

1<sup>ST</sup>  
ANNOUNCEMENT



**2019**

# **Trade Forum on the Malaysian Iron and Steel Industry**

*“Malaysian Steel Industry at the  
Crossroads of Change”*

**24 OCTOBER 2019**

**SUNWAY RESORT HOTEL & SPA  
PETALING JAYA, SELANGOR**



**MISIF Secretariat**

**Malaysian Iron And Steel Industry Federation (MISIF)**

**28E/30E, 5<sup>th</sup> Floor, Block 2, Worldwide Business Park,  
Jalan Tinju 13/50, 40675 Shah Alam, Selangor, Malaysia**

**Tel: +603-5513 3970 Fax: +603-5513 3891**

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**2019 Trade Forum on the Malaysian Iron and Steel Industry**  
*"Malaysian Steel Industry at the Crossroads of Change"*  
**Thursday, 24 October 2019**  
**Sunway Resort Hotel & Spa, Petaling Jaya, Selangor**

**PROVISIONAL PROGRAMME**

0900 – 0930 Registration of Participants & Invited Guests  
Morning Coffee. Venue: Lagoon Foyer, Level 15

**Official Opening Ceremony**

0915 – 0925 Invited guests and delegates to be seated

0930 – 0945 Arrival of Guest-of-Honour, Yang Berhormat Dr. Ong Kian Ming  
Deputy Minister of International Trade and Industry Malaysia (MITI)

0930 - 0940 Welcoming Address by Dato' Lim Hong Thye  
President of Malaysian Iron and Steel Industry Federation (MISIF)

0940 –1010 Keynote Address by YB Dr. Ong Kian Ming, Deputy Minister,  
Ministry of International Trade and Industry Malaysia (MITI)

Launch of the MISIF Website

1010 – 1030 Recognition of Sponsors of 2019 Trade Forum and Steel Industry  
Dinner

1030 –1100 Networking Refreshment

Media Conference. Venue: Arena 2, Level 15

**Session 1: Steel Market Perspective**

Chair: Tan Ah Yong, Secretary General, South East Asia Iron and Steel Institute  
(SEAISI)

1100 –1130 **Paper I: Malaysian Steel Sector – Going through New Cycle  
with Better Times Ahead?**  
Henry Law, Eigis Consulting

1135 –1205 **Paper II: Chinese Steel Exports Amid the Rise of Southeast  
Asian Capacity**  
Keith Tan, Senior Managing Editor, S&P Global Platts

1210 –1240 **Paper III: US-China Trade War: Thinking Beyond Volatilities and  
Disruptions on Steel Trade**  
Ivan Cheng Sum Weng, UOB Singapore

1245 – 1300 Q&A

End of Session 1

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**1300 – 1350 Lunch & Networking.**  
Venue: Lagoon 1, Level 15

### **Session 2: Gearing Up to Transform the Malaysian Steel Industry**

Chair: Mark Lim Sooi San, MISIF Deputy President

1400 – 1430 **Paper IV: Learning from the Japanese Steel Industry**  
Toru Nishizaka, Chief Regional Officer, The Japan Iron & Steel Federation (JISF)

1435 – 1505 **Paper V: Transformation as Business Solution - Challenges in Adoption of Industry 4.0 in the Steel Industry**  
Chai Kung Fee, Senior Operations Manager, Bahru Stainless Sdn Bhd

1510 – 1540 **Paper VI: (TBC)**  
Pn. Aedreena Reeza Alwi, Director, Sectoral Policy II, MITI

1545 – 1600 Q&A  
End of Session 2

1600 – 1620 Coffee Break & Networking

### **Session 3: Industry Experts Panel Discussion**

Moderator: *(to be confirmed)*

1620 – 1700 ***“Malaysian Steel Industry at the Crossroads of Change”***

#### **Panelists:**

1. Mark Lim Sooi San, MISIF Deputy President I
2. Representative from MITI/MIDA
3. Jarrod Lim Keng Yeow, Malaysia Steel Institute (MSI)
4. Roshan Abdullah, Mycron Steel CRC Sdn Bhd
5. Dato' Soh Tian Lai, Federation of Malaysian Manufacturers (FMM)

1700 – 1715 Concluding Remarks by Chairman of Organising Committee

1715 Trade Forum closes

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## REGISTRATION

### 2019 Trade Forum on the Malaysian Iron and Steel Industry 24 October 2019



#### TRADE FORUM DELEGATE (\*One form per registrant)

Title  Tan Sri  Datuk  Dato'  Dr.  Mr.  Mrs.  Ms.  Others:

Full Name: .....

Company Designation: .....

Company Name: .....

Email: .....

Tel: ..... Fax: .....

Special Dietary Requirements  Vegetarian  Non-Vegetarian

Company Chop:

#### REGISTRATION FEE (PLEASE TICK (✓))

MISIF Member RM 1,000

Non MISIF Member RM 1,200

#### PAYMENT METHOD SIGNATURE & COMPANY STAMP

By Cheque (Cheque No: .....) )

Bank Transfer

Beneficiary Name: **Malaysian Iron and Steel Industry Federation**

Beneficiary Bank Account: **8002275287**

Beneficiary Bank: **CIMB Bank Berhad**

Beneficiary Bank Address: **Lot 27, 29 & 31, Jalan 52/4, 46200 Petaling Jaya, Selangor**

*\* Please e-mail or fax (03-5513 3891) copy of bank-in slip and registration form as proof of payment.*

**Please return the duly completed form to:**

**MISIF Secretariat**

**Malaysian Iron and Steel Industry Federation (MISIF)**

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