



Ministry of Steel
Government of India



THE SUCCESS STORY



2nd INTERNATIONAL EXHIBITION &
CONFERENCE ON STEEL INDUSTRY



APRIL 16 - 18, 2015
Bombay Exhibition Centre, Mumbai

Fostering
360 Degree
Development of
Indian Steel Industry:
From Sourcing
to Delivery



POST SHOW REPORT



www.indiasteelexpo.in

Steel is crucial to the development of any modern economy and is considered to be the backbone of human civilization. The level of per capita consumption of steel is treated as an important index of the level of socio-economic development and living standards of the people in any country. It is a product of a large and technologically complex industry having strong forward and backward linkages in terms of material flows and income generation. All major industrial economies are characterized by the existence of a strong steel industry and the growth of many of these economies has been largely shaped by the strength of their steel industries in their initial stages of development.

India's economic growth is contingent upon the growth of the Indian steel industry. Consumption of steel is taken to be an indicator of economic development. While steel continues to have a stronghold in traditional sectors such as construction, housing and ground transportation, special steels are increasingly being used in engineering industries such as power generation, petrochemicals and fertilizers. India occupies a central position on the global steel map, with the establishment of new state-of-the-art steel mills, acquisition of global scale capacities by players, continuous modernization and up gradation of older plants, improving energy efficiency and backward integration into global raw material sources.



India is currently the world's fourth largest producer of crude steel (knocking to be the third largest by the year end) and is expected to become the second largest producer by 2020. Steel production in India has increased from 81 million tonnes (mt) in 2013-14 to 88 mt in 2014-15 with the capacity being increased from 100 mt in 2013-14 to 110 mt in 2014-15. The steel sector contributes nearly 2% of the country's GDP and employs over 6 lakh people. The per capita consumption of total finished steel in the country has risen from 51 kg in 2009-10 to about 60 kg in 2014-15.

Steel industry derives its demand from other important sectors like infrastructure, aviation, engineering, construction, automobile, pipes and tubes etc. With the Indian economy poised for its next wave of growth under the reforms being unleashed in the last one year, there lies tremendous opportunity for the Indian steel industry to prosper and grow exponentially.

The Indian steel industry is largely iron-based through the blast furnace (BF) or the direct reduced iron (DRI) route. Indian steel industry is highly consolidated. About 50% of the crude steel capacity is resident with integrated steel producers (ISP). But the changing ratio of hot metal to crude steel production indicates toward the increasing presence of secondary steel producers in the eco-system.

ABOUT INDIAN STEEL INDUSTRY

ABOUT INDIA STEEL 2015

After the grand success of INDIA STEEL 2013, Ministry of Steel, Government of India along with the Federation of Indian Chambers of Commerce and Industry (FICCI) organized second edition of INDIA STEEL 2015 from April 16 - 18, 2015 at NSE Complex, Goregaon, Mumbai.

With the theme "**Fostering 360 Degree Development of Indian Steel Industry: From Sourcing to Delivery**", the Conference highlighted upon the competitiveness, capabilities, infrastructure & logistics and technological advancements in the Indian steel industry.

EVENT OBJECTIVES

- To showcase the latest products, technology, machinery & equipments, applications & developments in the Indian steel industry
- To disseminate knowledge about new applications of steel amongst the user segments
- To disseminate knowledge about the developments and best practices in analysis, design and construction methodology pertaining to steel
- To understand global steel markets
- To create technologies for raw material excavation
- To create awareness amongst potential consumers about the applications & benefits in usage of steel

EVENT HIGHLIGHTS

- CEOs Round Table Conference with the Union Minister for Steel and Mines
- Thematic Conference sessions and Technical seminars
- Un-paralleled business opportunities for service providers, equipment suppliers, value-added steel manufacturers and mining organizations
- Structured buyer-seller meets
- Taiwan Steel & Metal Technology Application Forum
- International Country Pavilions



INAUGURAL CEREMONY

The event was inaugurated by Shri Narendra Singh Tomar, Hon'ble Minister for Steel & Mines, Government of India in the august presence of dignitaries from the Ministry of Steel, Government of India, CEOs of all the major steel producers in India, officials of various government departments and members of the diplomatic corps and trade associations.

The Hon'ble Minister for Steel and Mines also launched the knowledge report titled "Make in India: Beacon of hope for Indian steel industry"; developed by CRISIL in partnership with FICCI.



CEOs SPEAK - KEYNOTE SESSION BY INDUSTRY TOP LEADERS

The marquee highlight of the conference was the presence of major steel CEOs in the inaugural session of the conference. The dignitaries sharing their experience and perspectives were:

- **Shri C S Verma**, Chairman, Steel Authority of India Limited
- **Shri Narendra Kothari**, Chairman-cum-Managing Director, National Mineral Development Corporation
- **Shri T V Narendran**, Chief Executive Officer, Tata Steel Limited
- **Shri Naveen Jindal**, Chairman, Jindal Steel and Power Limited
- **Ms. Rita Singh**, Chairperson and Managing Director, MESCO Steel
- **Shri Seshagiri Rao**, Joint Managing Director, JSW Steel Limited

They applauded the Government of India's initiatives taken in the last one year for progressing towards the target of 300 million tonnes by 2025. They expressed their optimism in ushering a new era of growth for the Indian steel industry by overcoming the challenges present and bridging the gap cohesively towards the target.



EXHIBITION OVERVIEW:

The 2nd edition of India Steel 2015 registered an impressive opening, with several high-tech products being launched. The show played host to a series of product innovations, and saw the announcement of new distribution arrangements and international tie-ups. The Three-day show featured 180 direct exhibitors and more than 254 brands from 18 countries.

India Steel Expo 2015 featured three special focus areas on Steel Plants & Machinery / Equipment / Technology, Metal Cutting Machine Tools, Pipe & Tube Machinery and Material Handling. The special focus on material handling was brought in for the second time at India Steel 2015 and featured a full range of equipment from Overhead Cranes, Conveyor Systems, Rotators, Positioners, Column & Boom, Robots, Magnetic Lifting and Vacuum Lifting etc. India Steel Expo 2015 has seen strong support and participation from its foreign partners.

EXHIBITION PARTICIPATION:

- Total No. of Exhibitors: 180
- No. of International Participants: 78
- No. of National Participants: 102
- Participating Countries: Austria, China, France, Germany, Italy, Iran, Japan, Korea, Spain, Russia, Taiwan, Turkey, UAE, United States of America, UK, Switzerland & Singapore
- Countries Represented: 18
- Pre-registered visitors: 1921
- On site registrations: 4853
- Total Number of visitor registrations: 6774
- Partner States: Chhattisgarh, Madhya Pradesh & Jharkhand





CONFERENCE OVERVIEW

A one-and-a-half day Conference was organized with an objective to learn about the best practices and global experiences, exchange innovative ideas, explore areas of collaboration and above all, to provide a platform for informative and interactive sessions between the various stakeholders in the steel industry. With the theme **"Fostering 360 Degree Development of Indian Steel Industry: From Sourcing to Delivery"**; the conference spanned across the complete value chain of steel industry encompassing the raw material to technologies in steel making to delivering the finished steel to the end-customers. The conference provided an opportunity to hear the thoughts and learn about the best of international & national experiences from the eminent speakers.

CONFERENCE PARTICIPATION

• Total Number of Speakers	:	30
• International Speakers	:	7
• Domestic Speakers	:	23
• Total Number of Delegates	:	395
• International Delegates	:	115
• Domestic Delegates	:	280

CONFERENCE SESSION TOPICS

Session I: Competitiveness of Indian Steel Industry

Session II: Capabilities of the Indian Steel Industry

Session III: Technology Adoption by Indian Steel Industry

Session IV: Infrastructure & Logistics: The Crucial Linkage

Session V: Technology & Environment: Drivers of the Future

CONFERENCE OBJECTIVES

- To provide a platform for informative & interactive sessions with prime movers of the steel sector across various spheres like Government, policy makers, industry leaders, academia, potential investors, etc.
- To focus on networking opportunities for exchanging ideas leading to future business alliances.
- To use steel in infrastructure successfully for achieving the goal of inclusive growth in the country.



CEOs ROUND TABLE

The CEOs Round Table was the main highlight of the event. The Round Table was led by Shri Narendra Singh Tomar, Hon'ble Minister for Steel and Mines, Government of India; in the presence of Shri Rakesh Singh, Secretary, Ministry of Steel, Government of India, Shri Syedain Abbasi, Joint Secretary, Ministry of Steel, Government of India and Shri Sunil Barthwal, Joint Secretary, Ministry of Steel, Government of India.

The interaction had the participation from both the existing as well as the new players in the Indian steel industry along with the technology providers to the steel manufacturers. Discussions were focussed around the growth of the industry and overcoming the challenges in the path of achieving the target of 300 million tonnes of steel production by 2025.



TAIWAN STEEL & METAL TECHNOLOGY APPLICATION FORUM

First time, the Bureau of Foreign Trade Fairs, MOEA & Taiwan External Trade Development Council has organised this forum concurrent to the India Steel 2015. The program was well attended by steel plant heads, technical teams, procurement heads to discuss the latest technology for plants. The topic was on CRNO Market and Management in India, Aluminum Products for Automotive Application and Business Opportunities & House Technology in Integrated Steel Mill Environment Protection. Eminent speakers from C.S. Aluminum Corporation (CSAC), China Ecotek Corporation & China Steel Corporation, delivered the talk at this forum.



VISITOR FOOTFALL

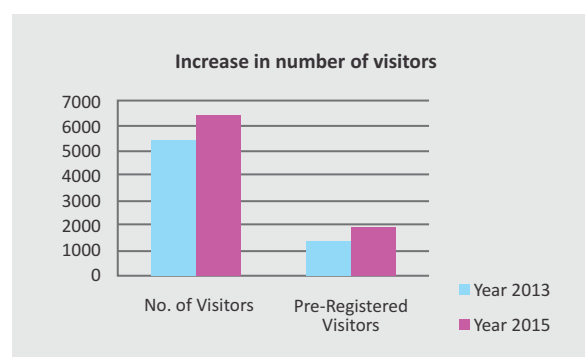
A total of 6,774 trade visitors visited the India Steel 2015 show. A further 400 visitors visiting the show included the opening ceremony, trade consulates and embassies, press and guests accompanying trade visitors. India Steel, registered nearly 15 per cent rise in the number of visitors from 5480 in 2013 to 6,774 in 2015.

Visitor pre-registrations before the show had touched 1921 from 16 countries as against the previous edition's 1,388, recording a surge of 27.7 per cent. Similarly, the visitor turnout on the first day of the three-day show also saw a close to 20 per cent increase. India Steel Expo has given us a great start this year. That the show would register impressive growth was ensured when we received a 27.7 per cent rise in visitor pre-registrations.

In response to positive visitor and exhibitor feedback, a decision to expand India Steel Expo was also announced during the show. Exhibitors see the rise in visitor numbers, enquiries, business leads and sales of majority of machines on display

as a reflection of strong market fundamentals. Industry experts were expecting demand drivers for the steel fabrication and metal working industry to be intact due to the continuing buoyancy of the core sector in the region.

Machinery sold during the show and serious buyers finalizing sales have increased by a staggering 30%, as mentioned by exhibitors. India Steel Expo has been successful in India as the most popular & a must attend event of the region.



EXHIBITORS' TESTIMONY



A great platform to share ideas and gain insights on dynamics of steel business. A perfect place to meet new customers and suppliers as well as catch up with old friends.

Rajeev K Moudgil
Associate Vice President
MESCO Steel

The Conference was organized with the objective to learn about the best practices & global experience, exchange the innovative ideas, discuss the industrial issues and move to the next era. We had very good experience; we look forward to returning to the show in 2017.

Seshagiri Rao
Joint Managing Director & Group CFO
JSW Steel Limited

This set up is great and gives high opportunity for interaction and to exchange ideas and best practices. While the Expo showcases the latest products with innovation at the core, the Conference focuses on the industry growth & resolution of challenges by bringing all the stakeholders together. The CEO round table with Steel Minister and Ministry officials was especially useful.

Dilip Oommen
CEO & Managing Director
Essar Group

Second edition of India Steel 2015 has given us a platform to showcase our expertise in large blast furnace technology towards the growth of the steel industry. It was a great opportunity for Danieli Corus to interact with many potential buyers and steel manufacturers.

Gajendra Panwar
Managing Director
Danieli Corus India

The show was good and we were able to showcase our products to various visitors and end consumers.

Sujoy S Hazra
Vice President (Technical)
CBMM Asia Pte Ltd.

The second edition in 2015 has made a great progress and has been better than expected. The roadmap for shaping the steel industry to achieve production target of 300 million tonnes by 2025 has got a great push from the expo and conference. As a State participant, we were able to discuss investment opportunities with many potential investors for harnessing resources available in MP. I wish the event proves to be an important milestone in achieving our true potential.

Shri Sheo Shekhar Shukla
Secretary, Mineral Resource Department
Government of Madhya Pradesh



MARKETING & MEDIA COVERAGE

INDIA STEEL 2015 was promoted exclusively to professional and trade visitors through an exclusive and carefully planned multi-media campaign.

An extensive PR, Advertisement, SMS campaign, Email Shots, Linked-in Advertisement, Trade Magazines, Effective follow-up, steel marketing, direct market campaign and other marketing communications were executed attracting key personnel who have the authority to buy, specify recommended technology for Steel and plants & services.

Media Representatives: 130

Advertising: Steel & Metals Publications • Newspapers

TV/Radio Coverage: Business Channels • News Channels
• Radio Mirchi 98.3



International / Local Press: • The Economic Times • Hindustan Times • Mint • DNA • Pioneer • Sambat • Mumbai Mirror • The Hans India • The Times of India • Financial Express • Business Line • Business Standard • The New Indian Express • The Telegraph • Deccan Chronicle • Bangalore Mirror • Vishwa Gujarat • Dainik Jagran • Dainik Navajyoti • Ahmedabad Mirror • Dinakaran • Bartaman • Gujarat Samachar • Dainik Bhaskar • Utkal Mail • Sakal • Patrika • Prabhat Khabar



**Ministry of Steel
Government of India**

VISIT

2nd INTERNATIONAL EXHIBITION & CONFERENCE ON STEEL INDUSTRY

INDIA STEEL 2015

April 16 - 18, 2015
Hall No. 5, Bombay Exhibition Centre, NESCO Compound,
Off. Western Express Highway, Goregaon (East), Mumbai

Timings: 10:00 a.m. - 6:00 p.m.

**Fostering 360 Degree Development of Indian Steel Industry,
FROM SOURCING TO DELIVERY**

HIGHLIGHTS

- Regional Exhibition & Conference on Steel Sector
- More than 10,000 sq.m. of Exhibition Space
- 200+ Domestic & International Exhibitors showcasing New Products, Technology & Solutions
- Live Demonstration of Machines & Equipments
- Country & State Pavilion
- CEOs Round Table Discussion
- 5 Thematic Conference Sessions (15th & 17th April, 2015)
- Networking Opportunities

For assistance at Exhibition, contact:
Mr. Narendra Modi - 91-9819502719
narendram200@gmail.com

For Conference delegate registration, contact:
Mr. Arjun Gupta - 91-9819502723
arjangupta200@gmail.com

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inauguration by:

Shri. Narendra Modi
Minister, Steel Division, Govt. of India

Shri. Narendra Singh Tomar
Minister, Steel Division, Govt. of India

Shri. Vikram Singh
Minister, Steel Division, Govt. of India

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INDIA STEEL 2015

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Pen Drive Partner



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Partner



Conference Kit
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Pen Partner



Visitor Bag
Partner



Knowledge Partner



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APRIL 20TH - 22ND, 2017

**Bombay Convention &
Exhibition Centre, Mumbai**

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For Exhibition:

Kamal Bhardwaj - Deputy Director, FICCI
M: +91-9899392930
E: kamal.bhardwaj@ficci.com

Mayank Rastogi - Sr. Assistant Director, FICCI
M: +91-9717110799
E: mayank.rastogi@ficci.com

Mehul Tyagi - Assistant Director, FICCI
M: +91-9999829252
E: mehul.tyagi@ficci.com

For Conference:

Arpan Gupta - Deputy Director, FICCI
M: +91-9801572331
E: arpan.gupta@ficci.com

Charu Gupta - Research Associate, FICCI
M: +91-9582101139
E: charu.gupta@ficci.com

MUMBAI OFFICE

Narendra Naik - Sr. Assistant Director, FICCI
M: +91-9819501719
E: narendra.naik@ficci.com

BANGALORE OFFICE

B. K. Nayak - Sr. Assistant Director, FICCI
M: +91-9945790735
E: bk.nayak@ficci.com

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