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# 11<sup>th</sup> Asia Cement Trade

23–24 March 2009  
Hotel Istana Kuala Lumpur



*How Deep is the Crisis and How Fast is Recovery?*

Collins Stewart  
Fajarbaru Builder Group Bhd.  
HSBC  
Ministry of Construction Vietnam  
Saurashtra Cement Ltd.  
Zag International Inc.

Ins of Tech Info for Building  
Materials Industry of China  
(ITBMIC)  
Indonesian Coal Mining  
Association

Satterward Group  
Global Investment House  
Holcim (Singapore) Pte. Ltd.  
Sindicatum Carbon Capital

promotion partners

official publication



## Day 1 - Monday, 23<sup>rd</sup> March 2009

8:00 Registration & Coffee

9:00 Chairman's Welcome & Introduction

### 9:10 Peering into the 2009 Abyss

- Supply and demand
- Producer's strategy
- Financing issues & Trading

*Imran Akram, Analyst (Building & Construction),  
Collins Stewart*

### 9:45 Outlook for the RMC & Construction Sector in Malaysia

- Price adjustments of building materials in tandem with fuel price
- Construction project updates in Malaysia for 2009 & demand for concrete/building materials

*Dato' Ir. Low Keng Kok, CEO  
Fajarbaru Builder Group Bhd.*

### 10:20 Vietnam's Plan to Boost the Cement & Building Industry

- Competitiveness of the building materials sector & targeting export markets
- Demand for cement & building materials to meet domestic consumption (housing, infrastructure, etc.)

*Vo Quang Diem  
Deputy Director of Building Materials Dept  
Ministry of Construction Vietnam*

10:55 Discussion followed by Refreshment Break

### 11:30 Trade Financing Challenges & Criteria for Lending

- Review in financing scheme/export credits due to credit crunch

- Overcoming constraints to enable financial security

*Gerald Goh, Sr. Vice President (Trade & Supply Chain)  
HSBC*

### 12:05 ASEAN Markets – Strengths & Constraints

*Martin Wilkes, Consultant  
Satterward Group*

12:40 Discussion followed by Networking Lunch

14:00 Chairman's Remarks

### 14:10 Asia Economic Outlook

### 14:45 India in Transition – From Seller's to Buyer's Market?

- Current scenario
- Economy downturn & impact on investments/expansions
- Demand/supply balance & industry outlook in near future

*Ravindra P. Singh, Director (Strategy & New Business)  
Saurashtra Cement Ltd.*

### 15:20 Pakistan's Role in Cement Trading

- Export capacity for Middle East, Africa & India
- Capacity expansions and project updates to meet demand

15:55 Discussion followed by Refreshment Break

### 16:25 China: Surviving the Storm amid Global Slowdown

- Economy stimulus package for infrastructure construction projects – how will it boost the cement industry?
- Export capacity and markets outlook for 2009

- Cement & building materials price movement and forecasts

*Prof Cui Yuan Sheng, Vice President  
Ins of Tech Info for Building Materials Industry of China (ITIBMIC)*

### 17:00 Coal Outlook

- Availability, production, export & domestic use developments
- Cement industry as regional market drivers
- How will the new Mining Law (Mineral & Coal) impact coal trade
- Opportunities & challenges

*Supriatna Suhala, Executive Director  
Indonesian Coal Mining Association*

17:35 Discussion followed by end of Day 1

1740 -1840 hrs. *Networking Reception*  
for Speakers & Delegates

## Day 2 - Tuesday, 24<sup>th</sup> March 2009

9:00 Chairman's Remark

### 9:05 Next on Sustainable Construction & Concrete

*Jitendra Pragji Desai, Head of Product  
Development & Technical Services  
Holcim (Singapore) Pte. Ltd.*

### 9:40 Evolving Americas Markets: A Fundamental Shift In Supply & Demand Patterns

- USA: From Major Importer to Possible Exporter

- Central America/Caribbean: Opportunities & Challenges
- South America: Domestic Growth Outlook & Import Possibilities
- Impact on Asia Markets & Producers

Charles Zeynel, President  
**Zag International Inc.**

10:15 **Demand, Expansion & Financial Performance of the GCC Cement Sector**

- Projects driving the demand
- GCC in global context
- Potential for cement export into GCC

Hettish Karmani, Financial Analyst  
(Corporate Finance & Research)  
**Global Investment House**

10:50 Discussion followed by Refreshment Break

11:20 **Africa Cement Markets Outlook**

11:55 **Volatility of Dry Bulk Cargo Trade**

- Outlook for sector amid slowdown & credit crunch
- Shipping over-capacity scenario
- Baltic Dry Index (BDI) & freight rates movement

12:30 **Capitalizing on CDM and Carbon Trading Markets**

- Market drivers & challenges for CDM projects
- Opportunities for cement producers

Shanthan Selvakumar, Regional Manager  
**Sindicatum Carbon Capital**

13:05 Final discussion followed by Closing Lunch

14:35 End of Conference

## Asia: Surviving the Global Slowdown?

Will Asia's successful cement sector bounce back faster than expected? Despite slower growth in the private sector, the cement industry is being stimulated by regional governments initiatives and investments into infrastructure construction and public works.

**China has allocated 4 trillion Yuan out of which considerable portion of the investment will go into railway construction and welfare housing.**

(Source: China Cement)

**Vietnam plans to develop the building industry and targets to satisfy both domestic consumption and export demands in terms of quantity, quality & selection of basic construction materials**

(Source: Vietnam News)

CMT's **CemenTrade Asia 09** brings together top panel of experts to help empower you with market dynamics & strategy. Organised for the 11th consecutive year, this conference focuses on pertinent issues during current volatile times!

Don't miss this opportunity to network amongst major cement and concrete producers, traders, construction companies and various entities of the supply chain. Register online now at [www.cmtevents.com](http://www.cmtevents.com) or send in your enquiry to [emily@cmtsp.com.sg](mailto:emily@cmtsp.com.sg)

### You will network with

- Chairman/MD/President
- Senior VP/Vice President
- Marketing/Business Development/Sales Director/Manager
- Market Intelligence/Strategy Manager
- Export/Trading Manager
- Technical/Operation Manager
- Outbound Logistics/Sourcing executive from Regional cement and building materials/ready-mixed concrete (RMC) companies, coal/slag/fly ash/steel suppliers, engineering, equipment and technology companies and bulk/cement carriers, building and construction analysts, project financiers and banks.

## What's *NEW* at 11th CemenTrade Asia:

- From **global producer's strategy** to trade flow, listen to expert analysis on how the industry will position to ride out the storm
- Snapshot of **ASEAN** markets – where are the growth spots and what's driving its strength?
- Will **China** continue to meet global demand – supply gap despite increased expectation in domestic demand
- Will the new **US** government's policies to boost infrastructure help hike cement demand? Also what are the repercussions of the **Caribbean** markets slowing down?
- If you're a cement trader or looking to **export**, ascertain the changes to **trade financing** scheme and export credits
- **Holcim** shares its vision on sustainable construction and concrete
- Are major projects in the **GCC** drying up or will it remain on schedule? Learn the latest on demand, expansion & potential exports into the **GCC**
- What's the impact on export trade and logistics challenges amid lower freight rates?
- Indonesia's **coal outlook** and how the cement industry will drive the regional coal markets
- Will India continue to buy from Pakistan to meet demand or will the dynamics change as new capacity come on stream? **Saurashtra Cement** explores the challenges lying ahead for Asia's 2nd largest economy

And more!! So register now with your team and enjoy a discounted fee for a group of 3 or more!

# 11<sup>th</sup> Asia CemenTrade

23-24 March 2009 | KUALA LUMPUR



**AIR MAIL**

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## HOW TO REGISTER

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## FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

Conference Fee for 1 Person	Conference Fee for 3 or more* (from the same company)
<b>USD1,595</b>	<b>USD1,295</b> (MIN SAVINGS OF USD900)

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

## PAYMENT

**By Telegraphic Transfer**

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TT must include additional USD21 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

## CONFERENCE VENUE

CMT has arranged special discounted room rate at RM325++ (Single/Double) per room per night inclusive of 1 / 2 buffet breakfast (subject to room & rate availability) for delegates at **Hotel Istana Kuala Lumpur**. Please reserve your room with the hotel directly, providing full credit card number and expiry date to:

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 Email: [mazura.nasarudin@hotelistana.com.my](mailto:mazura.nasarudin@hotelistana.com.my)  
 Cut off Date for Room Booking: 22-02-2009

## 3<sup>rd</sup> GLOBAL STAINLESS/SPECIAL STEEL TRADE Summit

Dubai | 20-21 April

*Reviewing opportunities and challenges in the current downturn*

- Raw material price outlook & developments (nickel, molybdenum, chrome)
- Focus : *Asia, GCC, Africa, Iran, India & Turkey*
- Distribution & processing trends in the Middle East
- Trade finance challenges in current tight credits

## Africa CemenTrade

Tunis, Tunisia | 28-29 April

*"Supplying Africa's infrastructure boom"*

- Africa's infrastructure plan & housing projects update
- Cement demand, prospect & investment challenges in : **North, South, East & West Africa**
- Energy outlook & price trend in Africa
- Transportation & vessel logistics challenges
- Alternative fuels & raw materials issues

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