

## PRESS RELEASE

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### *BIR World Recycling Convention & Exhibition in Dubai (17-20 May 2015)*

#### ***Ferrous Division:***

### **High-profile guest speakers from World Steel Association and SABIC (Saudi Basic Industries Corporation)**

Brussels, 16 April 2015

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Under the presidency of William Schmiedel (Sims Metal Management Global Trade Corporation, USA) the board of the BIR Ferrous Division has invited two high-profile speakers who will be addressing the audience at the divisional plenary meeting in Dubai **on Monday, 18 May 2015 at 9.30.**

**Dr Edwin Basson, Director General of World Steel Association (*wordsteel*)**, will be sharing his views on the importance of **"Steel in the circular economy"**. The World Steel Association is one of the largest and most dynamic industry associations in the world. *worldsteel* represents approximately 170 steel producers (including 9 of the world's 10 largest steel companies), national and regional steel industry associations, and steel research institutes. *worldsteel* members represent around 85% of world steel production. Before Dr Basson joined *wordsteel* in 2011, he taught economics at Pretoria University from 1984 to 1990. After a few years in the banking industry, he joined the steel industry in 1994 as Chief Economist at Iscor Ltd. In 1996 he became Business Units Manager for coated steel products and flat steel products. He later headed Strategic Initiatives at the company. Edwin joined Mittal Steel (now ArcelorMittal) in 2004 as a General Manager responsible for Marketing Strategy. He then headed Commercial Research and Market Segmentation. From 2006 until he joined *worldsteel*, he was Vice President,

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Commercial Co-ordination, Marketing and Trade Policy at ArcelorMittal. Dr Basson received his PhD in economics from Pretoria University.

The second speaker is **Mr Ismail Al-Sulby, General Manager, Long Products Business Unit, Saudi Basic Industries Corp. SABIC**. He also holds the positions of Vice Chairman in the Arab Iron and Steel Union, and Board Member of Eastern Petrochemical Company. SABIC is a diversified manufacturing company, active in chemicals and intermediates, industrial polymers, fertilizers, and metals. It is the largest public company in Saudi Arabia and in the Middle East. Through its manufacturing affiliate, Saudi Iron and Steel Company (Hadeed), the largest integrated complex for iron and steel production in the Middle East, SABIC produces long and flat products meeting the highest international standards and specifications.

Apart from first-hand market reports by divisional board members covering the main world regions, the meeting will also see the launch of the **6<sup>th</sup> edition of the Division's statistical brochure "World Steel Recycling in Figures"**. The main findings and conclusion will be presented by BIR Statistical Advisor Rolf Willeke.

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