



**7th Asia Steel Forum (ASF) &
1st Asia Steel Industry Summit (ASIS) · Jakarta**
Invitation Letter

Sep 12-14, 2017

7th Asia Steel Forum (ASF) & 1st Asia Steel Industry Summit (ASIS)

Invitation Letter

Stride Forward with Great Potential in Asian Steel Industry

500 delegates from China, Indonesia, Japan, South Korea, China Taiwan, Vietnam, Burma, Malaysia, Singapore, the Philippines, and other countries will meet together in Jakarta.

September 12-14, 2017 Jakarta, Indonesia

Dear _____,

Welcome to attend the 7th Asia Steel Forum (ASF) & 1st Asia Steel Industry Summit (ASIS) to be held in September 12-14, 2017 in Jakarta, Indonesia to meet steel sellers, buyers, experts, and scholars from across the Asian steel and financial industries.

Theme: Stride Forward with Great Potential in Asian Steel Industry

We look forward to your presence at the grand event.

Shanghai Ganglian E-Commerce Co., Ltd. (Mysteel)

June 2017



7th Asia Steel Forum (ASF) & 1st Asia Steel Industry Summit (ASIS)

Invitation Letter

Dear Sir/Madam,

We sincerely request the honor of your presence at the **7th Asia Steel Forum (ASF) & 1st Asia Steel Industry Summit (ASIS)**, the biggest Asian event for the steel industry, to be staged in Jakarta, Indonesia in September 12-14, 2017.

With fast development in the past few decades, Asia has become the biggest steel centre in the world, accounting for over 60% of world's steel production and consumption. Key steelmaking countries in the region are experiencing significant changes worth close attention – China is upgrading its steelmaking facilities, Japan and South Korea are developing more advanced technologies, and the steel markets in South East Asia are booming. These encouraging evolutions and great potential in Asian steel industry make the continent a key hub of global steel trade and investment.

For anyone who wants to dig the steel market niche, Asia is a place should not be bypassed. Against such backdrop, Mysteel plans to hold the 7th Asia Steel Forum (ASF) & 1st Asia Steel Industry Summit (ASIS), which will be the biggest Asian event for the global steel industry, joining hands with industry heavyweights including Indonesian Iron and Steel Industry Association (IISIA), China Iron & Steel Association (CISA), Steel&Steel from South Korea, Japan Metal Daily from Japan, Steelnet from Taiwan, and associations such as South East Asia Iron and Steel Institute, European Union Chamber of Commerce in Shanghai, etc.

Focusing on the theme of “Stride Forward with Great Potential in Asian Steel Industry”, the twin events aim to enhance communication and interactions within Asian steel industry. This year, over 500 delegates from steel companies, information platforms, and industry associations of China, China Taiwan, Japan, South Korea, and Southeast Asian nations will join the forum. It will be an unparalleled opportunity for you to meet people from the whole steel industry of Asia.

Just as Asia is the focus of attention in the world's steel industry, ASEAN is the most active part in Asian steel industry and Indonesia plays a key role in ASEAN, given its close relationship with China and top role in ASEAN economy. With the world's 4th largest population and top economic ranking in ASEAN, Indonesia has a significant



steel demand potential to satisfy its infrastructures needs. Under President Joko Widodo's presidency, Indonesia has restarted the postponed projects and infrastructures and promoted the One Million Houses Program, which is deemed to stimulate more steel demand. Despite a fast-growing steel industry in Indonesia, much of the nation's steel demand needs to be imported, which makes Indonesia the world's 4th biggest steel importer.

Indonesia is also the second largest destination for Foreign Direct Investment in ASEAN, following Singapore, the only developed country in the region. Two major Japan-based steel producers had invested a total of USD \$450 million in Indonesia for the acquisition of Jatim Steel Manufacturing and the establishment of Krakatau Nippon Steel Sumikin. Krakatau-POSCO, the joint venture of PT. Krakatau Steel Tbk. and POSCO Korea had contributed significantly to local iron and steel market. The large young population and improving infrastructure make Indonesia an ideal destination for investment in mining and base metals. Therefore, we choose Jakarta as the location for the twin events, which will mark the biggest Asian event for the steel industry.

Along with the events, an international sourcing fair will be staged, aiming to bring global steel suppliers and buyers of steel products together at the negotiating table to chart the path for business partnership in the future. Delegates will meet face-to-face with each other, and it will be an excellent opportunity for foreign delegates to obtain first-hand supply-and-demand information on the global steel market.

After the sourcing fair, a field trip to local top steel mill will be organized, and it will be a good opportunity for you to explore deeper into Indonesia steel industry.

In the past two years, we have hosted three such sourcing fairs in China, which turned out to be a great success as quite a few deals were inked during and after the events, and many delegates are eager to attend such fair again in the hope of digging out new business opportunities.

We look forward to meeting you in September 12-14 in Jakarta.

Jun 2017



Conference Information

Time: September 12-14, 2017

Venue: Grand Mercure Jakarta Kemayoran, Jl H. Benyamin Sueb Kav B-6. Superblok
 Mega Kemayoran

Organizer: Indonesian Iron and Steel Industry Association (IISIA)

Co-organizer: Shanghai Ganglian E-Commerce Co., Ltd (Mysteel)

Partners: Steel&Steel (Korea), Steelnet (Taiwan), JMD (Japan),

Coordinators: CISA, Worldsteel

Participants: Around 500 from over 300 enterprises of which 100 are from Indonesia, 200 from Mainland China, 30 from Taiwan, China, 50 from Korea, 20 from Japan and 100 from other countries

Event Schedule

Day	Activity	Venue
Sep 11 Monday	Registration	Hotel lobby
Sep 12 Tuesday	Forum	Magnolia Grand Ballroom
Sep 13 Wednesday	International Sourcing Fair	Magnolia Grand Ballroom
Sep 14 Thursday	Steel Mill Visit	Krakatau Steel



Agenda

Sep 11, Registration, Lobby, 1st floor		
Time	Proceedings	
9:00-22:00	Registration & hotel check-in	
Sep 12, Forum, Magnolia Hall, 5th floor		
Session 1, Opening Ceremony		
Time	Proceedings	Speakers
9:00-9:30	Opening speech	Forum moderator
	Welcome speech by IISIA	IISIA Chairman
	Welcome speech by Mysteel	Mr. Zhu Junhong, Chairman of Mysteel
	Welcome speech by sponsor	Chairman of sponsor
	Welcome speech by co-organizer	Chairman of co-organizer
Session 2, Steel industry evolvement in a global macro picture		
9:30-9:50	An analysis of global macro dynamics	Senior analyst from investment bank
9:50-10:05	An analysis of CIS steel market	Metal Expert, Analyst, Anton Itson
10:05-10:20	An analysis of Turkish steel market	Metal Expert, Analyst, Olga Shyfrina
10:20-10:35	An analysis of India steel market	Analyst
10:35-10:50	An analysis of Iran steel market	Analyst
10:50-11:10	Analyzing long steel market in China	Mr. Xia Xiaokun, Mysteel VP
11:10-11:30	Analyzing flat steel market in China	Mr. Cao Jianyong, Mysteel senior analyst
11:30-11:50	Group picture taking	
Luncheon		
Session 3, Asian steel dynamics		
13:00-13:20	An analysis of Southeast Asian steel market	SEASIS, Chairman, Tan Ah Yong
13:20-13:40	An analysis of scrap market in Japan and other Asian nations	Mr. Tomoki Ichiyanagi, Managing Director of TEKKO SHIMABUN CORP.
13:40-14:00	Speech by S. Korea VVIP	Speaker from S. Korean steelmaker
14:00-14:20	Speech by Taiwan VVIP	Speaker from Taiwan steelmaker
14:20-14:40	Speech by Japan VVIP	Speaker from Japan steelmaker
14:40-15:00	Indonesian steel market: development trend and investment opportunities	Indonesian Industry Minister
15:00-15:20	Asian stainless steel market dynamics	Mysteel Analyst
Coffee break		
Session 4, ASEAN steel highlights: opportunities VS. challenges		
15:40-16:00	An analysis of Vietnam steel market	Vietnam Steel Association, Vice Chairman, Nguyen Van Sua
16:00-16:20	An analysis of Philippines steel market	Philippine Iron and Steel Institute
16:20-16:40	An analysis of Myanmar steel market	Myanmar Steel Trade Union
16:40-17:00	Building a bridge of communication and cooperation across ASEAN	speaker from steel associations and mills in ASEAN
Sep 13, International Sourcing Fair, Magnolia Hall, 5th floor		
Time	Proceedings	
9:00-16:30	International Sourcing Fair	
Sep. 14, Field trips,		
Time	Proceedings	
8:00-17:00	Option 1 : field trip to KS Steel	
8:00-17:00	Option 2 : JKT City Tour	

(For information ONLY. Changes may be made to actual schedule.)

Register

Registration Period: From now on to September 1 17:00

How to Registration:

Download registration form -> remittance -> fax the registration form and remittance receipts to forum service center -> receive the confirmation -> complete registration

Fee

Attendance Fee: US\$1,280/delegate for early-bird payment before Aug 15, including 3-day accommodation, breakfast, lunch, and dinner

US\$1,280/delegate for payment after Aug 15, accommodation and breakfast **EXCLUSIVE**, while lunch and dinner inclusive.

Exhibition booth (3m*3m) +1 attendance ticket USD5,000

Steel mill/project visit: US\$100/delegate

Please state "2017 ASF & ASIS" while remitting and the company name is also needed. Besides, please email the photography of remittance receipts and registration form to us and show it to the receptionist at the forum entrance. The registration form returned to us before Aug 20 will get the chance for the company's name listed in our directory while those sent to us after Aug 20 will lose the chance.

Contact Us

Contact	Telephone	Mobile/Whatsapp	Email	Skype
Gui Zhang	+86 021-66896815	+86 18662092866	zhangg@mysteel.com	gradyzhang666



Registration Form

Contact			
Company			
Department			
Job Title			
Number of attendee			
Telephone		Mobile	
E-MAIL		Whatsapp	
Skype		Other(s)	
Fees	<input type="checkbox"/> Forum (US\$1,280/delegate) ___ persons <input type="checkbox"/> Project visit (US\$1,00/delegate) ___ persons <input type="checkbox"/> Exhibition booth+1 attendance ticket US\$5,000 ___ persons Total persons___; Total Payment_____ Note: Payment before Aug 15 will cover accommodation, breakfast, lunch, and dinner, while that after Aug 15 will not include accommodation and breakfast, only covering lunch and dinner		
Meals	<input type="checkbox"/> Non-Vegetarian <input type="checkbox"/> Vegetarian <input type="checkbox"/> Non-Beef Meal <input type="checkbox"/> Non-Pork Meal Special Meal _____		
Banking details for payment in USD	Beneficiary: Shanghai Ganglian E-Commerce Co., Ltd. Address: 68 Yuanfeng Road, Baoshan District, Shanghai, 200444,P.R. China Issuing Bank: BANK OF CHINA SHANGHAI BRANCH Account No.: 4572 5924 0473 (For transfer in USD) Bank Address: B-2/F Baishu Bldg, 1230 N. Zhongshan No.1 Rd., Shanghai, P.R. China Swift Code: BKCHCNBJ300		



Supply & Demand Info Release

Please fill and return to (only electronic version): zhangg@mysteel.com

Company name		
English:		
Chinese (if any):		
Address: post code: Company website:		
Demand	Supply	Specification
Contact person:		Cell Phone:
Tel:		Fax:
Email:		

