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USD1,060!

Until 12 Aug 2011

Key Speakers



Murat Bayram
General Manager
Reukema Recycling, Europe



Abhijit Chaudhuri
Director (Supply Chain
Management)
Ispat Industries Limited, India



Aditya Roy Choudhury
Vice President (Procurement)
Tata Steel, Thailand



Chi Wai Chun
CEO
China Metals Recycling, China



Kensuke Kitani
President and Representative
Director
Shimabun Corporation, Japan



Tom Walpole
President
Novelis Asia, South Korea



Jianhua Zhou
CEO, Chairman of the Board
Lihua International, China

The 7th annual

WORLD SCRAP Metal Congress 2011

2011 世界废金属大会

1 – 4 November 2011, Le Royal Meridien, Shanghai, China

Featuring simultaneous English-Chinese translation

Hidden Treasure



Get leading, first hand information on the Asian and global scrap metal markets

Learn the latest trends and developments of scrap metals markets, demand and supply dynamics, economic conditions and policy impacting on the market.

Meet with Asia's biggest and newest scrap metal buyers

A proven 7 year platform for key regional scrap market buyers to meet with international recyclers and traders in exploring business opportunities.

Discover emerging supply sources globally and hear from the international recyclers influencing tomorrow's markets

Network with established, leading global suppliers and discover new and emerging suppliers.

Pre and Post Conference Masterclasses:

Separately
bookable

1. Gaining AQSIO certification and understanding legislative barriers and the legal system in China **(1 November)**
2. The Steel Scrap Swap - Negotiating price volatility through trading strategy, hedging and derivatives **(4 November)**

Features

- Buyers Showcase
- Sellers and Traders Showcase

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Book early and save up to USD1,060!

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Sponsors:

Organised by:

ECO FER
Slag recycling plant



terrappinn
use your brain

"Each time I attend the Congress; I meet new people and broaden my horizons, even after 33 years in the scrap industry."

Scott Horne
VP – Govt. Affairs & General Counsel
ISRI

"The Congress provided opportunities to create networks with scrap metal stakeholders from different parts of the world."

Surachai Sermlaksananon
Manager – Domestic Scrap Sourcing
Tata Steel, Thailand

"A perfect opportunity to meet and greet the market of the future"

Philipp Brunner
Business Manager
Terex Fuchs GmbH

"The Congress provided a comprehensive field of speakers from different disciplines, which left a deep impression."

Bill Yang
Vice General Manager - Raw Materials
Department **Jinchuan Group, China**

Get ahead... gain first access to established and emerging buyers and suppliers of metal scrap

Asia continues to lead the way in the demand for metal scrap

The economic downturn of 2008 and its impact on the scrap metals market is a distant memory. As we move through 2011 and into 2012, the market is strong and continues to strengthen with demand from Asia leading the way...The question is, are you adequately positioned to leverage on this opportunity?

Being in a seller's market, buyers want to strengthen existing business relations whilst broadening their supply options to alleviate the impact of higher prices. New and existing players, who successfully access and establish themselves in the Asian market, will achieve new growth for their business, and long term lucrative returns.

By attending World Scrap Metal Congress you will hear from C-level industry executives about how to do business in Asia, and the latest market information to be aware of; all of this whilst meeting with the leading buyers of both ferrous and non-ferrous scrap metals who are ready to do business...check out some of our A-list speakers on the following page.

Asia's most strategic international scrap metals market event – back with a bang at the heart of the booming scrap metal market

Back for its 7th successful year, World Scrap Metal Congress 2011 will not be a sentimental affair – it is back with a bang and is all about business, gaining competitive advantage and forward thinking. It is about the stakeholders. It is about trade. It is about economic conditions. It is about presenting a reliable platform for knowledge exchange and a face-to-face meeting platform to link international scrap metal sellers with buyers from Asian and other emerging markets. Ultimately, it is about now.

Join the leading players and major stakeholders of the global secondary metals industry in Shanghai this November and gain access to the latest industry information and updates. Find the latest business opportunities and new industry players, whilst understanding some of the challenges faced by the industry's stakeholders and the opportunities they present. Drive your business forward - get to know your markets and customers right at the heart of where it's all happening...Miss it and you will miss out!



Develop key partnerships with your clients

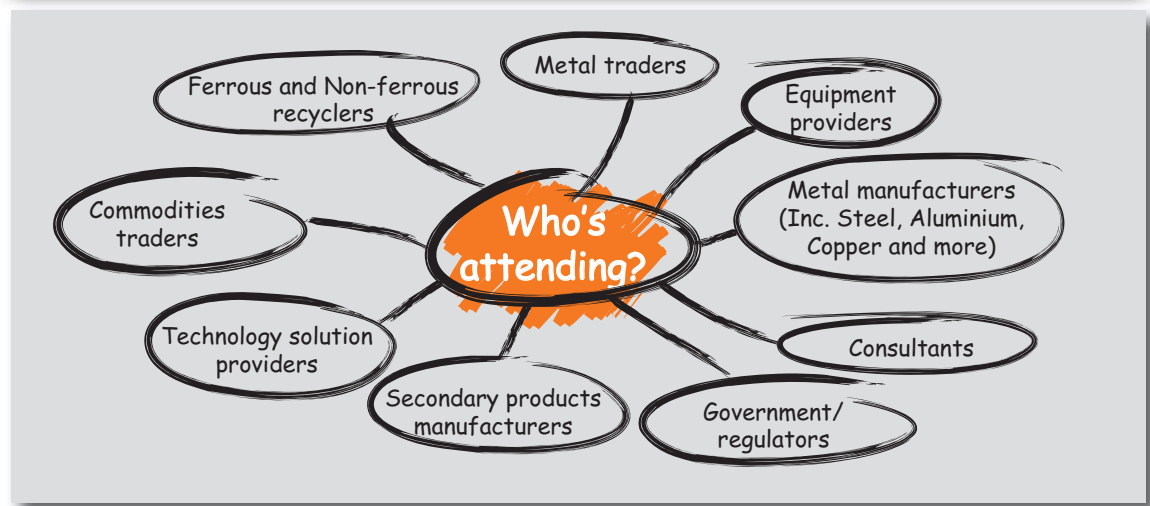


Delegate learning and networking



Network with over 200 key industry partners

Register now and save up to USD1060! Offer ends 12 Aug 2011.
Call Huisan Soh at +65 6322 2770 or email huisan.soh@terrapinn.com to book your seat



8 REASONS

What you will get at World Scrap Metal Congress 2011

Access over 50 Asian scrap metal buyers in one location

Meet directly with leading scrap buyers and metal manufacturers in Asia to engage in immediate business negotiations

Discover new scrap supply sources

Emerging market representatives from Southeast Asia, Central Asia, Russia, Africa & S. America will share their regions' business opportunities.

Hear from pre-qualified business leads in the buyers and sellers and traders showcases

Hear from scrap metal buyers and metals manufacturers who are actively looking for supplies and traders and recyclers who have the supplies you require.

See the bigger picture regarding demand and supply

Understand how global events and economic circumstances may be impacting the market.

Learn how to manage the impact of price volatility

Hear the latest strategies that can be implemented to offset the implications of price volatility and risk.

Become certified to import scrap metals into China

An in depth master class that helps you understand AOSIQ certification and facilitate completion of initial opening application.

Profile your products and services to targeted members of the scrap metal industry

We bring together a comprehensive audience from over 40 countries, whilst maintaining a strong connection to Asian markets. Partner us to reach out to your markets and maximise your ROI.

10 hours of dedicated networking time

We recognise that whilst learning about what makes the industry tick, it is imperative to meet with your peers – with 10+ hours of dedicated networking sessions, it is easy to connect with the right people. A great ROI on your time!

The Terrapinn difference

Terrapinn events create exciting places to...

- Interact and grow knowledge
- Meet and make contacts
- Become inspired and reenergised

Use your brain



A-List of Speakers



Jawed Ahmed, Commercial Director, Al Qaryan Group

As part of a leading company in metal trading, processing and recycling in Saudi Arabia, Mr. Ahmed will share his experience of 'emerging' supply markets, discussing their role, advantages and the challenges faced as opposed to 'traditional' supply markets.



Sachin Ahuja, Managing Director, India Steel

Within 7 years of establishing India Steel, Mr. Ahuja has led it from a small unknown enterprise to one of South Africa's up-and-coming country market leaders and global handlers; He will discuss the South Africa market and its supplies.



Liu Bo, Chief Economist/Purchasing Manager, Chalco Qingdao Light Metals Company

Founded by CHALCO, it is a leading buyer of secondary aluminium in China, which has adopted the most advanced and up-to-date technology for its processing. Liu Bo will assess the current appetite for scrap aluminium imports into China, and the opportunities that exist for international recyclers.



Vikram Jhunjhunwala, Executive Director, CAMCO

CAMCO is one of the largest aluminium recycler and ingot manufacturers in India. With many years of experience in procuring aluminium scrap globally, Mr. Jhunjhunwala is well placed to discuss India's aluminium recycling and appetite for aluminium scrap metal.



Jorg Kastrup, Head of International Non-ferrous Business, TSR Recycling

As part of one of the largest and leading metals recycler globally, Mr. Kastrup will discuss conducting business with China, thanks to his role in supplying to the international markets.



Sanjay Mehta, Executive Director, MTC Group

As a founder and director of this leading scrap trading house, Sanjay will provide an analysis on the current ferrous metals market; forecasting and opportunities linked to the raw materials markets.



Joseph Pickard, Chief Economist and Director of Commodities, ISRI

As a provider of analysis and insights on commodity and scrap market developments to the more than 1,500 ISRI member companies, Mr. Pickard will discuss global demand and the impact of recent global events on steel and steel scrap demand structures.



Saleem Shaban, Executive Director, Fortune Metals Inc, Member of the Board, Lucky Group

Mr. Shaban joined Lucky Group in 1983 and currently continues to exhibit his expertise in his management of the Group's associate company in Canada – Fortune Metals. As Lucky Group is a leading integrated metal recycler and aluminum alloy manufacturer globally, Saleem will discuss 'selling metal scrap to Asian markets'.



Kevin Wang, Chief Representative, Cronimet China

Cronimet is a leading recycler globally headquartered, in Germany. With its Shanghai operation processing stainless scraps for melting and supply to the stainless mills in the China market, Mr. Wang will discuss 'conducting business with China and its opportunities'.



Kexuan Yao, CEO, Armco and Metawise

In the last 3 years, Armco & Metawise supplied around 300,000 tons of raw materials to the steel industry. Its subsidiary, Armet Renewable Resource (China), houses a steel recycling plant with 1 million ton annual capacity, making Mr. Yao perfectly placed to discuss China's domestic scrap metal market.

Day One Wednesday 2 November 2011

9:00 Opening remarks from Terrapinn

9:10 Chairperson's opening remarks

DEMAND - THE BIG PICTURE9:20 **ASIAN MARKETS: Asia's role and its responsibilities in the growing demand for recycled metals**

PANEL DISCUSSION

- Demand levels in this region
- The benefits of using scrap metals
- Role of environmental protection

Tom Walpole, Senior Vice President, Global Manufacturing Excellence and President, **Novelis Asia**

Ren Hua Chen, Vice President of Materials Department, **Baosteel**

Chi-Wai Chun, CEO, **China Metals Recycling**

10:00 **GLOBAL DEMAND: How are recent global events impacting upon steel and steel scrap demand structures in Asia and globally?**

PANEL DISCUSSION

- Where are the shifts in demand happening
- Assessing the rebuilding process for Japan and how this will impact upon demand
- Impact of global events and the risks imposed upon commodity prices and supply chains

Kensuke Kitani, President & Senior Representative Director **Shimabun Corporation**

Joseph Pickard, Chief Economist and Director of Commodities, **ISRI**

10:40 **EUROPEAN MARKETS: What impact does the volatility of currencies and metal prices have on the EU markets?**

- Is FX becoming an issue in global supply and demand? Can Europe compete with the US
- Implications of a strong German market
- What is the impact on supply to Asia

Murat Bayram, General Manager, **Reukema Recycling**

11:10 Morning refreshments

11:30 **Buyers SHOWCASE** The Buyers Showcase will have two streams running simultaneously; one for ferrous metals manufacturers and one for non-ferrous metals manufacturers.

In each stream there will be 4 – 8 different presentations, lasting ten minutes each. This is an opportunity to hear from select metals manufacturers on their current business structure and activity, and scrap metal procurement strategies – Including the criteria they look for in choosing a supplier, and the metal type(s), volume, quality and timescales they require.

BUYERS MEET SELLERS ROUNDTABLES

12:10 Participate in quick, facilitated session of networking designed to ensure that you get the chance to not only meet, but also have a discussion with your business prospects. (Bring lots of name cards!)

13:00 Networking lunch

CHINA14:00 **China's 12th five year plan, and economic climate – What are the implications for China's metal manufacturers?**

- Overview of the key points of plan and the implications on demand
- Focus on new infrastructure strategies – increased production?
- Economic climate – implications for the industry and global supply chains

Seng Hong Qing, Senior Economist, **Everbright Bank**

14:30 **Conducting business with China and its opportunities**

PANEL DISCUSSION

- Exporting to China – What are the pitfalls? What are the opportunities
- Successful strategies used by global recyclers in serving the Chinese market
- Current procurement strategies of Chinese buyers

Kevin Wang, Chief Representative, **Cronimet China**

Jorg Kastrop, Head of International Non-ferrous business, **TSR Recycling**

Cheng Li, Vice President, **Streamax Metal Recycling Limited**

15:10 **China's domestic scrap metal supply – Growing?**

- Will government backed plans to grow domestic recycling sector impact global suppliers
- Are regulations on imports already having an impact
- Domestic sources of scrap supply and procurement strategies

Kexuan Yao, Chief Executive Officer, **Armco and Metawise**

15:30 Afternoon refreshments

EMERGING SUPPLIER MARKETS15:50 **The role of emerging supply markets?**

- Do emerging suppliers remain overlooked for 'traditional' supply markets?
- Advantages and disadvantages over 'traditional' suppliers
- What is required to effectively compete?

Jawed Ahmed, Commercial Manager, **Al Qaryan Group**

16:20 **Russia – Still exporting?**

- Current regulation affecting scrap markets and exports
- Is Russia becoming a net importer?
- Will it continue to be an emerging supply market to Asia?

Timur Neverov, Head of Trade and Logistics, **TYOR Group|Severmet**

16:40 **South Africa – Understanding how the market operates to benefit from its supplies**

- Key market dynamics and players
- Quality
- Regulations impacting the market

Sachin Ahuja, Managing Director, **India Steel**

17:00 **SUPPLIERS DISCUSSION: Selling metal scrap to the Asian Markets**

PANEL DISCUSSION

- Business case for setting plants in the region to cater for growing demand
- Security of supplies
- Where is demand coming from?

Saleem Shaban, Executive Director, **Fortune Metals Inc**, Member of the Board, **Lucky Group**

Jawed Ahmed, Commercial Manager, **Al Qaryan Group**

Timur Neverov, Head of Trade and Logistics, **TYOR Group|Severmet**

Sachin Ahuja, Managing Director, **India Steel**

17:40 Chairperson's closing remarks

17:50 **Opening networking cocktail**

The opening cocktail is a perfect end to the day and a chance to break the ice with your fellow conference attendees – A relaxed and informal way to lasting business relationships!

19:30 **Networking Dinner**

Hosted by



Separately bookable

Having relaxed at the opening networking cocktail, why not join us for a Chinese style roundtable banquet dinner. Hosted by our event partner Mysteel, this dinner will allow you to sample some authentic Chinese food and hospitality. A perfect way to continue those newly formed business relations and bring an end to the day. Book now... Tickets cost USD100 per person.

Day Two Thursday 3 November 2011

9:30 Chairperson's opening remarks

FERROUS AND NON-FERROUS METALS MARKETS

STREAM A - FERROUS METALS

9:40 Ferrous metals market analysis

- Current prices, analysis, forecasting
- Where is demand and supply globally
- Comparison with raw materials markets, i.e. iron ore – Are there opportunities linked to this

Sanjay Mehta, Executive Director, MTC Group

10:10 Meeting current and future production needs – Effective raw material procurement strategies

- Forecasting output and capacity
- Quality vs Cost
- Strategies moving forward

Aditya Roy Choudhury, Vice President (Procurement), Tata Steel (Thailand)

10:40 India – Coming out of China's shadow

- Current economic developments in India impacting on steel production
- A look at domestic scrap market
- Strategy going forward – Opportunities for international recyclers?

Abhijit Chaudhuri, Director (Supply Chain Management), Ispat Industries

STREAM B - NON-FERROUS METALS

9:40 Non-ferrous metals market analysis

- Current prices, analysis, forecasting
- Where is demand and supply globally?
- Are high prices forcing short term booking patterns?

Paul Robinson, Group Manager, Non-ferrous Metals, CRU Analysis

10:10 China's copper demand – Imports have dropped Q1. Is demand likely to bounce back?

- What are Chinese copper market structures?
- Demand from downstream users
- Does rising price cause issues in supply/demand chain?

Jianhua Zhu, CEO, Chairman of Board, Lihua International

10:40 Aluminium recycling in India

- Present scenario and future prospect
- Demand Outlook of Aluminium Scrap
- Procurement strategies being used

Vikram Jhunjunwala, Executive Director, Century Aluminium Manufacturing Corp

11:10 China – World's largest scrap aluminium importer?

- Factors affecting demand
- Domestic supplies
- Opportunities for international recyclers

Liu Bo, Chief Economist/Purchasing Manager, Chalco Qingdao Light Metals Company

11:40 Morning refreshments

12:10 **Sellers
AND
Traders
SHOWCASE**

The Sellers and Traders Showcase features a select mix of global recyclers and traders. There will be 6-8 different presentations, lasting ten minutes each. This is an opportunity to hear from these recyclers and traders on their current business structure and activity, any strategies being adopted in supplying to Eastern markets and details of the scrap metal type(s), volume and quality they supply or trade.

13:10 Networking lunch

TRADE, PRICING & RISK MANAGEMENT

14:20 Realising the potential of growing trade finance services in China

- Potential growth opportunity of China's metal and scrap metal Industry
- Better risk management
- Overview of Chinese banks' financial services and financing method for the metal and scrap metal industry

Li Bao Kun, Deputy Chief, Trade and Finance Division, Everbright Bank

14:50 Managing risk and choosing the right trading strategy

- Hedging strategies to optimise risk management
- Understanding the use of derivatives markets for the scrap metal sector
- Which strategies can help alleviate the effects of price volatility? Are new strategies emerging?

Micah Adams, Risk Manager, Cargill Ferrous International

15:20 Freight and its cost implications on the supply chain

PANEL
DISCUSSION

- An open market, but are their strategies which can help lower cost?
- Freight rates – Trending up or down? Will newbuild deliveries affect price volatility?
- The role of forward freight agreements (FFA's) in managing price volatility

Kerry Deal, Freight Derivatives Broking, Clarksons Securities

16:00 Chairperson's closing remarks and end of conference

Register now and get to enjoy savings up to
USD1,060! Offer ends 12 August 2011!

Call Huisan Soh at +65 6322 2770 or email
huisan.soh@terrapiinn.com

Supporting organisation:

International Marketing partner:

Event partner:



Masterclasses

Separately
bookable

Pre Conference Masterclass A

Tuesday 1 November 2011, 9am – 3pm

Gaining AQSIO certification and understanding legislative barriers and the legal system in China

This pre-conference master class will assist industry stakeholders involved in the trade of scrap metals into China. This includes international recyclers supplying China and also importers in China. The session will be led by a senior representative from the authority charged with granting AQSIO certification to international metals recyclers, followed by a representative from a leading corporate commercial law firm in China.

The agenda will include:

- Overview of what is required to get AQSIO certified, and the processes, timelines and documentation required, with small group Q&A opportunity
- Facilitation of preliminary certification process, including participant completed 'Application for Registration of Overseas Supplier Enterprise of Importing Scrap Materials'
- Detail on how to continue the process and achieve certification
- Overview of import legislations and regulations to be aware of
- Legal aspects required in contract formation
- Pertinent legal requirements in trading with China

Masterclass leader:

Jin-li Gao, Expert, **China Entry & Exit Inspection and Quarantine Association**

Ms. Jin-Li Gao has more than 30 years experience in entry & exit inspection and quarantine in China, having been involved since 1975. She once was the director of Beijing entry & exit inspection, and now, she is appointed as an expert in China entry & exit inspection and quarantine association of AQSIO. Her role is primarily focused on the auditing and consulting of waste materials, trade qualification and certification.

Post Conference Masterclass B

Friday 4 November 2011, 10am – 2.30pm

The Steel Scrap Swap - Negotiating price volatility through trading strategy, hedging and derivatives

This post conference master-class will assist industry stakeholders positioned at either end of the supply chain in scrap metals trade; recyclers, traders and buyers. The workshop will be led by **The Steel Index** (the leading steel scrap index) and will go through the stages of a 'steel scrap swap' to help manage risk and price volatility in trading.

The agenda will include:

- An overview of the commodity trading risks involved in selling scrap metals into Asia
- Types of derivatives available to scrap metals market – Looking at exchange traded derivatives and over the counter derivatives
- Understanding the differing derivative contract types and their suitability
- The role of third party in insuring counter-party risks and the types of derivative which provide this insurance facility
- The role of broker in the scrap swap
- The role of clearing house in the scrap swap
- The role of the trader in the scrap swap

Hosted by:  **THE STEEL INDEX**

Masterclass chairman and leaders:

Han Xun, Account Manager, **The Steel Index**

Jarek Mlodziejewski, Analyst, **The Steel Index**

Michael Gaylard, Director of Strategy, **Freight Investor Services**

Network, Connect and Do Business

Buyers SHOWCASE

Conference Day 1
2 November 2011

To facilitate real, lasting business relations, this showcase will feature two streams:

1. Ferrous Metals Manufacturers
2. Non-Ferrous Metals Manufacturers

Hear from pre-qualified buyers, from Asian and emerging markets, who are actively seeking scrap metal supplies and new supplier options...**Relevant registered delegates can apply to take part!!... Get registered for the event today.**

Opening Networking Cocktail

Conference Day 1

2 November 2011 | 5.30pm – 7.30pm

A perfect end to the day and the beginning of lasting business relationships!...We understand that the most successful business relationships are cultivated outside of work hours. Break the ice with your fellow conference attendees and get set to meet the people who will make a difference in your business at this informal cocktail party.

Open
to All

Sellers AND Traders SHOWCASE

Conference Day 2
3 November 2011

As a buyer you want to broaden your supplier base to help alleviate the risk of price volatility and maintain quality...

Hear from leading and emerging scrap metal recyclers and traders globally – a fantastic opportunity to find new and prospective business partners in less than 10 minutes! **Relevant registered delegates can apply to take part!!...Get registered for the event today.**

Roundtable Networking Dinner

2 November 2011 | 7.30pm till late

Hosted by



Having relaxed at the opening networking cocktail, why not join us for a Chinese style roundtable banquet dinner. Hosted by our event partner Mysteel, this dinner will allow you to sample some authentic Chinese food and hospitality. A perfect way to continue those newly formed business relations and bring an end to the day. Book now...Tickets cost USD100 per person.

Separately
bookable

Do you provide equipment and services to metal recyclers and manufacturers?...

MAINTAIN
Your Position...

GAIN
Instant Access...

BUILD
Top-of-Mind
Awareness...

**JUMP
START**
Your Asian
Strategy

As an equipment and service provider to the scrap metal industry, take this opportunity to leverage on the strategic platform that is World Scrap Metal Congress 2011 – the largest international secondary metals industry event in Asia where global scrap metal equipment, service and technology providers, recyclers and traders meet with buyers across Asia and emerging markets.

With a 7 year proven track record as Asia’s premier scrap metal industry conference; it brings to the very forefront in showcasing your expertise and offerings to your exact target audience, over two days – In one single location!

Even a market leader needs to constantly assess, reach out and maintain close relationships with its market. We can help you to:

- **CREATE** brand awareness and increase your company’s visibility in hard to reach markets in Asia
- **MEET** clients directly and conduct transactions on site!
- **DEMONSTRATE** your thought-leadership and **ESTABLISH CREDIBILITY** to a global audience of recyclers and processors via an unparalleled business platform
- **PROMOTE** your offerings / products to real decision makers
- **RISE ABOVE THE COMPETITION** by positioning yourself differently with focused interaction and one-on-one meetings with your target audience

Are you a scrap metals recycler or trader?...

World Scrap Metal Congress realises the value in brand awareness – Whether this is merely having a visible presence stating your position as a market player or being recognised as the leading industry brand in terms of scrap metal supply and trade to China, Asia and emerging markets, we have different business development solutions available to you.

This is a fantastic opportunity to:

- Be known
- Create credibility
- Be the industry leading brand

Take a prominent position at World Scrap Metal Congress 2011 to reach the right market and make the right connections and partnerships!

For a tailored solution to suit your specific business needs and agenda please contact **Jonathan Rogerson** (details below)

“Congratulations on another successful World Scrap Metal Congress. I was very impressed with the quality of the speakers and of the attendees. The exhibit hall was well done and we found a number of potential business contacts. We look forward to being with you in future events.”

Scott Newell
CEO & Chairman
The Shredder Company

“You need to be there (at World Scrap Metal Congress), otherwise you don’t know what you’re missing.”

Frank Hoof
Sales Manager
Albert Hoffmann GmbH

“The World Scrap Metal Congress is an excellent opportunity to address the key market players – thus very helpful in order to take the right decisions!”

Michael Ibarth
Marketing & Communications
Director
SENNEBOGEN



Leverage on the platform now! Contact Jonathan Rogerson at +65 6322 2713 or email jonathan.rogerson@terrapiinn.com to find out more

