

The 8th International Conference Forum
"Metal-2009: Management, Production, Trade, and Consumption"

Ukraine's metallurgy means 30% of GDP, and up to 40% of currency earnings come from export of metallurgical products as the Ukrainian mining and metallurgical complex has been hit heavily by the global crisis, the strategies of effective and coordinated response to economic downturn will dominate the Conference agenda this year.

Topics to be subject of extensive debate

Macroeconomic overview. The outlooks for crisis-weathering global and Ukraine's economies.

Situation in the financial sector. Systems of real business crediting in Ukraine and globally. Market behaviour. New system of financial relationship.

Ukraine's positioning and outlooks at the world steel market Ukrainian scenario of steel market crisis. Effective transformation technologies. Post-crisis horizons.

Market balance
Price realities
Costs optimization
Anti-crisis technologies

State response to the crisis in the Ukrainian industry: anti-crisis stimulus measures.

Effects, impact, and opportunities
New support programs
Infrastructure projects

Worldwide experience of steel-consuming industries stimulus policy

Overview of anti-crisis practices
Consumption stimulus
Protectionist actions

Innovation and modernization processes in the circumstances of limited financial resources

Product range refocusing
Modernization and energy saving. Approaches and technologies
Priority innovation solutions for the crisis-constrained steel industry

Trends in the costs of raw materials for the iron and steel industry

Emerging realities of iron-ore, coal, and coke markets
Steelmaking costs vs. steel raw materials prices
Talks between the miners and steel firms

Steel trading in Ukraine

Effects of the crisis
Steel-trading strategies for steel-consuming industries
Current market environment

PANEL DISCUSSION:

Corporate strategies of steel companies facing the crisis challenges.
The outlooks for economic recovery and consumption revival.

Program of the Conference-Forum (draft)

Date: June 30, 2009

Venue: Sophia Grand Hall of Premier Palace Hotel, 5-7 Shevchenko Blvd., Kiev

General Partner of the Forum:



09:30 – 09.30 Registration. Welcome coffee.

Session 1

09:30 – 11:30 Macroeconomic aspects of steel industry development in crisis environment

1. **Origin and development scenarios of the global crisis. Determinants of global economic recovery start.**
Representative of international financial organization
2. **Global metallurgy in crisis conditions: Current situation and short-term forecast.**
Dr. Uwe Kumm, Managing Partner of Roland Berger Strategy Consultants for Russia, CIS and the Baltic States, Member of the Management Committee Central and Eastern Europe, Head of the Roland Berger Strategy Consultants Kyiv and Moscow offices
3. **Economic crisis in Ukraine: domestic and foreign determinants. Base industries of Ukraine during crisis.**
Igor Burakovskiy, Head of Institute of Economic Research and Political Consulting
4. **Crisis events in Ukraine's banking sector: current situation and prospects for recovery. New realities in credit system for industrial and steel trading companies. Options of the best cooperation for banks and industrial enterprises.**
Speaker tbc
5. **Global economic crisis and its effect on financing of real sector companies. Prospects of Ukrainian companies' access to world financial resources.**
Dominique Menu, Head of BNP Paribas Representatives Office in Ukraine

11:30 - 11:50 Coffee break

Session 2

11:50 - 13:30 Mining and steel industry in Ukraine: current situation, external and local challenges

1. **Ukraine's mining and steel industry condition in the new realities of economic crisis.**
Sergey Grischenko, Deputy Minister of Industrial Policy of Ukraine
2. **Crisis lessons. Should competitive economy have wide-scale steel industry?**
Yuriy Poluneyev, Head of Competitiveness Council of Ukraine, President of International Management Institute
3. **Efficiency of state policy in Ukraine's mining and steel industry. Analysis of measures offered by the state of mining and steel industry support.**
Dmitriy Kolesnikov, People's deputy of Ukraine, Head of Subcommittee on the Issues of State Budget Inflows under the Committee on the Budget Issues of the Verkhovna Rada
4. **Global practice of state support to mining and steel industry**
Vladimir Pikovskiy, Head of Steel Industry Issues Department of Derzhzovnishinform SE
5. **Financial and economic crisis influence on fulfillment of technological modernization programs in Ukraine's steel industry**
Viktor Lesovoy, Deputy director general of Metallurgprom Union of Enterprises

13:30 - 14:30 Lunch

Session 3

METALL-FORUM

Luepertzender Str. 30
D-41061 Moenchengladbach

Tel.: + 49 - 2161 – 3032 997
Fax: + 49 - 2161 – 3032 998

<http://www.metal-forum.org>
e-mail: info@metal-forum.org

14:30 - 16:00	Crisis solution strategies for enterprises for mining and steel industry companies in Ukraine Moderator - Alexander Kalenkov, Institute of Strategic Research, LLC
1.	Adjusting steel company development strategy in crisis period. Representative of a consulting company
2.	Available scenarios minimizing crisis impact for Ukrainian companies. Andrey Bolshakov, Director for strategy and investments of "Metinvest Holding"
3.	Peculiarities of competitive advantage maintaining in crisis environment. Representative of Interpipe Ukraine LLC Top-Management
4.	Raw stock component in steel production. Internal and external markets. Alexander Vilkul, People's deputy of Ukraine, Deputy Head of the Parliament Committee on the Issues of Industrial Policy and Entrepreneurship
5.	Innovation solutions as the basis for competitive steel industry formation in post-crisis period. Vladimir Naydek, Academician of the National Science Academy of Ukraine Presentations of innovative solutions by large companies
16:00 - 16:20	Coffee-break

Session 4

16:20 - 17:20	Steel trade in Ukraine: domestic and foreign aspects
1.	Key flows in global steel trade: crisis adjustments of dynamics, volumes, and directions. Speaker tbc
2.	Ukrainian steel companies at foreign markets in 2009. Analysis of current situation, opportunities, and threats. Viacheslav Popov, Deputy Head of Steel Industry Issues Department of Derzhzovnishinform SE
3.	Key problematic issues of steel trade in Ukraine Andrey Fedoseyev, President of the Ukrainian Association of Metal Traders
4.	Ukraine's market of rolled steel against new economic realities. Ruslan Mazhinskiy, Marketing director of UGMK Company
5.	Presentations of infrastructure projects.
6.	Participation of Ukraine's machine-builders in technical modernization of Ukrainian industries. Estimate of metal products consumption. Victor Kozyrev, Director of General-Purpose Machine-Building Department, the Ministry of Industrial Policy of Ukraine
7.	State and Private Partnership in the Mining-Metal Sector, Problems and Solutions Dmitriy Tarasov, Executive Director of Metalloinvest CJSC
17:20 - 18:00	Conference follow-up: Consolidated forecast of the situation development
1.	Discussion among conference delegates
2.	Development of consolidated decision and recommendations on the industry recovery for the State executive bodies
18:15 - 20:30	Get-Together