



# The First Annual Asia Steel Manufacturing Conference

## Exploring Hidden Profit and Fueling Dynamic Growth in 2007 and Beyond

2nd - 3rd November 2006, Shanghai International Convention Center, China

“ There is an infinite capacity to improve everything ”

— Jack Welch  
Former CEO, GE

### Why should you attend:

We believe that the quality of a conference program comes from listening to the requests and advice given by our target market. We pride ourselves in providing the most up-to-date subject matter suggested by the market in an environment that is conducive to networking and learning. At this event, you will have the unique opportunity to:

- **Acquire** a thorough understanding of the changing landscape of Asia steel market and the restructuring / consolidation of Chinese steel industry
- **Understand** the supply, demand, and price fundamentals for steel products
- **Learn** the latest proven concepts, strategies and techniques leading to manufacturing and operational excellence: Six Sigma, Lean Manufacturing, Total Productive Maintenance, Supply Chain Optimization etc...
- **Benchmark** your manufacturing performance with industry leaders
- **Enjoy** interactive panel discussion to introduce your point of view or raise any concerns
- **Meet** with a distinguished collection of the world's top two manufacturing masters, representatives of the world's larger iron & steel companies, government officials, industry specialists, practitioners and participants from the global iron and steel fraternity

Meeting the man who trained Jack Welch:



**Dr. Mikel J. Harry**  
President  
Six Sigma Management Institute

Learning from the originator of lean manufacturing:



**Quarterman Lee**  
President  
Strategos International Inc.

Featuring keynote presentations and best practice case studies from these international leaders:

**Tienan Liu**  
Director General,  
Industrial Department  
NDRC

**Lejiang Xu**  
President  
Shanghai Baosteel Group Corporation

**Wenrong Shen**  
Chairman  
Shagang Group

**Yifang Wang**  
Chairman  
Tangshan Iron and Steel Co., Ltd.

**Tiegang Hua**  
Deputy Director for Production  
Capital Steel Group

**Xiang Zhang**  
Chief Engineer  
Wuhan Steel Processing Co., Ltd.

**Kirby Adams**  
Managing Director and CEO  
Blue Scope Steel Limited

**Dirk Matthys**  
Executive Vice President  
General Delegate China  
Arcelor

**Harsh K Jha**  
Managing Director  
Tata Metaliks Limited

**Park Ki-Hong**  
Corporate Planning Director  
POSCO

**Jack Maclachlan**  
Managing Director,  
Manufacturing Excellence  
Corus Group

**Karl Schwaha**  
Executive VP & Member of Board  
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INDIAN STEEL ALLIANCE

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THE WORLD'S LEADING STEEL EVENT FOR SENIOR EXECUTIVES

## Are you facing the following challenges?

- Need to improve customer satisfaction
- More SKUs, smaller batches, shorter lead times
- Improvement efforts taking too long to produce tangible gains
- Commoditization and price-driven purchasing
- Continuing pressure to reduce costs and speed deliveries while maintaining quality

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**Although** the steel industry has been showing good returns lately, many challenges remain, such as sustainable value creation, the need to consolidate, uncertain steel consumption scenarios, substitution threats from competing materials, environment and climate change as well as growing international trade and fair competition issues.

How do you position yourself for success? Both foreign and local practitioners are now facing three critical issues: meeting quality and mass customization from customer, lowering costs and enhancing efficiency.

**In-depth** research, sound market information, careful planning, thoughtful business strategies and effective manufacturing methodologies are all essential to establishing a strong foothold in today's increasingly competitive climate. This conference aims to provide the most comprehensive strategy and concepts for steel manufacturing success.

## Who should attend

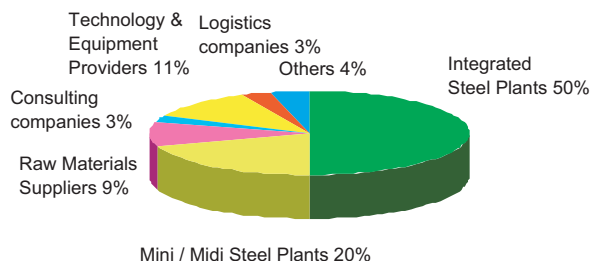
This is a must attend event for senior executives and decision makers involved in your organization's growth strategies and the quality and efficiency of your manufacturing operations:

- |                                  |   |
|----------------------------------|---|
| + Vice President                 | + Supply Chain Director/Manager             |
| + General Manager                | + Engineering Director/Manager              |
| + Production Director/Manager    | + Project Manager/Engineer                  |
| + Manufacturing Director/Manager | + Shop-floor supervisor                     |
| + Operation Director/Manager     | + Automation & Control Manager              |
| + Plant Manger                   | + Application Integration Manager           |
| + Quality Director/Manger        | + Research and Development Director/Manager |

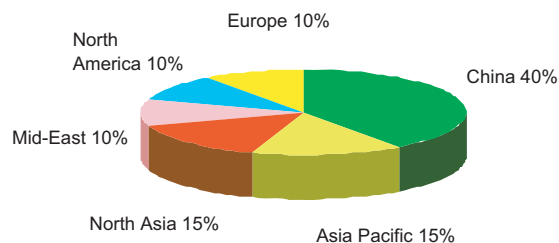
## Target Market

We anticipate conference participants and presenters representing global iron & steel fraternity. Geographically, besides delegates from Mainland China, a large number will be traveling from other Asian countries, Australia, Europe, and the United States. This diversity will allow a strong exchange of opinions and ideas.

### Industry Segment



### Geography Segment



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Day One 2 November, 2006

0815	REGISTRATION - COFFEE/TEA		
0845 Opening Address From Chairman	<p><b>Beyond the Buzzwords: Becoming a Value Player in Steel Sector</b>  <b>Xinchuang Li</b>  <i>Vice President &amp; Chief Engineer</i>  <b>China Metallurgical Industry Planning &amp; Research Institute</b></p>		<ul style="list-style-type: none"> <li>Improving the alignment between supply chain and business objectives</li> <li>Overcoming challenges from procurement to logistics and transportation</li> <li>Establishing global strategic partnership to relieve the lack of raw materials</li> <li>Managing the risk in the supply chain for better flexibility</li> </ul> <p><b>Wenrong Shen</b>  <i>Chairman</i>  <b>Shagang Group</b></p>
0900 Session 1 The Global Perspective	<p><b>Global Steelmaking: Challenges in Striking a Balance Between Supply and Demand</b>            Volatile pricing conditions have wreaked havoc on the steel industry in recent years. Has the long-term steel demand outlook changed? How much steelmaking capacity may be closed? Will new technologies stimulate capital investment? What may be the future of global steel trade? When might the industry's supply-side constraints stimulate the next surge in global steelmaking capacity? In this opening session, Mr. Adams will talk about the future outlook of steel market, with emphasis on the supply and demand dynamics.</p> <ul style="list-style-type: none"> <li>Current world steel production capacity analysis</li> <li>Scenarios for steel supply / demand: A 2030 view</li> <li>How much and what types of steel will Asia need?</li> <li>What are the smartest moves for sustainable development and long-term profits?</li> </ul> <p><b>Kirby Adams</b>  <i>Managing Director and CEO</i>  <b>Blue Scope Steel Limited</b></p>	1145 Session 4 Keynote Presentation	<p><b>Transforming and Exceeding the VOC: Favorably Satisfying Product Specification Needs</b>            Who you serve, what services you provide and how you are going to achieve competitive advantage is the mission of many organizations whose vision is to deliver value to its customers. This session will focus on marrying the VOC with the innovation of your company's products and services in order to keep your customers wanting more. Through a better understanding of your customers' needs, you will be more adept to develop robust products that are engineered to the features of your customer's requirements.</p> <ul style="list-style-type: none"> <li>Getting the whole team involved in understanding and fulfilling customer needs</li> <li>Gaining an early understanding of your customer in order to reduce time to market and a reduction in design changes</li> <li>Using six sigma as a method to eliminate variation to customer requirements</li> <li>Maintain relentless customer focus</li> </ul> <p><b>Park Ki-Hong</b>  <i>Corporate Planning Director</i>  <b>POSCO</b></p>
0945 Session 2 Government Special Address	<p><b>Creating a Lucrative Environment for the Development of China's Steel Industry</b>            Producing around 300 million tones per year and consuming even more than that, China's iron and steel industry is playing an increasingly vital role in the international market. Where is China's steel industry heading for? For those vying for success in China, it is critical to gain a sharp insight into market regulations and evaluate government policies to match with your business strategies. This keynote address will blueprint the clearer views on the updated government policy and development prospect of China's steel industry.</p> <ul style="list-style-type: none"> <li>The capacity, utilization, and the impact of China</li> <li>Foreign investment situation in China steel industry</li> <li>Latest regulatory reform and its impact on foreign and local steel makers</li> <li>2008 Olympic Games: Grasping vast opportunities of the Olympic boom</li> </ul> <p><b>Tienan Liu</b>  <i>Director General, Industrial Department</i>  <b>National Development and Reform Commission</b></p>	1230	NETWORKING LUNCHEON
1030	MID-MORNING REFRESHMENTS BREAK	1400 Session 5 Case Study	<p><b>Innovation Strategies to Maximize Operating Profit</b>            To achieve the goal of "being the most competitive steel company in the world", Baosteel is implementing a new Enterprise System Innovation (ESI) Program. ESI integrates production, marketing, R&amp;D, and other functions; and reduces lead times. In this presentation, you hear the success story of Baosteel which will help you take your operation to the next level of effectiveness and success.</p> <ul style="list-style-type: none"> <li>Baosteel in progress: Competence-based innovation portfolio</li> <li>"Three-dimensional" IT framework and new ESI program</li> <li>Best practice of business process management and ERP implementation</li> <li>Six sigma combined with new IT strategy for manufacturing excellence</li> </ul>
1100 Session 3 Keynote Presentation	<p><b>Optimizing a Global Supply Chain System</b>            Today's business environment is rapidly and dynamically changing. Supply chain management not only concerns operational excellence and cost reduction objectives, but more and more is focused on developing new business strategies and managing new business models to outperform competition and to satisfy customers, while contributing to shareholder value. This insightful presentation will provide a framework for steel companies to begin redefining their strategies, fine-tuning their performance objectives, and continuing the transformation journey of supply chain evolution towards maturity -- thus, energizing the supply chain to deliver superior performance and increased profitability.</p>		<p><b>Lejiang Xu</b>  <i>President</i>  <b>Shanghai Baosteel Group Corporation</b></p>

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Day Two 3 November 2006

<p>1445 Session 6 Panel Discussion</p>	<p><b>Next Generation Manufacturing - How Emerging Technologies will Transform Steel Manufacturing Operations</b></p> <p>New manufacturing technology that bring enhanced productivity, improved processes, higher quality and lower costs plays a critical role in envisioning a world-class steel making entity. These technologies have the power to transform the way business is done within the organization and with the external partners. With the advent of new manufacturing technology and concepts, the production facility acquires a new strategic role. New product development technology and improved manufacturing processes combined with a facility's strategic design will have a significant impact on product goals, revenue potential and ultimately, the company's growth and value. Our panel of speakers will discuss how new technology impact the steel industry today and what is to be expected in the future.</p> <ul style="list-style-type: none"> <li>• The importance of new technology launching</li> <li>• Technological revolution: who's leapfrogging the competition?</li> <li>• How to harness the power of technology to improve your revenue?</li> <li>• Technology progress in blast furnace ironmaking in China</li> </ul> <p><b>Moderator:</b> <b>Xinchuang Li</b> <i>Vice President &amp; Chief Engineer</i> <i>China Metallurgical Industry Planning &amp; Research Institute</i></p> <p><b>Panelists:</b> <b>Lejiang Xu</b> <i>President</i> <i>Shanghai Baosteel Group Corporation</i> <b>Yifang Wang</b> <i>Chairman</i> <i>Tangshan Iron and Steel Co., Ltd.</i> <b>Wenrong Shen</b> <i>Chairman</i> <i>Shagang Group</i> <b>Karl Schwaha</b> <i>Executive VP &amp; Member of Board</i> <i>Siemens VAI</i></p>	<p>0815 REGISTRATION - COFFEE/TEA</p> <p>0845 Welcome Address From Chairman</p> <p>0900 Session 8 Keynote Presentation</p>	<p><b>Riding the Dragon: Fostering an Environment Conducive to Innovation</b> <b>Roger Manser</b> <i>Global Editor</i> <i>Steel Business Briefing</i></p> <p><b>How to Effectively Realize Mergers and Acquisitions in Steel Industry</b> Merger and acquisition activity in the steel production sector has been accelerating. Many integrated steel producers are adding value to the bottom line by taking the shape of consolidation, namely, mergers and acquisitions among their ranks. However, according to Chinese government's new steel industry development policy, overseas companies are banned from taking control of domestic steel companies. Where will the opportunities be and what are the outlook on cooperation and investments?</p> <ul style="list-style-type: none"> <li>• Identifying the problems associated with mergers among steel enterprises</li> <li>• Strategies in identifying potential companies for joint ventures</li> <li>• China factor in global co-operation, joint ventures and strategic alliances</li> <li>• Structuring a financial deal</li> <li>• Identifying the key issues in repatriation of profits</li> </ul> <p><b>Dirk Matthys</b> <i>Executive Vice President</i> <i>General Delegate China</i> <i>Arcelor</i></p>
<p>1530</p>	<p>MID-AFTERNOON REFRESHMENTS BREAK</p>		
<p>1600 Session 7 Intensive Workshop</p> 	<p><b>Six Sigma Breakthrough Strategy under Changing Business Environment</b></p> <ul style="list-style-type: none"> <li>• Integration of Six Sigma to the business strategy</li> <li>• Best practice and innovative approaches on Six Sigma deployment</li> <li>• Six Sigma generation III and PowerThinking</li> <li>• The POSCO success story: Roadmap and characteristics of Six Sigma at POSCO</li> </ul> <p><b>Dr. Mikel J. Harry</b> <i>President</i> <i>Six Sigma Management Institute</i></p> <p><b>About your workshop leader:</b> Dr. Harry has been widely recognized and cited in many publications as the principal architect of Six Sigma and the world's leading authority within this field. His most recent book entitled Six Sigma: The Management Strategy Revolutionizing the World's Top Corporations has been on the "best seller list" of the Wall Street Journal, Business Week, and Amazon.com. He has consulted many of the world's top CEOs and has been a featured guest on such television programs as the NBC show "Power Lunch". In addition, he has been distinguished by Arizona State University with the 2002 Engineering Excellence Award for superb achievements in the engineering profession and notable contributions to society. For more information about Dr. Harry, please refer to: <a href="http://www.mikeljharry.com/">http://www.mikeljharry.com/</a></p>	<p>0945 Session 9 Keynote Presentation</p>	<p><b>Product Lifecycle Management for Sustainable Competitive Edge</b> PLM's rapid evolution is a sign of emerging business challenges that are becoming prevalent throughout manufacturing: increased product complexity, greater reliance on outsourcing, and a growing need for collaboration with a rapidly expanding list of business partners. By reorganizing and restructuring with PLM strategies, a manufacturer can bring greater revenue vitality to its business model. Performance improvements achieved brings competitive relevance that go beyond mere cost cutting. For example, the time-to-market gains with PLM can benefit customer satisfaction directly and translate into gains in market share. Discover how gained the maximum benefit potential of PLM derives from emphasizing customer value first and delivering it fast.</p> <ul style="list-style-type: none"> <li>• Addressing the key factors of achieving speed to market: the short product lifecycle scenario</li> <li>• Driving shorter lifecycles through technological innovation and competitive market environment</li> <li>• Delivering value first and value fast for a higher competitive advantage</li> </ul> <p><b>Xiang Zhang</b> <i>Chief Engineer</i> <i>Wuhan Steel Processing Co., Ltd.</i></p>
<p>1730</p>	<p>WRAP-UP OF DAY ONE / COCKTAIL PARTY</p>		
		<p>1030</p>	<p>MID-MORNING REFRESHMENTS BREAK</p>
		<p>1100 Session 10 Keynote Presentation</p>	<p><b>Benchmarking for Operational Excellence</b> "What gets measured is what gets managed." Success in competitive and rapidly changing markets requires effective management, and effective management requires reliable performance measures. Gain insight on how a world-class steel maker successfully implemented a performance benchmarking process.</p>

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	<ul style="list-style-type: none"> <li>● Facilitating cost and performance ownership through the organizational structure</li> <li>● Setting a framework for continuous improvement</li> <li>● Selecting key performance indicators (KPI) as best practice</li> <li>● Using the company Intranet to facilitate international benchmarking</li> </ul> <p><b>Jack Maclachlan</b>  <i>Managing Director,  Manufacturing Excellence  Corus Group</i></p>	<p><b>Moderator:</b>  <b>Roger Manser</b> <i>Global Editor  Steel Business Briefing</i></p> <p><b>Panelists:</b>  <b>Xiang Zhang</b> <i>Chief Engineer  Wuhan Steel Processing Co., Ltd.</i>  <b>Tiegang Hua</b> <i>Deputy Director for Production  Capital Steel Group</i>  <b>Jack Maclachlan</b> <i>Managing Director, Manufacturing Excellence  Corus Group</i>  <b>J.K Tandon</b> <i>Director of Projects &amp; New Business Development  Essar Steel</i>  <b>Sandipan Charkravorty</b> <i>Managing Director  Tata-Reyerson Limited</i></p>
<p>1145  Session 11  Keynote  Presentation</p>	<p><b>Today's TPM Goals: Maximization of Equipment Effectiveness and Added -Value</b>  Competitiveness, sustainability and the need to increase plant efficiency has prompted Tata Steel to implement Total Productive Maintenance (TPM) at some of its critical units which helped the company in achieving its goal of being the lowest cost producer of steel in the world. In this in-depth case analysis, Dr Harsh will share with you Tata Metaliks' s successful experiences of TPM and know-how, based on its strong and active role in the steel industry.</p> <ul style="list-style-type: none"> <li>● How to plan, introduce and launch a TPM project</li> <li>● Total elimination of waste related to equipment</li> <li>● Ensuring high involvement of people selecting, designing, operating and maintaining equipment</li> <li>● Monitoring life-cycle management of equipment</li> <li>● Ensuring optimal management of the industrial safety and environment protection parameters</li> <li>● Overcoming the cultural barriers of integrating operations and maintenance</li> </ul> <p><b>Harsh K Jha</b>  <i>Managing Director  Tata Metaliks Limited</i></p>	<p>1530  MID-AFTERNOON REFRESHMENTS BREAK</p> <p>1600  Session 14  Intensive  Workshop</p>  <p><b>Lean Manufacturing's Impact on Improving the Bottom Line - Building a Lean Strategy that Works</b>  Lean manufacturing is aimed at the elimination of waste in every area of production including customer relations, product design, supplier networks and factory management. Its goal is to incorporate less human effort, less inventory, less time to develop products, and less space to become highly responsive to customer demand while producing top quality products in the most efficient and economical manner possible. Learn how to turn operations into an effective tool to compete in today's marketplace by becoming faster and more responsive to customer demand! Help your company do more rapidly with fewer resources, less risk, less investment and less effort.</p> <ul style="list-style-type: none"> <li>● What are the principles of lean manufacturing? How does it improve overall performance?</li> <li>● What are the principal traits of a successful lean organization?</li> <li>● How should the leadership promote lean in the organization?</li> <li>● Developing &amp; implementing your lean strategy</li> </ul> <p><b>Quarterman Lee</b>  <i>President  Strategos International Inc.</i></p> <p><b>About your workshop leader:</b>  Quarterman Lee has been a trusted advisor to business and industrial clients for more than 23 years. Prior positions at Ford Motor Company, Rockwell-International, McDonnell-Douglas and Crown- Zellerbach provided broad experience in Plant Engineering, Product Engineering and Management.) For more information about Quarterman Lee, please refer to:  <a href="http://www.strategosinc.com/quarterman_lee.htm">http://www.strategosinc.com/quarterman_lee.htm</a></p>
<p>1230  1400  Session 12  Case Study</p>	<p><b>NETWORKUBG LUNCHEON</b></p> <p><b>Co-Processing of Waste and Energy Efficiency by Steel Industry</b>  The energy cost of steel sector covers over 30% of the gross cost of steel products. In response to the price hike of energy, Capital Steel, one of China's largest steel makers, is developing energy-saving technologies plant wide. Energy-efficient measures have increased Capital Steel's productivity between eight and ten times. In this session, Mr. Hua will share with you Capital Steels proven energy-saving strategies which are highly applicable to your mill.</p> <ul style="list-style-type: none"> <li>● The type of secondary energy in the main process of iron and steel</li> <li>● The utilization of redundant pressure and energy</li> <li>● Control of primary energy consumption</li> <li>● Full recycle of secondary energy</li> <li>● Residual heat recovery and water saving</li> </ul> <p><b>Tiegang Hua</b>  <i>Deputy Director for Production  Capital Steel Group</i></p>	<p>1730  RECAP OF DAY TWO / END OF CONFERENCE</p>
<p>1445  Session 13  Panel  Discussion</p>	<p><b>Walking the Tightrope of Cost, Quality and Delivery</b>  In a perfect world, you could continue to bring down your costs while maintaining your leadership position on product quality and at the same time kept your clients happy. Unfortunately, the steel making industry is far from a perfect world. Although new technologies and concepts continually drives us towards achieving that perfect balance, is it in fact possible to improve one element without somewhat sacrificing another? Our panel of experts will share their views on the challenges of attaining the best point of equilibrium in their quest towards overall world class competitiveness.</p>	