



In recent years, the Middle East stood out as one of the steel world's central pillar's of growth, with consumption rising by an estimated 15% a year, and imports some 30% a year. Speakers at SBB's Middle East conference this September will analyse to what extent the region will resume this pole position in 2010 and 2011.

Regional steel demand was and will be driven by its construction and infrastructure needs. Oil and gas production may be stagnant at present, but steel demand in Egypt, Iran, Iraq and Algeria continues to grow. Speakers at the SBB conference will highlight how local producers and imports into these and other countries will continue to supply the region. Panel sessions will focus on price developments.

The main themes for the conference are:

- Key infrastructure projects in the region
- Growing steel market protectionism – “Imports battle for market share”
- Finance for new steel projects
- Steel consumption growth – housing construction, vehicles, air-conditioning, pipes
- Iraq reconstruction
- Regional steel price developments

**MEsteel Early Bird
Special Price
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Day 1—Tuesday, 29 September 2009

09:00 Registration

10:45 Welcome Address

11:00 Session 1: Keynote Session: Market fundamentals

The global crisis has hit the prices of commodities, including oil and gas, and impacted on steel supply and demand in the Middle East. Experts will discuss the broad trends in the region, its place in the world market, and how its industry is overcoming today's slowdown.

12:30 Conference Lunch

14:00 Session 2: Construction and infrastructure

To what extent will the region continue to finance construction and infrastructure projects after the crisis? Or will the risks be too great? Property market players and steel suppliers to the region will discuss the current and future situation.

Special attention will be given to the Iraqi and Iranian steel markets and industries. Iraqi government representatives and independent experts will outline the opportunities and threats in the country. Iran is on its way to self-sufficiency in most steel products: local suppliers will review the trends.

15:30 Networking Coffee Break

16:15 Session 3: Panel Discussion: Rebar and billet prices

In 2008, long product steel demand from the Middle East, and particularly the Emirates contributed to the global steel price bubble.

Will this be repeated? How will billet and rebar prices move in Q4 and the first half of 2010?

18:30 Cocktail Reception

19:30 Gala Dinner

Day 2—Wednesday, 30 September 2009

09:00 Keynote Session: Market trends

09:45 Session 4: Raw materials and steel production

Cheap gas has given the region a significant edge in DRI production. Will this continue? What will be the trends in raw materials supply and costs?

11:15 Networking Coffee Break

12:00 Session 5: Flat products and pipes

The recession has slowed some downstream projects in the region. Will these still go ahead? Suppliers review what the region's industries now need in terms of specialist and commercial-grade steel products.

13:30 Conference Lunch

15:00 Session 6: Panel Discussion: Flat product prices

Flat product steel demand in the Middle East is not as strong as rebar. But plate and coil are of growing importance. How will their markets move in Q4 and the first half of 2010?

16:30 Closing Comments

Easy way to register:

Fax below form to: +971 4 887 3002 or

Email it to admin@mesteel.com



Please register me for SBB Steel Markets Middle East 2009 at the rate of:

£884 / €977 / US\$1300 - ME Steel Special Rate* - Expires 28 Sept. 09

£1020 / €1127 / US\$1500 - Standard Rate**

*Your invoice must be paid in full by the 10/08/2009 to be eligible for the Early Bird rate. Unpaid invoices will be reissued at the new higher rate.

** Registrations will be accepted on the door (29th September 2009) pending availability, and subject to a 10% charge

KEY EVENT DETAILS:

29-30 September 2009

Shangri-La Hotel
Sheikh Zayed road
PO Box 75880
Dubai, United Arab Emirates



Registration Details – Please print clearly

Delegate Name: _____

Job Title: _____

Company: _____

Country: _____

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Business Activity: _____

How did you hear about this event?

Email Word of mouth Advertisement Other: _____

Conference Info

Registration Fee

Your registration fee includes Conference access, reception, lunch, dinner, refreshments & all meeting materials.

Accommodation

Accommodation & travel costs are not included in registration fee. A limited number of reduced rate rooms have been arranged at the conference hotel. Further information will be emailed to you on receipt of your payment. You must make your own travel arrangements.

Booking Conditions

Registration can only be confirmed upon receipt or proof of payment. Discounted fees apply when payment is received within the offer period. We hold the right to adjust fees due to exchange rate changes. Registration on the day carries a 10% surcharge.

Cancellations & Substitutions

Refunds, subject to a 25% handling charge will be made for cancellations up to 30 days before the conference. No refunds or credits thereafter. Cancellations due to travel & visa issues are treated as above. Please confirm cancellations in writing.

Data Protection

Personal data is gathered in accordance with the Data Protection Act 1984. Your details will be used by SBB and its suppliers to administer this event, but will not be passed on to 3rd parties for promotional purposes. We may send information about SBB's own products and services from time to time.

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