



# PLATTS SBB 8TH ANNUAL STEEL MARKETS NORTH

MARCH 15-16, 2012  
JW MARRIOTT, CHICAGO, USA



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**SBB is pleased to invite to its 8th Annual Steel Markets North America conference, on March 15-16, 2011 at the JW Marriott in Chicago.**

Come hear high-profile speakers discuss topics impacting the North American industry, including:

- The effect additional capacity has had on the domestic market
- The direction for pricing in 2012 and beyond
- What big steel end users think about the economy, their businesses and the outlook ahead
- Which mills and markets are poised for growth
- How raw materials availability and pricing will shape buying decisions in the year ahead
- Strategies service centers are employing to tame vicious pricing cycles
- and many others

SBB is known in the industry as the source of steel news but also in terms of top quality steel conferences with cutting edge programs. For SBB Steel Markets North America 2012 conference, we have already confirmed:

- Keith Busse, CEO, Steel Dynamics Inc
- Mike Rehwinkel, President & CEO, Evraz North America
- Sergei Kuznetsov, CEO, Severstal North America
- Charles Schmitt, Head of SSAB Americas, SSAB
- Vicente Wright, President & CEO, California Steel Industries
- Jeremy Flack, CEO, Flack Steel, Ltd
- Sandy Simon, VP of Business Development, Pacesetter Steel Service, Inc
- Micah Jacobs, Steel Buyer, Honeywell International, Inc
- and many more to be added soon

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**Accommodation**  
Accommodation & travel costs are not included in conference fee. You must make your own travel arrangements.

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Refunds, subject to a 25% handling charge will be made for cancellations up to 30 days before the conference. No refunds or credits thereafter. Cancellations due to travel & visa issues are treated as above. Please confirm cancellations in writing.

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