

ALACERO-57 CONFERENCE, THE MOST IMPORTANT EVENT OF THE LATIN AMERICAN STEEL

—
**Join Alacero-57
and be present among the
most important companies
of the steel value chain**

—
A unique opportunity to learn
the latest news and trends
of the steel industry and come
closer to the most prestigious
companies and their executives.

—
October 24-26, 2016,
Windsor Barra da Tijuca Hotel,
Rio de Janeiro, Brazil


alacero

LATIN AMERICAN STEEL ASSOCIATION

Further information

<http://rio57.alacero.org>

congreso@alacero.org | (56-2) 2233-0545

WE ARE THE STEEL THAT BUILDS LATIN AMERICA'S FUTURE

Rio de Janeiro, -the wonderful city-, will host **Alacero-57**.

Brazil is one of the leading main countries in the region, for its steel and metal-mechanical industries. It also has privileged access to natural resources and has an industry focused on innovation, productivity and respect for the environment.

While we are going through a period of challenges and uncertainty for the regional and global steel industry, **Alacero-57**, through its renowned speakers, seeks to contribute to the discussion on strategies to overcome the current crisis and sustainably strengthen our industry, its businesses and our region in the current scenario.

MAIN TOPICS OF ALACERO-57

- Global and regional economy and commodities
- China: Steel industry and market economy status
- Steel market outlook and industry for the coming the challenges of the years
- Competitiveness and innovation in the value chain
- The future of construction and infrastructure future



AVERAGE OF THE LAST ALACERO CONFERENCES

SUNDAY 23, OCTOBER

09:00 - 18:00 _ **REGISTRATION AND DELIVERY OF BADGES** (*Aranjuez room, second floor*)
_ **MEETING (ONLY MEMBERS OF ALACERO)** (*Versailles room, low level*)

09:00 - 10:30 Environmental Policy Committee (COPAM)
10:30 - 12:30 Technology and Environmental Control Committee (COTEC)
12:30 - 13:30 Promotion of Steel Use Development Committee (CODUA)
14:45 - 16:30 Communications Committee (COMCO)

MONDAY 24, OCTOBER

09:00 - 18:00 _ **REGISTRATION AND DELIVERY OF BADGES** (*Aranjuez room, second floor*)
_ **MEETING (ONLY MEMBERS OF ALACERO)**

09:00 - 12:30 Economics and Institutional Relations Committee (CERIN) (*Versailles room, low level*)
12:30 - 14:30 Executive Committee (*Liberdade room, first floor*)
14:30 - 16:30 Board of Directors N° 135 (*Versailles room, low level*)
19:30 - 22:30 _ **INAUGURATION AND RIBBON-CUTTING CEREMONY**
Alacero-57 Conference & ExpoAlacero 2016

TUESDAY 25, OCTOBER

(*Segovia room, second floor*)

08:30 - 09:20 _ **OPENING CEREMONY**

Jefferson de Paula. President of Alacero and CEO of ArcelorMittal Long Carbon Central and South Americas

Alexandre de Campos Lyra. President of the Brazilian Organizing Committee and CEO - General Director of Vallourec Tubos do Brasil

09:20 - 10:45 _ **PANEL I. ECONOMY: HOW TO RESUME ECONOMIC GROWTH?**

Sara Johnson. Senior Reseach Director, IHS Markit Economics

Juan Carlos Rodado. Director Latam Research, NATIXIS

Arlindo Eira Filho. Partner , Mckinsey Company

Coordinator: Alexandre de Campos Lyra. CEO - General Director, Vallourec Tubos do Brasil
Debate

10:45 - 11:10 _ Coffee break

11:10 - 12:30 _ **STEEL RAW MATERIALS: HOW TO STRENGTHEN THE COMPETITIVENESS?**

Keith Tan. Senior Managing Editor for Steel and Raw Materials, S&P Global Platts

Paulo Salles. Director of South America Ferrous Sales & Commercial Administration, Vale

Coordinator: Ernesto Escobar. Gerente Manager, CAP
Debate

12:30 - 13:15 _ **PRESS CONFERENCE**

12:45 - 14:45 _ **LUNCH** (*Queluz room, ground floor*)

15:00 - 16:30 _ **PANEL III. CHINA: THE ECONOMIC FUTURE OF CHINA AND ITS STEEL INDUSTRY**

Adam Hersh. Senior Economist Initiative for Policy Dialogue

John Johnson. CEO, CRU China

Greg Spak. Partner, White and Case

Coordinator: Jefferson de Paula. CEO of ArcelorMittal Long Carbon Central and South Americas
Debate

18:00 - 22:30 _ **CELEBRATION HOSTED BY THE BRAZILIAN ORGANIZING COMMITTEE**

Buses will depart between 17:30 to 18:30 pm from Windsor Barra da Tijuca to Club Costa Brava.

Departure from Costa Brava Club to Windsor Barra da Tijuca Hotel will be from 21:45 to 22:45.

PROGRAM SUBJECT TO CHANGE

WEDNESDAY 26, OCTUBRE

(Segovia room, second floor)

09:00 - 10:30 **PANEL IV: STEEL VALUE CHAIN: COMPETITIVENESS AND INNOVATION FOR GROWTH**

— **Keiji Inoue**. Senior Economic Affairs Officer of the International Trade and Integration Division the UN Economic Commission, ECLAC

Antonio Sergio Martins Mello. Director of Institutional Relations, FIAT

José Carlos Rodrigues Martins, President, Brazilian Construction Industry Chamber (CBIC)
Debate

10:30 - 10:50 — Coffee Break

10:50 - 12:05 **PANEL V. WORLD AND REGIONAL STEEL MARKET**

Edwin Basson. General Director, World Steel Association

Becky E. Hites. President, Steel-Insights, LLC

Coordinator: Martín Berardi. Director General, Ternium Siderar
Debate

12:05 - 13:10 **ROUNDTABLE CEOs OF LATIN AMERICAN STEEL COMPANIES**

Argentina: **José Ignacio Giraudo**. Executive President, CEO - Acindar Grupo ArcelorMittal

México: **Máximo Vedoya**. Executive President, Ternium Mexico

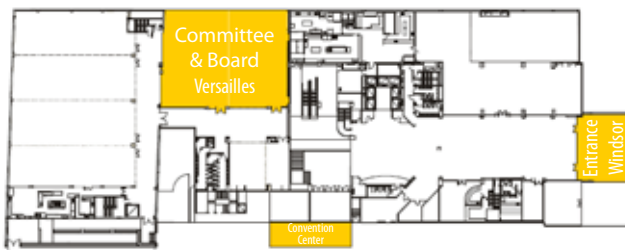
Brazil: **André Bier Gerdau Johannpeter**. CEO, Gerdau

Coordinator: Martín Berardi. General Director, Ternium Siderar
Debate

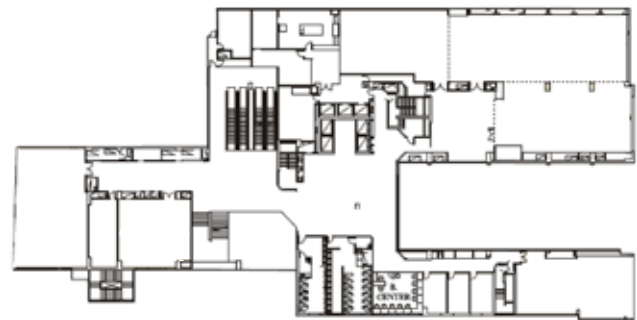
13:10 - 13:30 **CLOSING CEREMONY**

WINDSOR BARRA DA TIJUCA HOTEL

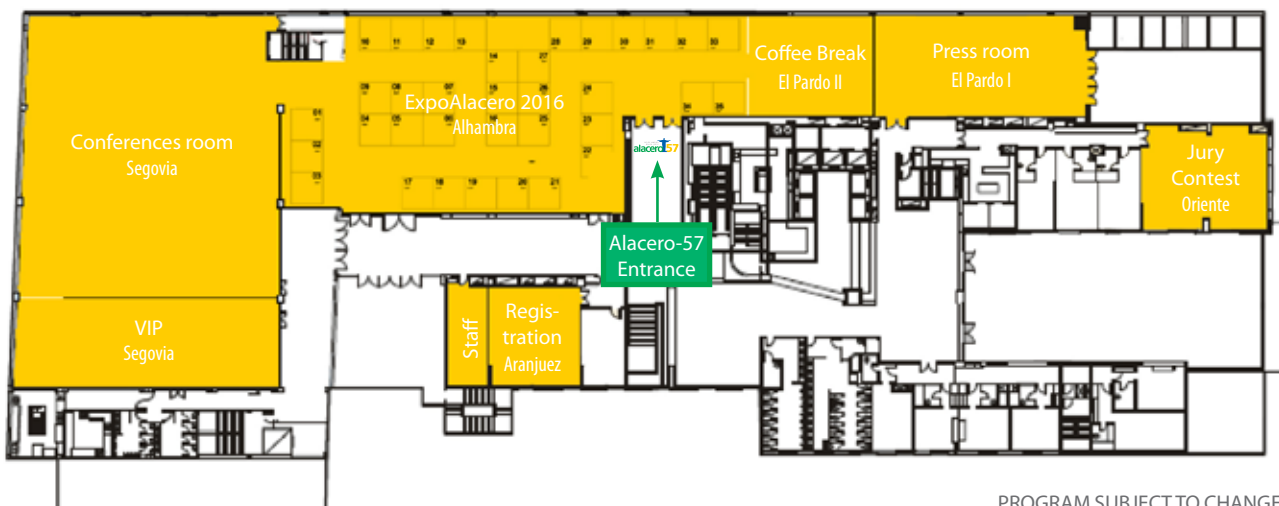
LOW LEVEL



FIRST FLOOR



SECOND FLOOR



PROGRAM SUBJECT TO CHANGE

→ Register today at rio57.alacero.org

EXPOALACERO 2016 & SPONSORSHIP PROGRAMS

A great business opportunity! ExpoAlacero, exhibition of steel producer and related of the region and the world. Get yours, we still have some attractive stands.

Also, your brand may be present and benefit as sponsorships of Alacero-57, we have the latest plans sponsorship.

Acquisitions and further information
expo@alacero.org

WINDSOR BARRA, VENUE OF ALACERO-57

Barra da Tijuca is an exclusive and attractive area of Rio de Janeiro. The Windsor Barra Hotel, venue of Alacero-57 is full. We have rooms at the supporting hotel Windsor Oceânico, which is connected by a walkway to the venue hotel and it will not be necessary to use transfers.

Book and further information
<http://rio57.alacero.org/en/hotels>

BRAZILIAN CELEBRATION!

One of the most awaited activities by attendees and accompanying, the social event of the Organizing Committee. This year will be a Brazilian Celebration at Club Costa Brava appreciating a beautiful sunset. Also will have a music show, food and drink Brazilian, ending with a carnival in which you can be part.

Further information
<http://rio57.alacero.org/en/Brazilian-Celebration>

COMPANIONS ACTIVITIES

The Organizing Committee will offer a cultural program for companions of foreign and Brazilian delegates with the main attractions of Rio de Janeiro on Tuesday 25 and Wednesday 26.

Further information
<http://rio57.alacero.org/en/spouse-programme>

REGISTRATION

at <http://rio57.alacero.org/en/registration>

Fee for foreigners:

Members of Alacero: US\$ 1,500

Non members of Alacero: US\$ 2,200

PLANT VISITS

Attendees Alacero-57 can choose an interesting industrial visit of the leading steel makers in Brazil

Options plants

- _ Companhia Siderúrgica Nacional - CSN
- _ Gerdau Cosigua
- _ Thyssenkrupp Companhia Siderúrgica do Atlântico - CSA

Date

Thursday, October 27

Cost

Free and includes transportation. Departure from the Windsor Barra da Tijuca hotel.

Registration and further information

<http://rio57.alacero.org/en/plant-visits>

PRESS REGISTRATION

The press may participate for free at Alacero-57, entitled to:

1. Participate in the Conferences on Tuesday 25 and Wednesday 26.
2. Press Conference to be held on Tuesday 25 at 12:30 hs.
3. Brazilian party offered by the organizing committee on Tuesday, 25.

Registration and further information

<http://rio57.alacero.org/en/media-center>

SIMULTANEOUS TRANSLATION

Individual audio systems for simultaneous translation will be available in English, Spanish and Portuguese.