peter Unwin,
Sarclad Ltd.

WEDNESDAY, 7 MARCH 2018

8.30

Tea and coffee reception

9.00 - 9.15

Welcome by the chairmen

Grisca Brower-Rabinowitsch & Martin Woche, Handelsblatt

UPDATE OF THE STEEL MARKET: WHERE ARE WE? WHERE DO WE WANT TO GO?

9.15 - 9.35

Positions and perspectives of the steel industry in Germany



Hans Jürgen Kerkhoff, President, German Steel Federation

9.35 - 9.55

Shaping our industry: Innovation and Digitalisation



The future of tomorrow's steel industry is at stake:

- Innovation combining products and processes is key for a sustainable future
- Digitalization and Industry 4.0 foster responsiveness to our customers and agility of our company
- ArcelorMittal is driving change towards disruptive technologies for a competitive steel industry

Dr Gregory Ludkovsky, Vice President, Head of Global Research and Development, ArcelorMittal

9.55 - 10.15

There is always a place in the first row. From Fast Follower to Innovation Leader.



Innovation is crucial for competitiveness. But how can you become creative and effective as a steel producer and fabricator? How can you take the step to become a technology and industrial goods company? And why is it something that should be aspired?

Dipl.-Ing. Dr Peter Schwab, Management Board Member, voestalpine AG

10.15 - 10.35

Changing Gears – Steel Industry in the Context of Future Mobility, Sustainability and Digitalisation



The world around us is changing fast. These rapid changes require the steel industry to speed up in order to meet these changing demand. We need to improve our carbon footprint in order to keep up with cross-material competition. We need to offer more than just a product, we need to think with the customer to deliver the right product for the right application. We need to catch-up digitally and think ahead what digital challenges will approach us in the future.

Dr Henrik Adam, Chief Commercial Officer, Tata Steel Europe Ltd.

10.35 - 10.50

Time for discussion and questions to the speakers

10.50 - 11.20

Tea and coffee break

OUT OF THE BOX

11.20 - 11.40 | + 5 minutes Q&A

DIGITAL TRANSFORMATION



Moritz Ettl, Founder, Transformation and Innovation Expert at the Hasso Plattner Institute and Member of the WeQ Foundation

NEW

11.45 - 12.20

TOPICAL TABLES FOR PROFESSIONAL DISCUSSION

In small groups, discuss the current issues from your part of the steel industry.



AUTOMOTIVE

- The significance of new players and service providers on the market
- Changes in vehicle structure
- Choice of materials in automobile construction: what is steel's role?

Moderator: Dipl.-Ing. Kristian Seidel, Head of Bodywork, Forschungsgesellschaft Kraftfahrwesen mbH Aachen

SCRAP STEEL RECYCLING

- Quality of the scrap vs. output in the steelworks
- Scrap steel supply of the future

Moderator: Roland Mauss, Oryx Stainless AG

AGILE SUPPLY CHAIN

- Ability to react to market changes
- Planning and control
- Procedural efficiency

Moderator: Dipl.-Kaufm. Christian Germeroth, Senior Manager, Bronk & Company GmbH

12.20 - 12.35

Summary of the discussion points by the moderators in a plenary session

Live voting:
Which idea can drive the
steel industrie onward?



3.45 - 4.30

START-UP STAGE

Mastermind of the sector will present their ideas in 5-minute presentations to the FUTURE OF STEEL community.



Dr Marc Banaszak,
mecorad



M.Sc. Tim Eschert,
Fero labs



Stefan Grüll



Samir Kharkan,
SCALUE GbR



Dipl.-Ing. (FH) Ivica Kolaric,
Frauenhofer IPA



Philipp Rosengarten,
Clean Energy Global GmbH



Peter Unwin,
Sarclad Ltd

Moderator:

Grischa Brower-Rabinowitsch & Martin Woche, Handelsblatt

12.35 - 2.00

Networking lunch

SEE WITH DIFFERENT EYES...

2.00 - 2.20

Chinese steel and the international commercial law



- Reform of the EU anti-dumping regulation and WTO conformity
- China's market economy status and anti-dumping
- Governmental market distortions and anti-subsidy law
- WTO lawsuits against the EU filed by China

Prof. Dr Marc Bungenberg, University Professor, Saarland University / Director of the Europa-Institut

2.20 - 2.40

National Steel Policies and International Disciplines



- Global Overcapacity
- Global Steel Forum
- Strengths and Weaknesses of WTO disciplines
- Reformed EU trade defense mechanisms

Bernard O'Connor, Equity Partner, Nctm

2.40 - 3.00

The material "steel" in a white goods company: challenges



- Market environment for premium household appliances
- Commercial and technical relevance of steel
- Minimisation of risk and dealing with volatile market prices
- Outlook & trends

Hans Krug, Prokurist, Head of Purchasing Division, Miele & Cie. KG

3.00 - 3.15

Time for discussion and questions to the speakers

3.15 - 3.45

Tea and coffee break

„Digitalization is like a sports program: A master plan is neither helpful nor necessary to start soon.“

Sebastian Grethe, Mapudo GmbH

”



“We have to radically re-think the mode, i.e. the way in which we operate organisations.”

Moritz Ettl

”



„Steel scrap is the recycling product, that the world will always need - with a seemingly never-ending course for growth.“

Dip.-Ing. Peter Kosub, SeRohCon GmbH

”



WHAT'S NEW WITH SCRAP STEEL RECYCLING?

4.30 - 4.50

Scrap steel in challenging times



The transformation of the steel industry does not stop at scrap steel recycling. On the one hand, scrap steel shipment in Germany stagnates; on the other, the global market experiences an upswing. However, new chances arise from the increasing globalisation. Furthermore, the scrap prices are characterised by high volatility. There is a lot going on.

PLUS: How are the average direct sale prices for scrap steel determined?

RA Dr Rainer Cosson, Managing Director, BDSV

4.50 - 5.10

Digitalisation of scrap recycling: opportunities and challenges



- From efficiency to transparency: advantages of digital business models
- Re-thinking in the industry: raw materials supplier instead of waste producer

Dipl.-Kaufm. Daniel Jürgenschellert,
Founder & Managing Director, ONESCRAP GmbH

5.10 - 5.25

Time for discussion and questions to the speakers

5.25

End of Day 1

8.30 - 9.00

Tea and coffee reception

9.00 - 9.15

Welcome and introduction to the topics on Day 2

Grischa Brower-Rabinowitsch & Martin Woche, Handelsblatt

POLITICAL FRAMEWORK CONDITIONS

9.15 - 9.35

Steel industry in the NRW Region - effects on the value creation networks



The steel industry is a hub for value creation networks in almost all economic areas - be it automotive, machine building or construction. At the same time, it is coming under pressure as a result of over-production, European climate protection targets etc. From the point of view of state politics, possibilities of how to consolidate and innovate will be discussed in order to face up to these challenges.

Prof. Dr Andreas Pinkwart, Minister of Economics, Innovation, Digitalisation and Energy of the State of North Rhine-Westphalia

9.35 - 9.55

Our future has a heart of steel



The steel industry is key to securing a high-performance, innovative industrial sector in North Rhine-Westphalia. Only with highly developed basic materials such as steel will it be possible to maintain technological leadership in processing industries.

Knut Giesler, District Head North Rhine-Westphalia, IG Metall

9.55 - 10.05

Time for discussion and questions to the speakers

NETWORKING-NIGHT

6.00 - 10.00



The local brewery in Füchschen is famous for its masterfully brewed beer and the crispiest pork knuckles in town. We invite you to join us for dinner in the Füchschen family brewery. Enjoy the fresh, traditional, Rhine-region food with seasonal ingredients from local suppliers. Take the opportunity to dive deeper in discussions with other participants and experts and get yourself into the mood for the next day.



“Besides the further increases in efficiency in the usage phase - also through lightweight construction methods - it will become even more important in future to improve the structural efficiency both economically and with regard to the overall lifecycle.”

Dipl.-Ing. Kristian Seidel, fka

”



DIGITALISATION OF THE STEEL INDUSTRY – HOW CAN “HYPE” TURN INTO REAL BENEFIT?

10.05 - 10.25 | + 5 minutes Q&A



The steel market in digital transformation – the successful transformation of a traditional company

The steel market of the future will be characterised by digital industrial platforms which will gradually take over from traditional offline channels. Market players must therefore re-orient themselves and fully digitalise their supply and performance chains. Evidence shows: only those who begin early and drive internal change can benefit from learning processes and advances.

Dipl.-Wirtsch.-Ing. Gisbert Rühl, Chairman of the Board, Klöckner & Co SE

10.30 - 10.50 | + 5 minutes Q&A



Start digitalisation now – but how?

- Industrial organisational structures are not suited to digitalisation projects
- Digitalisation projects demand different decision-making and implementation processes as industrial investments
- Successful digitalisation demands a focus on opportunity utilisation, not on risk avoidance

Sebastian Grethe, Founder & Managing Director, Mapudo GmbH

10.55 - 11.25

Tea and coffee break

11.25 - 11.45

DISCUSSION PANEL WITH THE MAIN TOPICS:



- **Webshops / platforms**
- **Planning and control approaches**
- **Production – perspective of plant engineering**

Dipl.-Wirtsch.-Ing. Hartmut Freiheit, Subject specialist projects, Salzgitter Flachstahl GmbH

Sebastian Grethe, Founder and Managing Director, Mapudo GmbH

Dr Jens Magenheimer, Vice President Sales BU Metals, ISRA PARSYTEC GmbH

Moderator: Dipl.-Wirtsch.-Ing. Marc Hartmann, Senior Partner, Bronk & Company GmbH

11.45 - 12.00

Time for discussion and questions to the speakers

12.00 - 12.30

Tea and coffee break

E-MOBILITY – OPPORTUNITIES FOR THE STEEL MARKET

12.30 - 12.50



New mobility concepts take shape with steel

The offensive has begun: both the political funding and the technological progress in electromobility are currently gaining tempo worldwide. Steel manufacturers and fabricators are prepared because regardless of the type of electrical drive system – automobile manufacturers are still placing their faith in steel. At the end of the day, steel is the material for sustainable and affordable solutions.

Prof. Dr-Ing. Heinz Fuhrmann, CEO, Salzgitter AG

12.50 - 1.10



Drive systems in transformation – perspectives and opportunities for medium-sized steel processing companies

The development and introduction of new drive systems will significantly change the value creation networks in the automobile industry. Change processes open up new opportunities which a steel-processing industry composed of medium-sized companies can take advantage of flexibly and rapidly when the potential and timeframes are clear. Key predictable development timelines and the resulting options for action are presented for the processes of steel fabrication.

Dr Hans-Toni Junius, Chairman of the Management Board, C.D. Wälzholz KG

1.10 - 1.25

Time for discussion and questions to the speakers

1.25 - 2.30

Refreshments and get-together to finish off the Handelsblatt Annual Conference FUTURE OF STEEL

2.30

End of the Handelsblatt Annual Conference FUTURE OF STEEL

“A real innovation project is like a difficult, unpredictable obstacle course. Just do it! The more often you do it, the more power, endurance and experience you will have.”

Dipl.-Ing. Dr Peter Schwab, voestalpine AG



PARTNERS AND EXHIBITORS

As of going to print, the following partners have confirmed participation in the conference:



Bronk & Company is a consultancy specializing in supply chain management with many years of experience and expertise in the metals industry. Interdisciplinary teams support Global Players (among those ThyssenKrupp, Georgsmarienhütte, IMS group, VDM) in transforming and increasing the efficiency of their supply chains. High speed in the development and realization of targeted, quantitatively measurable and tailor-made optimization concepts is achieved with the use of smart data tools, like the B&C analysis tool SCM CONTROL™.

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The mission of **XOM Metals GmbH** is to digitalize the whole metal industry in Europe and US and become the leading trade platform for industrial supplies. We are a smart and ambitious team with strong background in e-commerce and experience in the steel industry. Backed by high investments of industry leaders in this field and experienced investors, XOM Metals GmbH has already several well-known customers. We are eager to develop our product and scale fast.

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16-20 April 2018
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From 16 to 20 April 2018, the world's leading trade fairs will once again open their doors at the Düsseldorf exhibition grounds to present innovative technologies, new machinery and equipment as well as products and services from their industries. More than 2,600 exhibitors will be meeting around 70,000 international visitors in 16 exhibition halls on a total net area of around 110,000 square metres. The Düsseldorf trade fairs thus impressively confirm their No. 1 positions as the world's leading trade fairs for their industries. Up-to-date information on both trade fairs can be found on the Internet portals at: www.wire.de and www.Tube.de

LOGO PRESENTATION



Wilhelm H. Kullmann founded the **WIKUS** saw factory in Spangenberg back in 1958. Today, the name WIKUS stands for maximum precision, quality and performance. Our family business has made a name for itself all over the world with these values. Customer satisfaction always comes first for us. For this reason, our products and technologies are developed and manufactured in Germany on the basis of the highest standards for quality.

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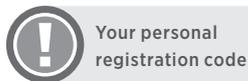


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Handelsblatt Annual Conference

FUTURE OF STEEL

Reordering the steel industry:

TRADE
DIGITALISATION
ELECTROMOBILITY

7 and 8 March 2018, Van der Valk Airporthotel, Düsseldorf

www.handelsblatt-zukunft-stahl.de
registration@euroforum.com
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	Price
Handelsblatt Annual Conference FUTURE OF STEEL 7 and 8 March 2018, Düsseldorf	€ 2,150*

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YOUR ADVANTAGE

- A substitute may attend in your place at no additional cost.
- The fee includes full conference documentation.
- Optional: get the Handelsblatt or WirtschaftsWoche digital pass for free for six weeks as a thank you for your participation.

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Do you have any questions about the conference? We will be pleased to help you.

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YOUR VENUE

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