

8<sup>th</sup>

Technology, Equipment & Product Trade Fair

SteelTech

Covering Iron & Steel Industry

MetalTech

Covering Non-ferrous Metals Industry

Virtual Trade Show

Online Tradeshow for Metals Industry



09-11 June

# Asian Metallurgy 2011

Bombay Exhibition Centre, Goregaon (E), Mumbai



Organisers



[www.asianmetallurgy.com](http://www.asianmetallurgy.com)

**Asian Iron & Steel Sector**



The industrial development of any country is estimated by the amount of steel produced by it and Asia has always been the leader in steel production. It is believed that in coming years, around half of the world steel demand will be generated in Asian markets. Needless to mention, China along with India will be the main driver for steel demand. China, with domestic production exceeding 400 mt annually, is leading this process. India is also catching up and the National Steel Policy has fixed a target of taking steel production up to 110 MT by 2019-20. Nonetheless, with the current rate of ongoing greenfield and brownfield projects, the Ministry of Steel has projected India's steel capacity to touch 124.06 MT by 2011-12. Unlike the western world, where recession took a toll on iron and steel production, the Asian region was not much affected. India's steel consumption rose by 5.7 % to 26.49 MT in the first six months of the current fiscal over the same period a year ago on account of improved demand from sectors like automobile and consumer durables. The other steel consuming sectors like auto, white goods etc, also view Asia as the fastest growing market, thus further strengthening steel demand. However, procurement of raw material is a concern with iron ore prices rising steadily thus affecting the cost of steel production. Fortunately, Indian subcontinent along with other parts of Asia, are blessed with enormous reserves of minerals used in steel production. All this makes Asia the most favoured destination not only to steel makers but to all the allied businesses like technology providers, equipment manufacturers, raw material suppliers, instrumentation companies, consulting firms etc.

**Steel Tech**



This show has been successfully organised in the past years 1996, 1999, 2003, 2005, 2007 and 2009 and is now a familiar name to all the iron & steel related business houses in the region. The show intends to bring together the products and technologies associated with the whole supply chain of iron and steel manufacturing and processing. The exhibition will showcase new technologies, processes and products from different regions and will promote trade, technology transfers and joint ventures. The show attracts visitors from all corners of the world. The decision makers from technical as well as commercial side and in most cases the top management executives do make a point to visit and get updated on various techno-commercial issues.

**Asian Metallurgy 2011**

The exhibition Asian Metallurgy 2011, comprising of Steel Tech and Metal Tech will showcase new technologies, processes and products from different regions and will promote trade, technology transfers and joint ventures. The show will attract visitors from all corners of the world. The decision makers from technical as well as commercial side and in most cases the top management executives are sure to visit and get updated on various techno-commercial issues.

**Non Ferrous Metals Industry in Asia**



Non-ferrous metals are an integral part of our everyday life, both now and for the future. Aluminium has found its special applications in automotive industry and railways replacing steel. Owing to its virtues like light weight, long durability and good conductor of heat, this 'poor man's silver' has made its own room from necessities to luxuries. In aviation industry too, the metal has replaced steel substantially. The metal assures extensive growth in coming years and is rightly called the Metal of the 21st Century. The other 'red metal' Copper, also has huge potential for increase in consumption. Asian tigers including China, India, Japan, South Korea and others have been going in full swing with capacity expansion plans. Hence, innovations in this non-ferrous metal industry are bound to take affect with assured growth. The Asian non-ferrous metals industry is witnessing a sustained growth for the last few years. After the lull, due to depression, non-ferrous metal is again gaining ground. However, the fact is that most of the countries in Asia are yet to exploit the full potential of non-ferrous metals usage. This makes Asia, the region of choice for most of the new investments in non-ferrous metals sector.

**Foundry sector in Asia**



The Asian Foundry Sector is presently experiencing a boom which is being aided by a fast moving economy and an exponential growth in the Automobile and Engineering sector. The Asian region, especially India is seen as the hub of auto component manufacturing and the castings business is expected to grow manifold in coming years. This opens big markets for technology and equipment manufacturers, raw material suppliers etc.

**Metal Tech**



This show has been successfully organised in 2003, 2005, 2007 and 2009. The show intends to bring together the products and technologies associated with the whole supply chain of non-ferrous metals manufacturing and processing, i.e right from ore beneficiation upto finished metal processing.

## Who Should Exhibit ?



- Mining Companies
- Pig Iron Producers
- Sponge Iron Producers
- Ferro Alloy Producers
- Other Raw Material Suppliers

- Equipment & Spares Suppliers
- Technology Companies
- Primary & Secondary Steel Producers
- Processing & Forming Industry
- Ferrous & Non-ferrous Products (Forging, Casting, Wire, Fasteners, Springs, Tube / Pipe)

- Allied Engineering Industry
- Trading Houses
- Logistic Companies
- Consulting Companies

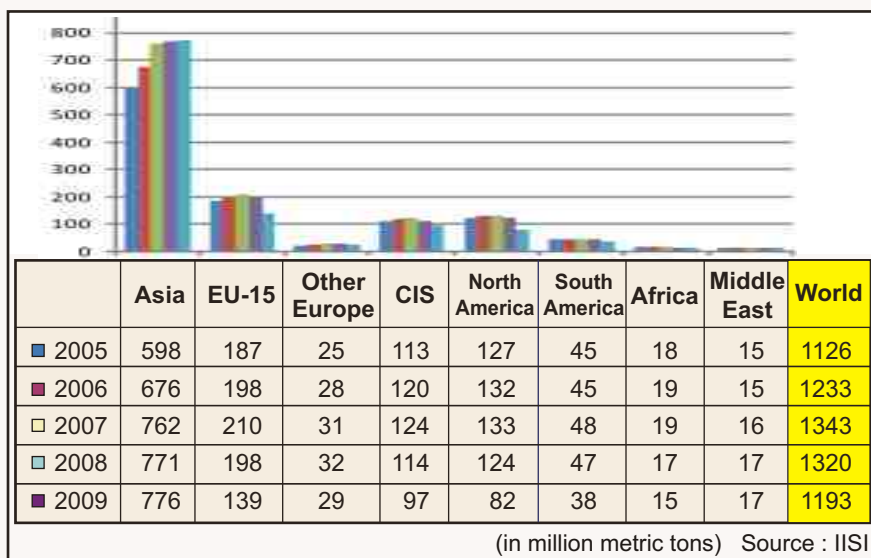


## Media Coverage



In order to make this event a success, the organisers have planned a mega promotional campaign in print as well as electronic media. This will include press conferences, press releases, event features not only in the organisers own publications 'Steelworld' & 'Metalworld' but also in other newspapers, magazines, trade journals etc. Special mailers will be sent to a large database of industry professionals. Many metal related websites / portals are supporting this event and will also send email blast to their members.

## Asia's Share in World Steel Production



### Online Trade Show for Metal Industry

'Asian Metallurgy 2011-Virtual' is in fact a virtual trade show, where we create the atmosphere of a physical trade show, right here on the Internet.

All you need is access to the internet. We will create a virtual booth for you, which will provide your company's general information contact details and product details. Links will be provided to your website.

The show will be promoted all over the globe by the extensive network of 'Steelworld.com' & 'Metalworld.co.in' along with our associate websites.

By exhibiting in the virtual show, you do not have the added travel expenses, booth production costs, employee compensations, and shipping charges incurred at a physical trade show.

AMV provides you the opportunity to promote your participation in the trade show long after, the physical show is over. Use your AMV booth to not only market existing products but also introduce new products & literature.

The virtual trade show is scheduled to start from 1st June 2011 and will remain on air for one year.

If by any chance, one is not able to participate in the ground show, AMV is the best opportunity for promoting one's products / services in global metal sector.



Virtual Exhibitors logon to [www.asianmetallurgy.com](http://www.asianmetallurgy.com) for more details or write to us on [info@steelworld.com](mailto:info@steelworld.com)



Dates : 09 - 11 June 2011

Exhibition Timings  
Daily 10 am to 6 pm



### Venue

Bombay Exhibition Centre, Western Express Highway, Goregaon (E), Mumbai - 400 063. INDIA.

Tel. : +91-22-56450123 Fax : +91-22-56450101.

The venue is specifically meant for organising such high level industrial exhibitions and provides excellent facilities for such events. It is also conveniently located.

### Exhibition Services

All necessary services such as construction of stand, decoration, furniture rental, electrical connections & installations, telephone & fax facilities, handling of goods & materials etc. are available to the exhibitors.

### Exhibition Catalogue

The Organiser will publish an Exhibition catalogue. It will incorporate all the details of ground as well as virtual exhibitors such as name, address, tel / fax / email, contact person and brief description of the Exhibitor's product profile and will be distributed to all visitors during the event.

### ORGANISERS



Networking the  
Steel & Metals Industry  
- Worldwide

### Advertising in the Catalogue

The catalogue will offer an ideal platform for advertising the products and services in terms of reach and effectiveness. Interested parties may contact the organisers for rates & positions.

### Contact Details

**Chandekar Business Media Pvt. Ltd.**

(An ISO 9001 : 2000 Certified Company)

1 Alpha, 1st Floor, M. G. Road, Vile Parle (E),  
Mumbai - 400 057. India

Tel. : 91-22-26192376 / 26171575 / 26171866

Fax : 91-22-26162817

E-mail : info@steelworld.com, info@metalworld.co.in

Website : www.steelworld.com, www.metalworld.co.in