

## 1<sup>st</sup> Latin American Stainless & its Alloys Conference

### ‘Uprising’

Latin America is one of the growth basins of the world. The stainless steel consumption in the region grew by an average of 8.5 % per annum in the past 10 years, consuming over 600,000 t in 2012 of which Brazil accounts for around 450,000 t.

Brazil has become a ‘micro-cosmos’ of stainless steel consuming industries. It has a diverse range of fabricators including automotive, consumer durables, chemical and petrochemical, energy and power generation and, above all, oil and gas producers who have a growing demand for stainless steel components.

However, also outside Brazil, there are various Latin American countries which put themselves on the global radar. Argentina, Colombia and Chile are all consuming more than 30,000 t per annum today.

Thus, the growing demand is there, but what makes this region even more interesting is its raw material wealth including ambitious nickel, chrome, niobium (columbium) and molybdenum projects that are critical for the stainless steel production.

The 1<sup>st</sup> Latin American Stainless and its Alloys conference will introduce leading players from the entire supply chain of this region, from raw materials and stainless steel mills to stockists and fabricators.

#### *Key issues to be discussed by top industry executives:*

- What impact will the huge investment program of Petrobras have on the future stainless steel demand?
- What are the prospects for the Brazilian automotive industry? Will recently imposed high import duties for foreign cars provide a boost to the special steel consumption?
- High sugar production was recently causing a shortage of complementary ethanol. Will this lead to new investments to ensure a stable ethanol production? Will the popularity of ethanol remain a Brazilian phenomenon or will other countries follow this trend?
- Will the World Cup and Olympics stimulate the short term Brazilian demand in the construction and food processing (e.g. breweries) industries?
- Will high import duties for stainless steel products resulting in an extremely high price level for consumers encourage imports of finished components?
- Will Aperam and Villares continue to invest in Brazil?
- Is the Brazilian distribution finally opening up to international companies?
- Will Uruguay be a new ‘mini-tiger’?
- Forecast for Latin American stainless steel long and flat products.
- Substitution trends and outlook for Duplex stainless steels in Latin America.
- Outlook for seamless corrosion resistant tube and pipe in Brazil. Is there any potential for setting up the first manufacturer of seamless stainless tubes in Brazil?
- Status quo and outlook for welded tubes. Will domestic producers like Aperam and Marcegaglia remain competitive with imports from China and Taiwan?
- Update on Brazilian nickel projects.
- Update on Chilean and Peruvian molybdenum projects.

The 1<sup>st</sup> Latin American Stainless Steel & its Alloys Conference will help you to better understand what opportunities your company finds in this uprising part of the world.