

Alacero-58: Next Monday, the Steel industry and its value chain will meet in a new edition of the Alacero Conference in Cancun, Mexico

Alacero - Santiago, Chile, November 03rd, 2017. The edition n° 58 of the Latin American Steel Conference will be held from November 6th to 8th at the Hotel Paradisus, Cancun, Mexico- It will be chaired by Jefferson de Paula (President of Alacero, Member of the Executive Committee of ArcelorMittal Group and CEO of ArcelorMittal Long Carbon Americas of the South, Central and the Caribbean) and Guillermo Vogel (President of the Mexican Organizing Committee and Vice Chairman of the Board, Tenaris). The opening of the conference will be honored with the presence of Rogelio Garza Garza (Undersecretary Industry and Trade, Ministry of Economy of Mexico).

This year, the main focus of Alacero-58 is Latin America and its steel industry in the new order. While the economy and the market have begun their recovery process, it is facing economic and political uncertainty.

Rafael Rubio, Director General of Alacero says: "This year, we will have four thematic subjects and featured specialists who will be addressing the key challenges for developing strategies geared to strengthen our Latin American industry".

The first session will focus on the economic perspective in times of political uncertainty and the presenters will be Eric Farnsworth (Council of the Americas and the Americas Society), Dany Bahar (Brookings Institution Global Economy and Development / Harvard University Center for International Development) and Marcos Casarin (Oxford Economics). Then we will have the participation of Hugo Beteta (ECLAC in Mexico) focusing on Latin America in view of this new economic and political order.

In the second block, the global overcapacity, one of the major concerns of the steel industry, and the situation in China will be discussed by Le Xia (BBVA Research), Lance Noble (European Chamber of Commerce of the Union in China) and Li Yuanpeng (McKinsey China Office).

In addition, this year the Conference include a third panel dealing with the Fourth Industrial Revolution and Digital Manufacturing. This issue will be addressed by Pinakin Chaubal (ArcelorMittal), Jun H. Goh (Posco) and Richard Oppelt (Accenture Strategy).

Finally, we will finish with our renowned panel on the Steel Global and Regional Market. It will be moderated by José Luis de la Cruz (Institute for Industrial Development and Economic Growth) and will have 3 main axes:

- World Market with the participation of Paul Butterworth (CRU Global Steel Office) and Peter F. Marcus (World Steel Dynamics).
- Mexican Market with a round-table discussion with leading Mexican Steel CEOs: Luis Enrique Zamudio Miechielsen. (Director General AHMSA), Víctor M. Cairo (ArcelorMittal Mexico), Oscar Maldonado Charles (Autlan), Raúl M. Gutiérrez Muguera (Deacero) Fabricio Menegoni Meirelles (Gerdau Corsa), Sergio de la Maza (Tenaris Tamsa) and Máximo Vedoya (Ternium Mexico).

- Latin American Market: The CEOs Martin Berardi (Ternium Siderar), Benjamin M. Baptista Filho (ArcelorMittal Brazil), Vicente Noero (Acerias Paz del Río) and Ricardo Cillóniz, will present their vision of the Latin American Steel Market.

As in previous years, ExpoAlacero 2017, an exhibition of the most important companies in the Steel Industry and its value chain, will be held simultaneously with the conference. Also, we will have the final and its corresponding awards ceremony of the 10th Alacero Steel Design Competition for Architecture Students 2017.

The Alacero Conference, with its long history of 58 years, is the most important industry event of the Steel Industry and its value chain in the region, bringing together an outstanding group of executives including producers and suppliers, customers and related companies.

For more information on panels, speakers and registration during the event, please visit cancun58.alacero.org

About Alacero

Alacero –the Latin American Steel Association– is the organization that brings together the Steel Value Chain of Latin America to promote the values of regional integration, technological innovation, corporate responsibility, excellence in human resources, safe working environments, and social and environmental sustainability. Founded in 1959, Alacero is formed by 49 companies in 12 countries, whose production –of about 70 million annual tons– represents 95% of the steel manufactured in the region. Alacero is a Special Consulting Organization to the United Nations and is recognized as International Non-Government Organization by the Republic of Chile, host country of Alacero’s headquarters.

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