

# MADE IN STEEL



**MADE IN STEEL 2013**  
**THE WORLD STEEL EXPO**  
**MILAN - ITALY**  
3rd | 4th | 5th APRIL 2013  
fieramilanocity

# MADE IN STEEL

A PRECIOUS EVENT TO ATTRACT THE STEEL WORLD TO ITALY

Made in Steel is the **conference & exhibition** dedicated to the steel industry.

Established from a concept by **Siderweb**, the centre of information for the Italian iron and steel industry, together with **Brixia Expo**, after being held four times between 2005 and 2011 in Brescia, it will now be held in Milano, in **fieramilanocity** halls.

What makes Made in Steel different from conventional exhibitions is its conference & exhibition formula, which, in addition to concrete opportunities to develop business relations, also ensures chances for cultural analysis and training by means of conferences, events, forums, discussions and panel discussions.



# REASONS TO BE AT MADE IN STEEL

Participating in Made in Steel as an **exhibitor** means ensuring visibility to products in an exclusive and unique context, with the possibility to develop qualified contacts and to find new customers and new market outlets.

All in one venue, **visitors** will have the chance to meet the main players in the industry and can take part in a busy agenda of meetings and conferences focused on technical, strategic and industrial issues, combining business with gaining new knowledge.



# MADE IN STEEL 2013: STEEL END-USERS OUTLOOK

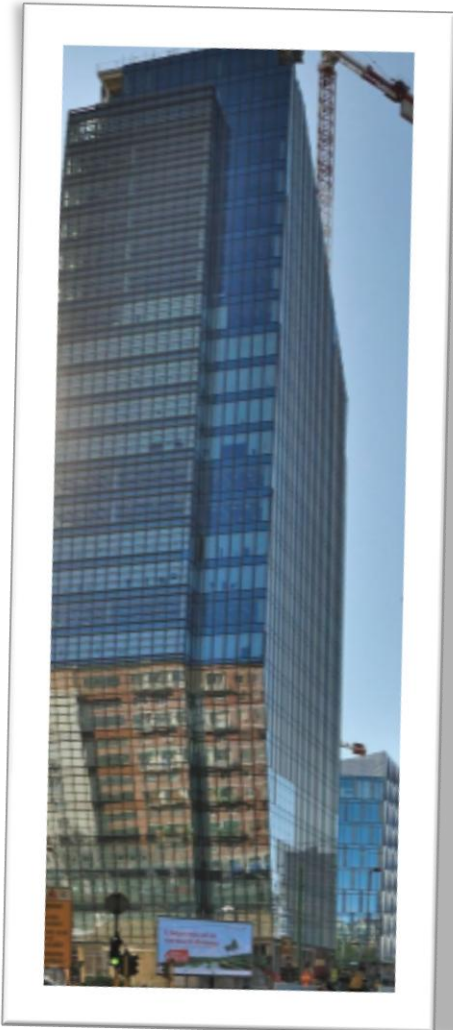
Made in Steel 2013 will involve much more with respect to the former editions **the steel end-users industry.**

In particular the focus will concern the following markets:

- a) **Building**
- b) **Automotive**
- c) **Power & Utilities**



# FOCUS ON: BUILDING



**MADE IN  
STEEL**

Fondazione  
**Promozione Acciaio**

Fondazione Promozione Acciaio and Made in Steel had shared their knowledge of the world of the steel in the BUILDING project to ensure that:

- a) the world of designers meet producers
- b) meeting each other and discussing on matters that require the qualified support of all parties involved in the steel chain (from producers till users)
- c) facing the future in a proactive and constructive way

# FOCUS ON: BUILDING

## STEEL NUMBERS IN ITALIAN BUILDING SECTOR

Figures 2011



ITALIAN STEEL PRODUCTION: TOTAL 28.717.000 TONS | FLAT PRODUCTS 12.872.000 TONS | LONG PRODUCTS 14.415.000 TONS | ITALIAN STAINLESS STEEL PRODUCTION: 1.554.000 TONS

# A GROWING EVENT

## *First edition: 15-17 september 2005*

- ✓ 30 conferences
- ✓ 2700 sq.m net sold
- ✓ 102 exhibitors
- ✓ 5.000 visitors

## *Second edition: 22-24 march 2007*

- ✓ 15 conferences
- ✓ 5.000 sq.m net sold
- ✓ 153 exhibitors
- ✓ 10.000 visitors

## *Third edition: 18-20 march 2009*

- ✓ 11 conferences
- ✓ 7.400 sq.m net sold
- ✓ 187 exhibitors
- ✓ 12.000 visitors

## *Fourth edition: 23-25 march 2011*

- ✓ 11 conferences
- ✓ 9.200 sq.m net sold
- ✓ 248 exhibitors
- ✓ 13.500 visitors

## Exhibition Area



## Visitors

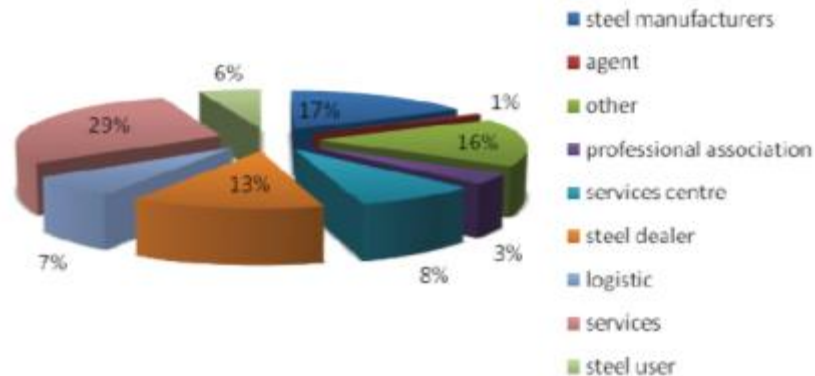


# MADE IN STEEL: CATEGORIES AND COUNTRIES 2011 EDITION

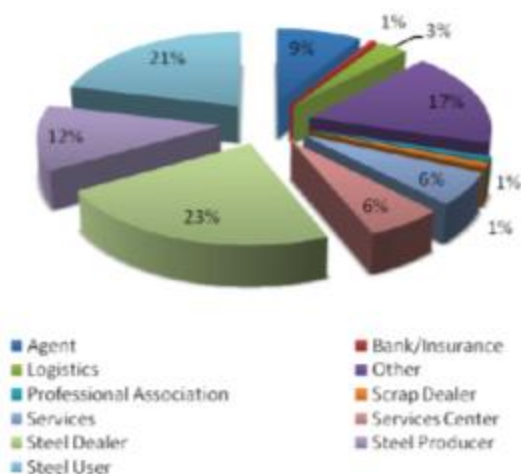
Origin of visitors



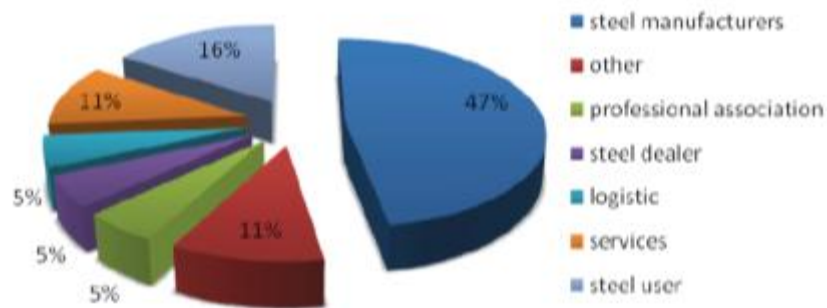
Category italian exhibitors



Category international visitors

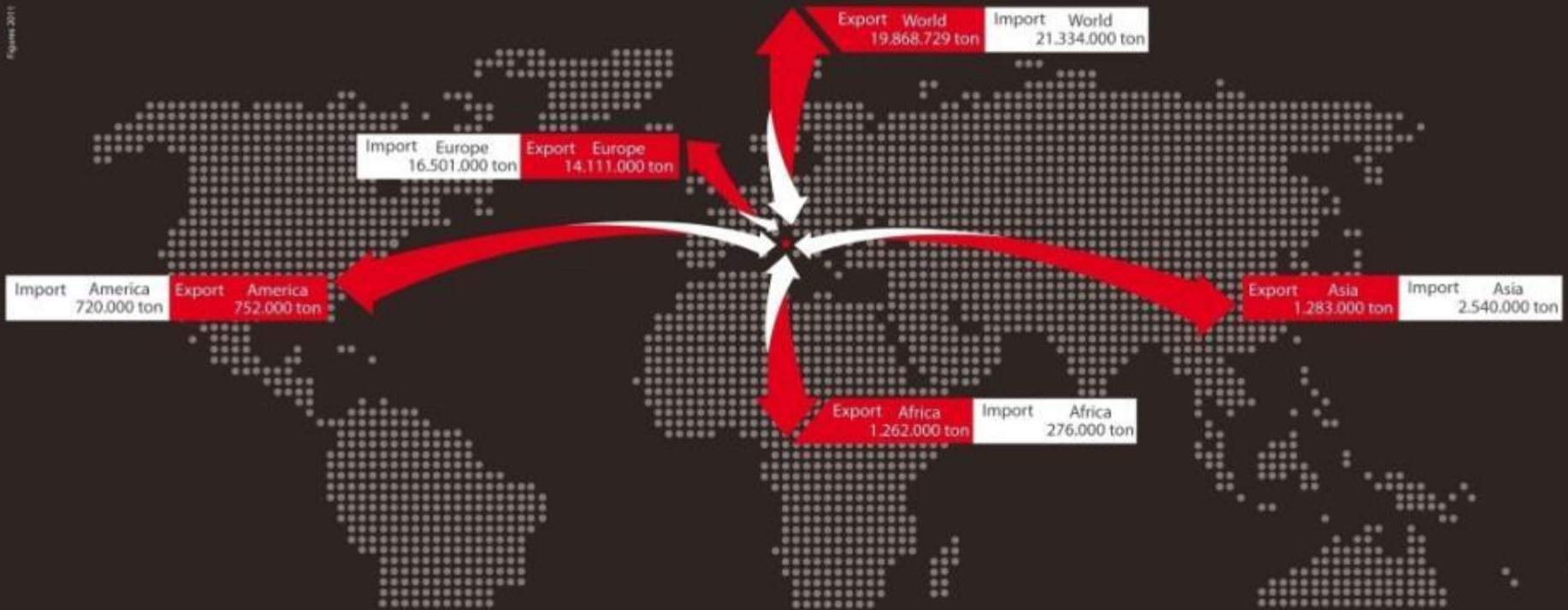


Category international exhibitors



# WHY ITALY

Figure 2011



**ITALIAN STEEL PRODUCTION:** STEEL 28.717.000 TON | FLAT PRODUCT 12.872.000 TON | LONG PRODUCT 14.415.000 TON

**ITALIAN STAINLESS STEEL:** PRODUCTION 1.554.000 TON

# CONFERENCE: **KNOWLEDGE** AT MADE IN STEEL

**Workshops, conferences** and **analyses** have been a fundamental feature since the establishment of Made in Steel, one of the two pillars (conference & exhibition) on which this event stands. During the first four years, the events organized by Made in Steel have welcomed some of the people that created the Italian iron and steel industry as well as the current names in the sector, including Luigi Lucchini, Emilio Riva, Steno Marcegaglia, Giuseppe Pasini, Gianpiero Benedetti, Roberto Marzorati, Antonio Gozzi and Antonio Marcegaglia.

In addition to Italian speakers, there have been international presentations such as those by **Ralph Oppenheimer** (President of Stemcor), **K. Rex Query** (President of Nucor Europe) and **Shen Junhua** (managing director of WISCO Europe) as well as analyses explained by renowned economists such as **Marco Vitale** and **Giacomo Vaciago**. The guests of Made in Steel have also included the economist, activist and essayist **Jeremy Rifkin** who gave a view on the future of global economy, and the climber Simone Moro who is an example of how a person can get beyond the limits deemed as impossible by skill, courage and endurance.



# EXHIBITION

# fieramilanocity



# FIERA MILANO: A PARTNER FOR INTERNATIONALIZATION

**Fiera Milano** is one of the main world players in this industry and **the first in Europe** in terms of net areas covered by international exhibitions.

It also organizes every year some seventy events in Italy and another forty abroad. Every year, Fiera Milano hosts more than **30,000 exhibiting companies** and **5 million visitors**. These figures and the ability to organize international events, have led Made in Steel to choose the Milan exhibition venue.

The conference & exhibition of steel will be held at fieramilanocity, the city exhibition area of Fiera Milano, a complex with **4 halls** totaling **43,000 sq m**, which provides a full range of services for exhibitors and visitors.



**FIERA MILANO**



# ALREADY ON BOARD

ACCIAIERIA ARVEDI S.P.A. - ACCIAIERIA DI RUBIERA SPA - ACCIAITUBI S.P.A. - AFV ACCIAIERIE BELTRAME S.P.A. - AMENDUNI TUBI ACCIAIO S.R.L. - ARCELORMITTAL DISTRIBUTION SOLUTIONS / FCE / LCE ITALIA - ASO SIDERURGICA SRL UNIPERSONALE - AUTOMAZIONI INDUSTRIALI CAPITANIO SRL - B.M. ELETTRONICA SPA - BAOSTEEL ITALIA DISTRIBUTION CENTER S.P.A - BORIANI SRL GLOBAL LOGISTIC AND FORWARDING COMPANY - BORUSAN MANNESMANN - CALVI HOLDING SRL - CASTELLAN MARIA & C. S.P.A. - CISCATO & COMPANY SRL - CLN SPA - COMAL FERLATA SPA - CONDOROIL CHEMICAL S.R.L - DANIELI & C. OFFICINE MECCANICHE SPA - DELNA SPA - DISMAS TRADING S.R.L. - DR. ING. CARUTTI - ELG STEEL S.P.A. - ESSEPIEFFE SRL - EURE INOX SRL - EURO SIDER SCALO S.P.A. - EURO-FER SPA - EUSIDER SPA - F.G.S. FONDERIA GHISE E ACCIAI SPECIALI SPA - FERALPI SIDERURGICA SPA- FERRETTI INDUSTRIAL SERVICES SRL - FERRIERA VALSABBIA SPA - FONDAZIONE PROMOZIONE ACCIAIO - FORNI INDUSTRIALI BENDOTTI SPA - FRANCHINI ACCIAI SPA - FRANCHINI LAMIERE SPA - GAUSS MAGNETI SRL - GIORINASTRI S.R.L. - GRIGLIATI BALDASSAR S.R.L. - HASÇELIK SAN. VE TIC. A.S. - HEPPENSTALL ITALIA - INAC SPA - JANNONE FERRO TUBI SPA - KAUFFMANN&SONS - KETTENWULF GMBH - LECH-STAHLWERKE GMBH - LOGIC SPED S.R.L. - M&M FORGINGS S.R.L. - MAGNESITA REFRATORIES GMBH - MECHEL SERVICE ITALY SRL - MERIGO SPA - MORESCHI S.R.L.- O.LA.N. OFFICINA LAMINAZIONE NASTRI SRL - OLIVINI GIUSEPPE SRL - PADANA TUBI E PROFILATI ACCIAIO SPA - PIPEX ITALIA SPA - PROFILMEC S.P.A. - PROFILTUBI S.P.A. - PROMILLS SRL - RHI AG - RUD KETTEN RIEGER & DIETZ GMBH U. CO. KG - S.POLO LAMIERE S.P.A - SALODINI CONSULTING SAS - SANTARELLA SRL - SCHMOLZ + BICKENBACH INOX SRL. - SGL CARBON SPA - SIDERALBA SPA - SIDERPIGHI S.P.A. CON SOCIO UNICO - SIDERURGICA ASTICO SPA - SIDERURGICA FIORENTINA SPA - SIDERURGICA GABRIELLI S.P.A. - SIRIO ANALITIX SRL - SLEMENSIDER SNC DI ZANI M. & C. - SLINGOFER SRL - SSAB SWEDISH STEEL SPA - STAIN S.R.L. - STALATUBE OY - TECNOFIL SPA - TECNOMOVINT SRL - TECNOSERVICE SRL - TESSITURA BEGNI SRL - THYSSENKRUPP ACCIAI SPECIALI TERNI - TIS S.R.L. - TUBE PRODUCTS INTERNATIONAL - TUBE & PIPE TECHNOLOGY - WIRENET S.R.L. - ZANINONI INTERNATIONAL FORWARDING AGENT S.P.A.

# VISITORS PREVIOUS EDITIONS

..... VOGELSANG GMBH & C - KOSTAHL - KOMMODITY PARTNERS - METAL SERVICE LTD - KORDELOS BROS SA - NORCORNEX APS - SAS - MERSTEEL D.O.O. - BRUTSCH RUGGER MATALS AG - ADITRADE D.O.O. - ALGEPOSA INTERMODAL - BLS CARGO - SPLIETHOFF - SAFIN GMBH - TRAILER E. PORTUGAL SA - FAPRICELA - EQUIPAMENTOS INDUSTRIAL CARLOS - RHENUS PORT LOGISTIC AG - METAL GORICA - EUROMET SA - SIPRO SIDERPRODUKTE - ANLEY MARITIME AGENCIES LTD - HAMMAMI INTERNATONAL - PACKER STEEL INDUSTRIES - COMPTOIR DES METAUX - POLIMETALES SAC - EVERRICH GLOBAL RESOURCE AG - FRIGERIO & CO - DUFERCO SA - ATS SA - HEMAT TRADE OSTRAVA AS - MR - STURM AG - INVEC REMACON D.O.O. - DANICEK GMBH - DUFERCO DEUTSCHLAND GMBH - EHG STAHLZENTRUM - MADAME - STEELBERRY - FERRUM S.R.O.- IUMS ANTERA - MRS - KOVINTRADE D.D. - ELME METAL LTD - INOX CENTER D.O.O. - LINOKSA - BAGES ACERS - ACEROS LLOBREGAT SA - TEO VORRIAS AND CO - THYSSENKRUPP MATERIAL INTERNATIONAL - MIDLAND BRIGHT STEEL LTD - EISEN SCHMITT - TRAFILIX - JEAN WAUTERS SA - AB JARNSIDA - HYPERACIER - AMBRO SALES - MERCURIAL - CANAM - MANCEAU - ACIER DURAND - HUDACO TRADING LTD - MOREL DISTRIBUTION - BUCHER STAHLHANDEL - ASMOBAX - IP METALZENIRIN - RS ROEHREN UND STAHLHANDEL - SKANDISTAL AB - ACEROS GRINON SL - TOWER TRADING - METAL VIDAKOVI D.O.O. - RIKTA V SIA - BRONZINI SPA - KAPPA STEEL GMBH - FERCO CELIK VE DIS TICARET - DUFERCO LA LOUVIERE - MIBA FRICTEC GMBH - TATA STEEL INTERNATIONAL - SST SWISS STEEL TRADING - NOVARIA SA - VANOMET AG - WB S.P. - KNAUF AMF GMBH & CO - IMS FRANCE - EMILE MAURIN - HIC ACIERS - TECHNIMAT - TX LOGISTIK AG - SIPRO BELTRAME AG - EXMET OU - CSAD - FILLI STAHL - URBAS MASCHINENFABRIK - CEDIX D.O.O - SSB CARGO - ARIT D.O.O. - LME - VENTEX GMBH - B.V. IJZERLEEUEW - IMPEX INTERNATIONAL - STEELCOM S.A.M. - ICT NV - HANSON SPRINGS LTD - DP TRADE SA - SAMPIER TRADING LTD - ATEC TRADING - EDELSTAHL-ROSSWAG - RKB EUROPE SA - MACSTEEL INTERNATIONAL - NETSTEEL APS - WEIDMANN ELECTRICAL TECHNOLOGY - KEY TO METAL AG - JADRAN-IMPEX - KOVINTRADE D.D. - COMBULEX BV - CONEX D.O.O. - HARTL TRANSPORT GMBH - HPS SOURCING & TRADING GMBH - INDUSTAHL AG - FRANKSTAHL - PRESTA STAHL - REMAG AG - BUSATIS GMBH - DEBRUNNER KOENING MANAGEMENT - NOESEN NV - B.A. GEURTS-JIANSSEN B.V. - HEUVELMAN B.V. - DEBRUNNER ACIFER SA - SOLDINISUDACCIAI - METAL DISTRI BUTION - MIAUTON SA - MONTANSTAHL SA - RUD KETTEN - EXCOR GMABH - INTERSEROH - KINDLIMANN AG - P.T. AREZDA PURNAMA LOKA - DANGO & DIENENTHAL - WEINMANN - STOPINC AG - RHI AG - HIDRIA ROTOMATIKA - INGERSOL RAND - GHIELMINPORT SA - FAMAGUSTA STEEL - BEL.MI.DA D. GALOUZIS - BOUYGUES CONSTRUCTION - COMSIDER - TRASTEEL INTERNATIONAL - GS HYDRO - GS HYDRO OY - EXPRESS INTERFRACHT GMBH - RAIL CARGO AUSTRIA ....



## Made in Steel

### Organization Office

Via Don Milani, 5 - 25020 Flero | Brescia | Italy  
T +39 030 25 48520 F +39 030 2549833  
info@madeinsteel.it

### Sales Manager

Mauro Franchina - commerciale@madeinsteel.it

### Press Office and External Relation

Stefano Ferrari - Fiorenza Bonetti - ufficiostampa@madeinsteel.it

### Project Manager

Valentina Tavana - vtavana@madeinsteel.it

[www.madeinsteel.it](http://www.madeinsteel.it)