



NEW

Middle East Steel Tube & Pipe

Conference

23-24 February 2011

Radisson Blu Hotel, Abu Dhabi, UAE

Talk tube at the heart of the world's biggest
market for OCTG and line pipe

**REGISTER
ONLINE &
SAVE
US\$100**

Leading industry speakers include:

- **Hilkka Witt**, Managing Director, **Voestalpine Tubulars**, Austria
- **Ricardo Capria**, Regional Director, **Tenaris**, UAE
- **Yahya Al Reyami**, Manager Commercial, **Abu Dhabi Marine Operating Company, ADMA-OPCO**, a division of the **Abu Dhabi National Oil Company, ADNOC**, UAE
- **Dietger Schroers**, Regional Director, **SMS Meer**, UAE
- **James Ley**, Senior Consultant, **Hatch**, UK
- **Dr Bhaskar Dutta**, CEO, **Al Jazeera**, Oman
- **John Blomberg**, Director of Tube & Pipe, **Duferco**, Switzerland & Board Member, **Jesco**, Saudi Arabia
- **Nicolas Moreau**, OCTG Division Sales Director, **V&M Tubes (Vallourec Group)**, UAE
- **Johan Wallin**, Marketing Specialist, **Sandvik**, UAE
- **Ali Shams Pour**, Managing Director, **PetroSteel**, UAE
- **Mete Şahin**, Export Manager, **Çolakoğlu Metalurji**, Turkey
- **Ali Hosseini**, Managing Director, **Adpico**, UAE
- **Dr Günter Luxenburger**, Director of Sales & Marketing, **Dilinger Hütte**, Germany
- **Zafer Atabey**, Assistant GM, Sales Standard & Special Pipes, **Borusan Mannesmann**, Turkey
- **Özgür Fidanoğlu**, Assistant GM, Sales Pipeline Projects, **Borusan Mannesmann**, Turkey
- **William Zhang**, Vice President of Strategic Planning and Business Development, **WSP Holdings**, China

Sponsor



Media Partner

MESTEEL.COM



"Good, wide range of content."

Senior Executive, **BDS Stahlhandel**, Germany

"Fantastic networking opportunities."

Senior Executive, **Borusan Mannesmann**, Turkey

For more information and to register please visit
www.metalbulletin.com/events/mestp

Middle East Steel Tube & Pipe Conference

23-24 February 2011

Radisson Blu Hotel, Abu Dhabi, UAE

Talk tube at the heart of the world's biggest market for OCTG and line pipe

Metal Bulletin Events is proud to announce the first Steel Tube and Pipe conference in the Middle East. This is your chance to meet the highest calibre delegates and speakers from across the tube world, from steel mills and pipe manufacturers through to traders and end-users from both the oil and gas and construction industries. Abu Dhabi – the home of the decision makers in the Gulf hydrocarbons industry will play host for this prestigious event.

There's little doubt that the potential rewards for pipe producers look extremely promising as the GCC region powers out of recession, while demand continues to be sluggish in Europe and protectionism clouds North America. If your business is involved with or planning to get into the region's tube markets this event offers you the chance to discuss the major hot topics of 2011 and to network with top-level delegates from across the GCC and beyond.

Topics to be discussed:

- The **tube and pipe needs** of the region's booming OCTG and line pipe sector
 - How to secure that all-important local **partnership**
 - Tapping the huge potential (and responding to the challenges) of the **Iraqi** market
 - What is happening in **Iran**?
 - The rewards for **stainless** pipe manufacturers of deeper drilling
 - Is the Middle East the destination for excess **Chinese capacity**?
 - Hot-rolled coil: Is **Turkey** the exporter of tomorrow?
- ...as well as a thorough overview of the latest developments across the seamless, SAW, ERW and other major pipe families

Reasons to attend:

- **Discover** from the experts what markets in the Middle East and beyond will be driving growth from 2011
- **Hear** about the very latest developments in seamless, SAW, ERW and other types of pipe from the world's top manufacturers
- **Network** with delegates from major manufacturers, flat steel providers, traders and end-users in Abu Dhabi – the city that defines OCTG and line pipe

"A good mix of topics presented by top people."
Vice President of Marketing, Benteler Stahl / Rohr

For more information and to register please visit
www.metalbulletin.com/events/mestp

08.00

Registration desk opens

08.45

Chairman's opening address

SESSION 1: KEYNOTE ADDRESSES

09.00

Market overview: Global trends in 2011

- Current market trends in 2011
 - Middle East driving demand
 - Europe slow recovery
 - US domestic demand increasing
 - Chinese increased capacity
- Recent US anti-dumping cases and what this means for the global market
- Future challenges
 - Possibility of increased protectionism
 - Where to offload excess Chinese capacity?
- Developments in the various individual pipe markets, eg seamless, SAW, ERW etc

Hilkka Witt, Managing Director, **Voestalpine Tubulars**, Austria

09.30

Middle East focus: Opportunities in the world's most vibrant tube and pipe market

- How OCTG and line pipe are main drivers of demand in the region – both from new exploration and existing maintenance
- While the construction industry is slow in Dubai, is it far better elsewhere in the region?
- How new seamless mills in the region could change a market that for now is still overwhelmingly focused on imports
- Will the Chinese manage to break significantly into the OCTG market in 2011?
- What is the outlook for the 'big three' major exporters for the next 12 months?

James Ley, Senior Consultant, **Hatch**, UK

10.00

End-user focus: Procurement of tube and pipe at ADMA

- Overview of ADMA/ADNOC projects for 2011 onwards
- Meeting the customer's needs: How to address the tube and pipe requirements of the 21st century NOC
- Increased technical requirements for more challenging drilling
- Outlook for the GCC tube market from an end-user's perspective

Yahya Al-Reyami, Manager commercial, **ADMA**, UAE

10.30

Refreshments and networking break

Sponsored by:



Related events

14th Middle East Iron & Steel

13-15 December 2010, Dubai, UAE

Iron Ore Supply Chain Congress

24-25 February 2011, Bali, Indonesia

12th Asian Ferro-alloys

28-30 March 2011, Hong Kong

www.metalbulletin.com/events

SESSION 2: SEAMLESS OCTG AND LINE PIPE

11.15

Tier 1 manufacturers' reaction to increased competition

- Why are tier 1 importers still dominant in exporting high API and proprietary seamless OCTG pipes to the Gulf?
- How the Gulf states are a dynamic and important market for European producers who are finding the post-recession landscape challenging at home
- How capacity is struggling with market protection fears
- Exploration of new technologies under development
- How European firms plan to respond to increased capacity and quality from Chinese mills

Ricardo Capria, Regional Director, **Tenaris**, UAE

11.45

Potential for locally-produced seamless pipes in the Gulf

- Is locally-produced seamless pipe the answer to the region's OCTG and line pipe needs?
- Can the new mills become a serious challenge to European or Asian imports?
- Sourcing steel in the GCC
- Evolving needs of OCTG and line pipe end-uses

John Blomberg, Director of Tube & Pipe, **Duferco**, Switzerland and Board Member, **Jesco**, Saudi Arabia

12.15

Overcapacity, technical developments and local content: seamless OCTG solutions for challenges in Middle East region and beyond

- Examples of enhanced technology
- Local content: a Saudi case study
- Increased capacities (in Brazil) to enhance competitiveness

Nicolas Moreau, OCTG Division Sales Director, **V&M Tubes (Vallourec Group)**, UAE

12.45

Drilling in more corrosive environments: What does this mean for the market for stainless pipes?

- Does exploration in ever more corrosive environments translate into increasing demand for stainless OCTG?
- Increased capacity in China: What is the current outlook for stainless producers elsewhere?

Johan Wallin, Marketing Specialist, **Sandvik**, UAE

13.15

Networking lunch

SESSION 3: WELDED PIPES AND API PLATE

14.15

Panel discussion: Exploring the current developments in the API plate market

- Changing market conditions for API plate – how are producers responding?
- Specific needs of Gulf consumers of plate
- Latest developments in LSAW pipe production

Dr Günter Luxenburger, Director of Sales and Marketing,

Dillinger Hütte, Germany

Dietger Schroers, Regional Director, **SMS Meer**, UAE

15.15

Welded pipe: Where is production and consumption in the GCC going?

- An overview of local welded production: History, production capacity and future
- ERW: An increasing challenge to seamless?
- Portrait of end-users: From the construction to the oil and gas industries
- The importance of API grade acquisition for local producers
- The challenges of operating in a market where sourcing raw materials can be difficult
- How local producers are facing off competition from imports from India
- Supplying hot-rolled coil to the welded pipe industry

Dr Bhaskar Dutta, CEO, **Al Jazeera**, Oman

15.45

Refreshment and networking break

Sponsored by:



16.15

New developments in SAW pipes

- Onshore HSAW Oil and Gas projects, recent developments world wide
- Regional HSAW production capacities and capabilities for general applications, oil & gas pipeline projects
- Are HSAW and LSAW pipes in competition?
- What Turkey can offer to Middle East and GCC for oil and gas pipeline projects
- New product offerings thru new investments and partnerships
- How important is Nabucco gas pipeline Project for regional pipe market
- BMB HSAW global Oil and Gas pipeline Project references, qualifications, experiences, and solutions

Özgür Fidanoğlu, Assistant GM, Sales Pipeline Projects, **Borusan Mannesmann**, Turkey

16.45

Special session: Turkey as a supplier of hot-rolled coil to the Gulf

- Why is the Gulf hungry for hot-rolled coil?
- Current challenges of local welded manufacturers of sourcing raw materials
- From importer to exporter: Does Turkey have what it takes to be a key supplier of the future?

Mete Şahin, Export Manager, **Çolakoglu Metalurji**, Turkey

17.15

Panel discussion: Innovation & technology in high-spec European welded pipes: a credible alternative to seamless for challenging projects?

- HFI pipes in Greece: new investments, capabilities and analysis of recent projects
- Welded carbon steel and welded stainless in Italy: innovation and new technologies

Costas Danilatos, Commercial Manager, **Corinth Pipeworks**, Greece
Mario Caldonazzo, CEO, **Arvedi Tubi Acciaio**, Italy

18.00

Networking cocktail reception

SESSION 4: END-USER PANEL

09.00

Panel discussion: How do GCC end-users view the future market for steel pipes?

- Oil and gas: Serving the industry from Abu Dhabi
- Construction: Major requirements

Ali Hosseini, Managing Director, **Adpico**, UAE

SESSION 5: OTHER MARKETS FOCUS

10.00

Panel discussion: Iraq – tomorrow's super-consumer of OCTG and line pipe?

- How decades of sanctions and conflict have created a unique opportunity to supply pipes to service the country with the world's second-largest oil reserves
- Challenges and potential rewards of this huge potential market

Hilkka Witt, Managing Director, **Voestalpine Tubulars**, Austria
Zafer Atabey, Assistant GM, Sales Standard & Special Pipes **Borusan Mannesmann**, Turkey
Vijesh Chawla, Associate Vice President – Marketing, **Jindal SAW**, India

11.00

Refreshment break

11.30

Sanctions, traders and end-users: Tube & Pipe in Iran

- Overview of the Iranian OCTG market
- Sanctions: a legal perspective
- Capacities and developments in Iranian line pipe
- Outlook for the future

Ali Shams Pour, Managing Director, **PetroSteel**, UAE
Afshin Khiabani, Head of Trade Division, **Safa Industrial Group**, Iran

12.15

China's seamless tube industry: Future projections

- How will Chinese producers respond to increased protectionism abroad?
- Is oversupply likely to be a problem?
- Will China's domestic market continue strong performance?

William Zhang, Vice President of Strategic Planning and Business Development, **WSP Holdings**, China

SESSION 6: TRADERS' OUTLOOK

12.45

Trading pipe from the GCC

- Overview of the issues facing buyers of pipe in the Gulf region
- The Middle East as an exporter of tube & pipe
- Examination of the key export markets and identification of trends for 2011

Peter Brebach, President, **Iron Angels of Colorado**, United States

13.15

Networking lunch and close of conference

Sponsorship & Exhibition Opportunities



Stand out in front of an audience of senior decision makers and budget holders. Taking a sponsorship option or exhibition stand is the most cost-effective and targeted way of reaching key executives from across the iron and steel sector.

Showcase your company and increase your brand awareness at the Middle East Steel Tube & Pipe Conference. Sponsoring an element of the event ensures your company features at the forefront of the conference. Join us and highlight your company's expertise and competitive edge to the key decision makers in the iron and steel industry.

Raise your company profile before, during and after the event using our unique sponsorship options. Sponsorship offers longevity, packages are tailored so that your company can gain exposure from the time of inception to the event itself. By taking a sponsorship option at the event, you will have your logo displayed on the main conference stage and create an opportunity for potential clients to contact you by showcasing your company details in the delegate documentation and on the conference website with a hyperlink to your corporate homepage.

We can customise a variety of options to suit your budget, objectives and aspirations, examples include:

- **Delegate Bag Sponsor** – your company logo on the move for maximum effect
 - **Writing Folder Sponsor** – your company logo on the folder that will be kept and used by delegates after the conference.
 - **Take an Exhibition booth** – showcase your company and maximise networking opportunities with senior decision makers from across the sector in the busy refreshment and exhibition area.
-

“Excellent sharing of information by peer companies.”
Director of Marketing & Strategy, ArcelorMittal

To find out more about tailored sponsorship or to reserve your exhibition booth, please contact:
Charlie Shelley-Smith. Tel: +44 (0) 20 7779 8106 Email: cshelleysmith@metalbulletin.com

Middle East Steel Tube & Pipe Conference

23-24 February 2011 | Radisson Blu Hotel | Abu Dhabi

If your details above are incorrect please amend them here.

PLEASE COMPLETE IN BLOCK CAPITALS

Family Name (Mr/Miss/Mrs/Ms/Dr)
First/Given Name
*Delegate Email
*Administrator's Email
Position in Company
Company Name
Address
Postal/Zip Code
Country
Tel +
Fax +

Please indicate your three main metals interests in order of preference:

1	2	3
---	---	---

What is your company's main business activity?

***Delegates must give an email address in order to receive booking confirmation and access to the Delegate Messenger System.**

DATA PROTECTION NOTICE : The information you provide will be safeguarded by Metal Bulletin, part of the Euromoney Trading Limited, whose subsidiaries may use it to keep you informed of relevant products and services. We occasionally allow reputable companies outside the Euromoney Trading group to contact you with details of products that may be of interest to you. As an international group, we may transfer your data on a global basis for the purposes indicated above. If you object to contact by telephone fax or email please tick the box. If you do not want us to share your information with other reputable companies please tick this box .

BOOKING CONDITIONS: Registrations can only be confirmed upon receipt of payment or proof of payment and discounted fees will only apply when payment is received within the offer period. If you are not able to attend, a substitute delegate will be accepted. Cancellations must be received 28 days before the Conference to qualify for a full refund less US\$135 administration fee. It may be necessary for reasons beyond the control of the organisers to alter the content, timing and venue. In the unlikely event of the Conference being cancelled or curtailed due to any reason beyond the control of Metal Bulletin Ltd., or it is necessary or advisable to relocate or change the date and/or location of the event, neither Metal Bulletin Ltd., nor its employees will be held liable for refunds, damages and/or additional expenses which may be incurred by delegates. We therefore recommend prospective delegates to arrange appropriate insurance cover.

REGISTER ONLINE and SAVE US\$100

REGISTRATION RATES	Online	Via Tel/Fax
Conference fee	US\$2099	<input checked="" type="checkbox"/> US\$2199

METHODS OF PAYMENTS

Please sign the form in order for registration to be processed.

Signature
Date

- To make a payment by credit card, please call **+44 (0) 20 7779 8989** or visit www.metalbulletin.com/events/mestp to book and pay online
- I would like to pay by bank transfer.

Option only available before 26 January 2011.

Note: Full bank details will be emailed to you with your booking confirmation. When paying by bank transfer, please ensure that you transfer enough funds to cover the full price of your purchase, plus any bank charges you may incur.

IMPORTANT: Please make sure you quote your full invoice number, details can be found on your invoice.

Metal Bulletin standard terms and conditions apply.

Visas are the responsibility of delegates.

Fees: The conference fee includes attendance at all sessions, refreshments, welcome reception, lunch and access to online conference documentation.

Indian based delegates: Price quoted net is exclusive of any TDS / Withholding Tax. Any deductions would be liable unless an original Withholding Tax Certificate is forwarded to Metal Bulletin Ltd.

Accommodation: The fee does not include accommodation. A limited allocation of rooms has been reserved at the conference hotel. Delegates will be sent an accommodation booking form along with confirmation of registration. If you are not a delegate the rate may be higher or your room may be cancelled. This form should be completed and returned to the hotel.

VAT: If your organisation is tax registered within the European Union please provide your company VAT number:

Our VAT Number is **GB 243 31 57 84**

- Please tick if you are not registered for sales tax.

EASY WAYS TO REGISTER

ONLINE
www.metalbulletin.com/events/mestp

CREDIT CARD BOOKING HOTLINE
+ 44 (0) 20 7779 7999

FAX
+ 44 (0) 20 7779 8294

EMAIL
marketing@metalbulletin.com

LOGISTICAL ENQUIRIES
+ 44 (0) 20 7779 8989

ADDRESS
Metal Bulletin Events, Nestor House,
Playhouse Yard, London, EC4V 5EX, UK

VENUE RADISSON BLUE HOTEL

Booking your accommodation: Upon registration, delegates will be emailed an accommodation booking form along with their confirmation to be completed and returned direct to the hotel.

About the hotel: 397 rooms comprising of Suites & business class. All day dining restaurant, Italian restaurant, Persian restaurant, Lobby bar & Pool bar. Ballroom of 445 Sqmts & 7 medium sized meeting rooms – all with state of the art audio visual equipment. Spa, Outdoor pool, Childrens pool & play area, Tennis courts, Large parking area

Contact information:
Golf Plaza, Yas Island, P.O. Box 93725, Abu Dhabi, UAE
Tel: +971 2 6562000
Fax: +971 2 656 2001
E-mail: info.abudhabi@radissonblu.com
www.radissonblu.com/hotel-abudhabi