

European Steel Day 2012

On 28th June 2012, EUROFER is organizing the second European Steel Day at the Brussels conference centre “The Square” (Mont des Arts - Kunstberg, 1000 Brussels, www.square-brussels.com).

The European Steel Day is the annual event of the European steel community giving the possibility to exchange information between EUROFER members, unions, customers, suppliers, academics, journalists and other interested parties and the European institutions. The European Steel Day aims at enhancing the understanding of the European steel industry as indispensable for the prosperity of the European Union. It provides a forum for discussion with EU policy makers on EU policies that concern the European steel industry and its value-added chains.

The *European Steel Day 2012* includes the following elements:

- high-level conference, focusing on the opportunities and challenges of European trade policy. Confirmed speakers are EU trade commissioner Karel De Gucht, Ulrich Eckelmann, Secretary General of the European Metalworkers’ Federation, and EUROFER’s president, Dr. Wolfgang Eder.
- presentation of a European steel movie, with focus on trade (6 minutes)
- stands of EUROFER and related associations
- press conference
- workshops: 1) trade, 2) transport, 3) resource efficiency, 4) skills
- lunch with panoramic views over Brussels

2012 also marks the 60th Anniversary of European steel representation to the European institutions: EUROFER’s predecessor (since 1976), the “Club des Sidérurgistes”, was founded in 1952 as a response to the establishment of the European Coal and Steel Community.

We expect about 600 guests.

The final programme and registration details will be sent to you in good time.

To make the event a success, EUROFER needs the active support of its members by

- providing new **steel movie material of your company/association** which you may have produced since beginning of 2011 or which is focussing on trade and has not been sent to EUROFER for last year’s European steel movie. The material will serve for the production of a new European steel movie (6 minutes). Deadline for sending in material.
- providing **pictures on specific, high prestige projects of your company/association** or your customers accompanied by some basic, impressive information (e.g. the tonnage of steel used, size, performance of the project, etc.). Your input would serve as a basis for material to be produced by EUROFER

for the promotion of the European steel industry (e.g. posters, banners, brochures).
The credits for the contributions will be given to your company/association.

The German *Steel Information Centre* has offered to present at the European Steel Day the exhibits of the **winners of the German steel applications award** taking place on 27th of June 2012. The exhibits would be moved from Düsseldorf to Brussels in the evening.

- If you organise similar **steel application awards** in your country, you may also want to offer exhibits (from the years 2011/2012) for the Steel Day.

Please inform us **by 16 March 2012**,

- whether you will provide material for the steel movie
- whether you will provide pictures
- whether you will participate at the European Steel Day with exhibits of winners of steel application awards
- about the name/s and contact details of the person/s in your company/association in charge of the above call for stands, movie and picture material.

Please send your answers to EUROFER's Public Affairs Department, Nathalie Darge, N.Darge@eurofer.be, tel. +32 2 738 79 48. Ms Darge will also be available for any further information you may need with regard to the content of your contributions and the practicalities.