

## PRESS RELEASE

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### *Upcoming BIR World Recycling Convention (Round-Table Sessions) in Budapest (13-15 October 2019)*

#### *First Speaker Announced:*

**Becky Hites of Steel Insights**

**speaks at Ferrous Division plenary session**

**Brussels, 27 August 2019**

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On **Tuesday, 15 October at 10.15**, the **plenary session of the BIR Ferrous Division** will feature a keynote presentation by **Ms Becky E. Hites from Steel-Insights LLC (USA)**.

Having impressed BIR delegates on several occasions in the past with her expert knowledge, Becky has agreed to provide insight into **“Solving the puzzle of how to succeed in today’s oversupplied steel industry: innovating to excel”**.

Becky is a global steel industry professional who has served as an equity analyst, project finance and mergers & acquisitions investment banker, cost modelling expert, industry trend macro and micro consultant, expert witness and C-level strategic planning consultant. She was on the II All-American Research Team, Metals in 2001 and was on the team recognized by the Wall Street Journal for earnings accuracy for four consecutive years, 1993-1996.

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**BIR – REPRESENTING THE FUTURE LEADING RAW MATERIAL SUPPLIERS**

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Becky is a proven leader with deep financial, operation, trade and market relationships at the steel producer, trader, processor and user levels. In 2012 she founded Steel-Insights, LLC in order to provide highly specialized services to clients in the metals, mining and manufacturing industries. She produces reports on the strength of the US and global economies, the global steel cycle, USA mill profitability and utilization, and specific product market micro analysis. Becky has an economics degree from the State University of West Georgia and an MBA from Georgia State University.

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