



VIRTUAL

# 2021

## European Steel Forum

27-29 October 2021

### About the Event

Practical solutions and economic drivers for technology innovation in today's steel industry. Sessions include CO<sub>2</sub>-Free Steelmaking; CO<sub>2</sub>-Free Energy; The Role of Iron Units in the Green Steel Transition; Successful Applications of AI; and Innovation in Plant Design. Additional programming will feature a keynote covering the challenges and opportunities for a green future for steel and a session on industry strategies for securing the steel workforce of tomorrow.

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US\$70

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## Technical Program Details

### Wednesday, 27 October

[7:00 AM ET/13:00 CET] **Welcome and Introduction**

Speaker: Ronald Ashburn, Executive Director, AIST

[7:15 AM ET/13:15 CET] **Keynote: A Green Future for Steel: Challenges and Opportunities**

Decarbonizing the European steel industry, ideals and perspectives from the European Union, and vision of AIM.

Keynote: Federico Mazzolari, President of Associazione Italiana Di Metallurgia; Arvedi Group

[8:00 AM ET/14:00 CET] **CO<sub>2</sub>-Free Steelmaking: The Road Map**

The steel industry is a fundamental sector in the EU, and it is committed to achieving carbon neutrality by 2050. To that end, the industry in the past year has placed a number of pilot-scale, hydrogen-based iron reduction plants into operation. At the same time, CAPEX plans for industrial-scale plants have been further sharpened, and public support and funding is being secured for a wide range of decarbonization solutions. EU steel producers will break down recent developments in the industry's decarbonization effort and share the updates on their own companies' investments.

Moderator: Dr. Jürgen Cappel, Cappel Stahl Consulting GmbH

**Panelists:**

- Dr. Frank Ahrenhold, Head of Sustainable Steel Production, thyssenkrupp
- Tim Peeters, Department Manager, Iron and Steel R&D, Tata Steel
- Thomas Bürgler, Head of R&D Ironmaking, and CEO Metallurgical Competence Center, voestalpine Stahl GmbH

- Marc Vereecke, Chief Technology Officer, ArcelorMittal
- Dr. Martin Pei, Executive Vice President and CTO, SSAB

[10:00 AM ET/16:00 CET] **CO<sub>2</sub>-Free Energy: The Evolution of Green Hydrogen**

The EU steel industry is rapidly evolving, with hydrogen-based iron reduction at the forefront of the transformation. However, huge amounts of hydrogen and renewably powered electrolysis capacity will be required to facilitate the transition. In addition, hydrogen storage and distribution infrastructure must be developed. With these obstacles in mind, EU energy and gas producers will discuss their strategies and actions to create a hydrogen value chain.

Moderator: Johannes Schenk, Chair of Ferrous Metallurgy, University of Leoben

**Panelists:**

- Dr. Martin Johannes Schneider, Representative, DWV Association
- Carina Krastel, Commercial Director, European Green Hydrogen Acceleration Center, EGHAC
- Dr. Joachim von Schéele, Director Global Commercialization, Linde plc
- Michael Grant, Global Technology Director, International Senior Expert, Steel Production, Air Liquide
- Hergen Wolf, Head of Product Management, Sunfire
- Mario Federico Forgnone, Head of Technology Innovation Management, Saipem

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## Thursday, 28 October

### [8:00 AM ET/14:00 CET] Feedstock: The Role of Iron Units in the Green Steel Transition

The decarbonization of the steel industry will drive innovation and demand flexibility from an industry that's typically viewed as conservative. That will be especially so for the iron sector, which faces a significant change in the way that iron units are produced, traded and utilized throughout the world. From this change arises many questions: Will EAF steelmakers easily replace scrap and high-carbon metallics with hydrogen-based, carbon-free DRI? Can iron ore miners meet expected growth in direct-reduction-grade pellet demand? If they can't, will blast-furnace-grade pellets be an adequate substitute? With increasing demands for scrap, will national governments revise border policies to discourage exports? Will HBI be an effective way to both increase blast furnace productivity and reduce CO<sub>2</sub> emissions? In this panel, experts will share their views and discuss the changing role of iron units in green steel production.

**Moderator:** José Noldin, Head of Technology Strategy, CSN  
**Panelists:**

- Dr. Sara Hornby, President, Global Strategic Solutions Inc.
- Steve Potter, Metallics Director, Vale
- Maurizio Calcinoni, Board Member and Vice President, Arvedi
- Chris McDonald, CEO, Materials Processing Institute
- Arno Habermann, Senior Vice President, Ironmaking, voestalpine Stahl Donawitz GmbH

### [10:00 AM ET/16:00 CET] Digitalization: Successful Applications of Artificial Intelligence

Artificial intelligence, neural networks, deep learning and other digital technologies are being introduced to the steel industry through various projects in different production areas. These projects often involve "boutique" software developers working in cooperation with end users and well-known equipment manufacturers, who together have successfully pioneered the implementation of these technologies. In this panel, some of these companies will share examples of successful applications and offer their outlook on future implementations.

**Moderator:** Gianluca Maccani, CTO, Polytec USA

**Panelists:**

- Dr. Falk Florian Henrich, CEO and Owner, Smart Steel Technologies
- Michael Eder, Chief Digitalization Officer, voestalpine
- Antonio Ambra, Business Development Manager, AIC Capitanio
- Michele Vezzola, Vice President Mechatronics, BM Group Polytec Spa and Paolo Stagnoli, Tenova Upstream Commercial Director EAF & LF
- Marco Ometto, Executive Vice President, DIGI&MET, Danieli Automation R&D

## Friday, 29 October

### [5:30 AM ET/11:30 CET] Attract and Retain Talent: Industry Strategies

Sustainability consists of three elements: profit, planet and people. This session will focus on the ways steel companies are finding the right people to sustain their business. It will explore the steel industry's unique characteristics that make it an interesting field to work in as well as the strategies steel producers are employing to attract and retain the talent they need to evolve. Some of the industry's leaders will discuss what has worked for them and share some inspiring ideas.

**Moderator:** Alessandra Spaghetti, Global Product Strategy & Market Manager, Bead Wire, Bekaert

**Panelists:**

- Veronica Magnusson, Global Competence Development Manager, Sandvik Materials Technology
- Sara Busolini, Technical Account, ABS Acciai S.p.A.
- Laura Pamini, Plant Manager, Pittini
- Irina Stultus, People & Organization Development Director, Danieli Academy
- Marion Hermanns, Head of Professional Training, SMS group GmbH

### [8:00 AM ET/14:00 CET] Innovation in Plant Design: Outlook for Climate-Neutral Platforms

The pandemic has presented steel producers and the steel market with considerable uncertainty and unprecedented challenges. But standing beside them even in the most difficult of times were the trusted equipment manufacturers and suppliers, who yet again proved the value of partnering with them. In this panel, attendees will learn how the top equipment manufacturers responded to the pandemic and offered new ideas and technologies to their customers.

**Moderator:** Mauro Bianchi Ferri, Managing Director, Acciarium

**Panelists:**

- Paolo Argenta, Executive Vice President Metals, Tenova
- Dr. Christian Redl, Deputy Managing Director, Inteco
- Thomas Pfatschbacher, Senior Vice President Digital Transformation & Smart Production, Primetals Technologies
- Rolando Paolone, CTO Danieli Group and Member of the Board, Danieli
- Thomas Hansmann, COO and CTO, Paul Wurth Italia S.p.A.
- Alberto Aldama, Sales Director Steel Melting Plant, Grupo Sarralle

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